



THE NEXT GENERATION

For Farm Equipment Dealer Management of All Colors & Sizes ... Dealers Only!

98.4% of 2013 attendees would recommend attending the Dealership Minds Summit to other dealers.

January 13-14, 2015 • Cincinnati, Ohio
Historic Hilton Netherland Plaza Hotel

The 2015 Dealership Minds Summit is sponsored by:



Top Braintrust in Industry to Convene in Cincinnati on January 13-14, 2015

You've seen the facts and figures. "Each day for the next 15 years, thousands upon thousands of Baby Boomers will retire, without enough manpower in today's classrooms to take their place" ... "The Millennial generation will account for 50% of the American workforce as soon as 2020" ... "Economies of scale are driving agribusiness of all types into larger enterprises with greater demands of their managers."

If the challenges accompanying the transitional time ahead have robbed you or your management team of sleep over the past 12 months, you're not alone. That's why "Transitioning the Next Generation" was selected as the sole theme of the once-every-other-year Dealership Minds Summit. With the help of the *Farm Equipment Dealership of the Year* Alumni Group and its Editorial Advisory Board, you can seize this opportunity to add decades of knowledge

with just a 2-day investment of your time in Cincinnati this January.

With the speakers and dealer attendees (including those who registered before seeing an agenda) already assembled, the Dealership Minds Summit represents "the best of the best" dealers — of all colors, sizes and places on the transitional spectrum. You'll gain a rare opportunity to talk face-to-face, exchange challenges, validate approaches and discover new thought-processes during this 2-day learning & networking event.

The very brightest "Dealership Minds" on the planet will be gathering January 13-14, 2015 in Cincinnati. And we WANT YOU to add to this Dealer-Only event!

If you aspire for the very best for your dealership, your colleagues and in your own professional development, you MUST attend the Dealership Minds Summit in January.

Tuesday, January 13th

2:30-4 p.m. | **SPECIAL WORKSHOP: Strategies for Capital Access & Transitional Wealth Management in Equipment Dealerships**

The consideration of business cash flows and deal structuring — without disrupting the daily operations — are vital for a successful transition, say Nick Mast and Tom Owen. Most recently with CNH Capital and CNH Industrial (CNHI), respectively, the pair brings 3 decades of finance and dealer network performance experience with a unique vantage point of both dealer and OEM perspective. Their consulting group, ChannelMASTERS was formed to provide financial and management resources to assist equipment dealers in their enterprise growth, transition and operational improvement.

Working backward from the desired transition date requires detailed plans for capital sourcing, identifying and developing key managers, positioning the entity for a transition, and early agreement among family and/or corporate shareholders on the method and process for the business valuation. This preparation requires in-depth strategic planning and forecasting, capital investment budgeting, specific human resource development and training plans, and engaging external capital sources early in the process.

5 Dealer Takeaways From the Unique Workshop:

1. Valuation is directly tied to how well you planned and prepared for a sale
2. A lack of past commitment to reinvestment will lessen the enterprise value
3. Start succession planning — lay the ground work NOW regardless of the timeframe
4. Today's competitive environment demands best-in-class practices — in every area of the business
5. While you run an independent business, the OEM has its own agenda.

About Nick Mast: 32-year corporate finance industry veteran, focused on mid-market corporate and investment banking, mergers and acquisitions, operational performance improvement, and commercial banking ...



Nick Mast (l) and Tom Owen, ChannelMASTERS

Held senior positions with Bank of America, Canadian Imperial Bank of Commerce, KeyBank Capital Markets and BNP Paribas as its Managing Director and Regional General Manager ... Most recently Director of Global Strategic Accounts for CNH Capital, in charge of credit underwriting, mergers and acquisitions, structured finance and strategic growth for the 100 largest global dealers in the CNH network ... Worked closely with CNH brand network development in succession planning, ownership transition, network consolidation and strategic planning.

About Tom Owen: 35-year strategic distribution veteran, focused on capital goods OEM dealer networks, mergers and acquisitions, operational performance improvement, network standards and best-practices and business development systems integration ... Held senior positions with Deere & Company, Haworth, Monster, Harte-Hanks and CNHI ... Most recently Director of Distribution Development for CNHI, responsible for dealer network performance, dealer mergers and acquisitions, dealer network best practices and contract compliance ... Worked closely with global Fiat Industrial brands, including Chrysler, to develop and implement world-class dealer development programs and network evolution strategies.

"DEALERSHIP MINDS SUMMIT IS A VERY GOOD PRESENTATION OF LEADERSHIP IN THIS INDUSTRY..."

— Carson Brown, Store Manager, Stoltz Sales & Service

Call (866) 839-8455 to Register Today!

4-5:30 p.m. | Roundtable Discussions

Back by popular demand are the informal, highly participative Roundtable Discussions. Come prepared to share and discuss! Choose 1 of 10 concurrent roundtables for face-to-face dialog on these important subjects:

- Specific Challenges for Small-Store Dealerships (1 to 3 stores)
- Trouble Areas Exchanged ... What's Your Mulligan ('Do-Over')?
- Org Structures for Precision Farming Departments
- Change Management & Team Buy-In
- Third-Party Guidance: What, Why & When
- Millennials: Motivations & Methods
- Talent Inventory: Is Time Right to Grow?
- Owner(s) Hit by Bus: What's Your Plan?
- Pros/Cons of a Board of Directors
- Strategies for Retention & Reward of Key Personnel



6:30 p.m. | Networking Reception and Dinner KEYNOTE PRESENTATION ... "Leadership in Practice: The Solution to Addressing the 'Readiness Crisis'"

Working with hundreds of machinery dealers throughout his career, **Floyd Jerkins, Jerkins Creative Consulting**, Benton, Ill., has seen transitions at their best, and at their worst. In this special keynote presentation, Jerkins explains the "Management Readiness Void" that dealers are facing and sets forth the challenge of solving it through leadership development, which requires eager and interested teachers — and pupils. Drawing upon the best examples and the fundamental truths he and his team of specialists have seen in the field, Jerkins defines what leadership means and what it looks and feels like while also sharing practical advice for both the senior, and successor, generation.



Floyd Jerkins, Jerkins
Creative Consulting

Since 1991, JCC and its team of consultants (with real-world dealership experience) have specialized in business solutions consulting, training and peer-group facilitation for farm equipment dealers of various sizes. Expertise includes mergers and acquisitions, dealership assessment, aftermarket development, strategic planning, financial management, manufacturer relations, sales management, customer service training, marketing and more.

Wednesday, January 14th

Networking Breakfast 7:30-8 a.m.

8-9:30 a.m. | Dealer-to-Dealer Panel: An Anatomy of a Transition ... From Both Sides

In this lively panel discussion (with Q&A time built in), you'll hear first-hand from both the senior and successor generations of dealers where transitions are well underway. Presented in a thought-provoking format that tells "both sides of the story," family and non-family managers alike are assured of better understanding the landscape of transitions, including defining moments,



Bingham Equipment: Blaine Bingham, President/
CEO; Brant Bingham, General Operations Assistant

Visit www.DealershipMindsSummit.com to Register Today!

AT-A-GLANCE SCHEDULE:

Tuesday, January 13, 2015

1:30-2:30 p.m. Registration

2:30-4 p.m. SPECIAL WORKSHOP:

"Strategies for Capital Access & Transitional Wealth Management in Equipment Dealerships," Nick Mast and Tom Owen, ChannelMASTERS

4-5:30 p.m. Roundtable Discussions

• Specific Challenges for Small-Store Dealerships (1 to 3 stores) • Trouble Areas Exchanged ... What's Your Mulligan ('Do-Over')? • Org Structures for Precision Farming Departments • Change Management & Team Buy-In • Third-Party Guidance: What, Why & When • Millennials: Motivations & Methods • Talent Inventory: Is Time Right to Grow? • Owner(s) Hit by Bus: What's Your Plan? • Pros/Cons of a Board of Directors • Strategies for Retention & Reward of Key Personnel

6:30 p.m. Networking Reception and Dinner (Included) KEYNOTE PRESENTATION ...

"Leadership in Practice: The Solution to Addressing the 'Readiness Crisis,'" Floyd Jerkins, Jerkins Creative Consulting

Wednesday, January 14, 2015

7:30-8 a.m. Networking Breakfast (included)

8-9:30 a.m. Dealer-to-Dealer Panel:

"An Anatomy of a Transition ... From Both Sides," Blaine Bingham, President/CEO; Brant Bingham, General Operations Assistant, Bingham Equipment; Raymond Koenig, Chairman; Aaron Koenig, President; Koenig Equipment Company; Eric Torgerson, Partner; Brion Torgerson, CEO, Torgerson's

9:30-10:45 a.m. Dealer-to-Dealer Panel:

"Winning Structures & Programs for Leadership Development," Tom Rosztochy, President/CEO, Stotz Equipment; Doug Neufeld, CEO, PrairieLand Partners; Owen Palm, President/CEO, 21st Century Equipment

10:45-11:15 a.m. Coffee Break (included)

11:15 a.m.-12 p.m. "Drivers of the Business: Financial Metrics for the Non-CPA," Mike Hedge, President/CEO, Birkey's Farm Stores

12-12:45 p.m. Lunch (included)

12:45-1:30 p.m. Dealer-to-Dealer Panel:

"Professional, Prepared Managers — Where Will They Come From?," Josh Provost, Vice President, Champlain Valley Equipment; Miles Mackow, General Store Manager, Webb's Machinery; Jeremy Ostrander, CEO, AgriVision Group

1:30-2:45 p.m. Dealer-to-Dealer Panel:

"Exploring Employee Stock Ownership Plans (ESOPs) — What's Involved?," Clint Schnoor, President, Agri-Service, Inc.; Ronnie Barnett, CFO, H&R Agri-Power; Shawn Skaggs, COO, Livingston Machinery Co.

2:45 Summary & Next Steps

3 p.m. Adjourn

Dealers speaking on the 2015 program represent \$2.7 billion in annual revenues.

challenges, successes and lessons learned ... Not to mention some procedural and personality-driven “landmines” and practical ways to avoid them. In each of the dealer case studies, the senior-level executive also recalls what it was like to have sat in the successor chair.

Bingham Equipment Company, Mesa, Ariz. — Sharing the story of the 10-store Bingham Equipment Co. are Blaine Bingham (president/CEO) and 30-year-old son, Brant (general operations assistant). Succession planning has been part of the dealership for most of its 59-year existence. Blaine started in the business in 1977 and has been president/CEO since the 1980s.

After working in sales for 4 years, Brant (at his dad’s suggestion) left the business to pursue his MBA full-time so he’d be prepared and back at the \$55-million company by 2014 to take pressure out of the system before retirements commenced. With founder Norm (father and grandfather) still contributing at age 87, they will share how to maintain a flat organization structure, find management styles that work and how 3 generations contribute to the greater cause.

Koenig Equipment Company, Botkins, Ohio — Raymond Koenig is the chairman of this 111-year-old family dealership founded by his grandfather, John C. Koenig. After serving as an officer in the U.S. Air Force and completing his MBA, he joined the firm as President/GM in 1974. Working with four siblings, seven nephews, and several experienced



Koenig Equipment Company: Raymond Koenig, Chairman; Aaron Koenig, President



Torgerson's: Eric Torgerson, Partner; Brion Torgerson, CEO



non-family managers, Raymond has seen the dealership grow from 1 to 11 branches (across major brands) and has now grown to \$200-plus million in revenues. Nephew Aaron Koenig, who started in sales and progressed to other leadership positions in his 15 years, is president of the 223-employee operation and serves on the board. He is a frequent speaker on family business topics.

Torgerson's, Great Falls, Montana — Now managed by the 4th generation, this dealership turns 103 years old this year — the first 89 of which were as a single location. After a growth initiative in 2001, today’s group has 8 locations, 140 employees and more than \$100 million in revenues.

In 1976 at age 27, Eric Torgerson (partner) purchased his older brothers’ shares to become sole owner of the store. In preparing his own sons and daughters for their professions, he was committed to avoid mistakes he’d seen in other family businesses, and worked to keep the family’s business interests (including the farm), separate.

Son Brion Torgerson joined the firm in 1998 and became CEO in 2003. The father-son duo shares challenges and differences (“We were polar opposites in some cases,” says Brion), and how they arrived at the decision that a change in management philosophy was vital to operating multiple locations.

“ALWAYS GOOD TO HEAR FROM THE LEADERS IN OUR INDUSTRY ON THE POINTS THAT HIT CLOSE TO HOME...”

— Darren Straub, Controller, Straub International

**9:30-10:45 a.m. | Dealer-to-Dealer Panel:
Winning Structures & Programs for Leadership Development**



**Tom Rosztoczy, President/CEO,
Stotz Equipment**



**Doug Neufeld, CEO,
PrairieLand Partners**



**Owen Palm, President/CEO,
21st Century Equipment**

The industry’s most progressive leaders realize they’re devoid of their duties if they aren’t grooming and paving the way for the talent that will one day replace them. Leadership skills, not to mention knowledge and experience, is not something that can be passively transferred through osmosis — it’s an ongoing

journey that must be chased with the same vigor and tenacity as any new combine deal.

You’ll want your notebooks handy as you learn from 3 executives who have seized the responsibility for their firms’ next generation through already-established formal structures and programs.

Call (866) 839-8455 to Register Today!

“I WOULD DO IT AGAIN IN A FLASH AND BRING MORE STAFF ALONG NEXT TIME. IT WAS AWESOME...” — *Bernie Chabot, Dealer-Principal, Chabot Implements*

Tom Rosztoczy, President/CEO, Stotz Equipment (2013 Dealership of the Year), Avondale, Ariz. — Tom Rosztoczy is the President/CEO of Stotz Equipment, a family-owned dealership with more than 20 locations in 8 states. He joined the business in 1987 and has held positions of sales manager, store manager and GM. As president for the past 15 years, the group has been nearly doubling in size every 5 years and is currently doing \$250 million in revenue.

In addition to one of the industry’s most progressive systems for measuring employees’ performance and development, Stotz’s Executive Leadership Team developed an inhouse training curricula (and required readings) for Aspiring Managers and Future Managers that is personally overseen by Rosztoczy. His son Joey, 24, is also now working in the 400-employee company.

Doug Neufeld, CEO, PrairieLand Partners (2014 Dealership of the Year), Hutchinson, Kan. — Doug Neufeld was a newcomer to equipment retailing in 1998 after selling the family business (custom harvesting). That year, he joined the 20-employee Deer Trail Implement as GM and began a significant growth chapter for this small company that operated with a corporate-like management structure. In 2008, Neufeld led an 18-month process that brought a merger of

his company with two other owner-operator groups. He was selected as CEO of the new enterprise (PrairieLand Partners), which today has 9 locations and does \$266 million in sales.

Development of the team is a passion of Neufeld, and is seen in practice as 4 of the firm’s 9 store managers are in the 30s. Each is given business-unit responsibility on a defined scale, Neufeld says. The approach works, he says, with objectivity and processes/boundaries that provide support for young managers’ decisions; while not taking decision-making authority from their hands. PrairieLand’s Executive Team also recognizes that not all attempts will (or should) succeed, and stresses the importance of dealing with failures with respect.

Owen Palm, President/CEO, 21st Century Equipment, Bridgeport, Neb. — Following his service as an officer in the U.S. Army, the 61-year-old Palm held senior management titles in several energy and sugar beet companies before beginning his farm equipment career in 2000 with 21st Century, then a newly-organized 2-store operation. Today, 21st Century Equipment is a 15-store group with \$500 million in sales. As the executive of the equipment dealership and 3 related companies, “people development and empowerment” is vital in this fast-growing environment.

Palm’s commitment to active participa-

tion in development is well known, including a dismissal of the notion that personal and professional growth are changes necessary in the ranks of employees but not at the top. His 31-year-old son, Corey, is a location parts manager in the company.



Reserve Your Room At The Historic Hilton Netherland Plaza Hotel

A limited number of rooms is reserved at the host Hilton Cincinnati Netherland Plaza Hotel for DMS attendees at a special rate of \$104 per night. Room reservations can be made by calling 1-800-HILTONS (1-800-445-8661).

Please mention the code “NNT” to get the special rate.

www.DealershipMindsSummit.com

Coffee Break 10:45-11:15 a.m.

11:15 a.m.-12 p.m. | “Drivers of the Business: Financial Metrics for the Non-CPA,” Mike Hedge, President/CEO, Birkey’s Farm Stores

Mike Hedge, President/CEO of Birkey’s Farm Stores, Champaign, Ill. (2007 Dealership of the Year), has often been referred to by his now-retired predecessor (Ron Birkey) as the “best financial mind in the farm equipment dealer industry.” After prior experience in public accounting at a large multinational hotel chain, Hedge (a CPA) joined the dealer group as Chief Financial Officer and Treasurer in 1992. In January 2013, he was named president/CEO following a planned succession process.

Today, the group operates 14 stores and generates \$395 million in revenue annually.

Birkey’s grew 600% within a 12-year

period without any infusion of outside capital thanks to the commitment of the ownership group to diligently manage the balance sheet and the activities that drive cash flow and asset turns. This disciplined approach provided the funds for the group to move forward on growth opportunities — on its own.

His session focuses on the key ratios and financial/capital principles that he employs in his own teaching and development of the Birkey’s Farm Stores’ Leadership Group. An excellent presenter, Hedge is known for an ability to relate to dealer personnel from non-financial backgrounds and teach the key



Mike Hedge, President/CEO of Birkey’s Farm Stores

metrics in successful farm equipment dealership — and how to impact them for profitability.

Visit www.DealershipMindsSummit.com to Register Today!

Lunch 12-12:45 p.m.

"I CAN'T THINK OF ANYTHING I'D CHANGE ABOUT THE STRUCTURE OR CONTENT. IT WAS JAM-PACKED BUT IN A GOOD WAY. THANK YOU; I MADE GREAT CONTACTS THAT WILL BENEFIT US FOR YEARS TO COME..."

– Keith Kreps, Executive Vice President, RDO Equipment Co.

**12:45-1:30 p.m. | Dealer-to-Dealer Panel:
Professional, Prepared Managers – Where Will They Come From?**



Josh Provost, VP, Champlain Valley Equipment



Miles Mackow, GM, Webb's Machinery



Jeremy Ostrander, CEO, AgriVision

This unique panel showcases paths to management at both small and large dealerships as attendees learn from three leaders who came from "outside" of the family dealership lineage. Two of the leaders, in fact, came to the dealership world after working in territory management and dealer development for major-brand OEMs. This trio will showcase the paths of entry for managers to assume responsibility and prove their capability in growing family owned dealerships, as well as their advice for attracting and motivating the new class of professional managers the industry requires.

Josh Provost, Vice President, Champlain Valley Equipment (2006 Dealership of the Year), Derby, Vt. Provost joined CVE as a GM and partner after approaching CVE (then a 2-store operation) about acquiring the store he had co-owned and managed for the pre-

vious 7 years. With 23 years' experience in farm equipment (spanning accounting, and sales and service management), he's seen first-hand the frustration that can exist in multiple partnerships and family businesses, and recognizes the power of everyone pulling in one direction.

Today, the 39-year-old is in charge of managing one of the stores as well as corporate oversight for all locations' planning/budgeting, acquisitions and dealership development. He will explain how CVE, previously exclusively privately owned, took on additional partners to grow the business. CVE has 4 stores that do \$40 million in sales.

Miles Mackow, General Store Manager, Webb's Machinery, Lamont, Alberta. Founded in 1933, Webb's Machinery is a family-owned business that includes 2 machinery dealerships, a Ford dealership and a crop inputs business. Prior to his dealer career, Mackow spent 10 years with New Holland in service and sales territory management, dealer network development and as North American marketing responsibility for combines, air seeders and self-propelled sprayers. He joined Webb's management team in 2010 and oversaw the build and launch of a new location, which he manages today. He'll share practical insights into joining a growing, family-owned business (\$60 million) that's navigating its own succession.

Jeremy Ostrander, CEO, AgriVision Group (2013 Dealership of the Year), Pacific Junction, Iowa. Ostrander spent 7 years with John Deere (the last 2 as a territory manager), before joining the soon-to-be-formed A&M Green Power Group as director of sales in 2004. In April 2013, the family owners named him CEO. Following the merger with Barker Implement in late 2013, the newly merged enterprise was renamed AgriVision, which the 42-year-old continues to lead as its top executive. Today, the group consists of 13 stores and \$350 million in sales. Ostrander explains the management issues/needs in a dealer group that has tripled its locations in 9 years and his observations on the next-generation's management needs.

**Dealers' Impression
of Dealership Minds Summit**

Composite score: 3.70 out of 4



Poor: 0%

OK: 0%

Good: 29.8%

Excellent: 70.2%

0 10 20 30 40 50 60 70 80

– 2013 Dealership Minds Summit Attendee Survey

"AN EXCELLENT MEETING WITH GOOD TOPICS AND PANELS THAT PROVIDED IDEAS IN A VERY OPEN WAY AND A PLACE TO INFORMALLY DISCUSS ISSUES AND CHALLENGES."

– Tex Prete, CEO, FarmWorld

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1:30-2:45 p.m. | Dealer-to-Dealer Panel: Exploring Employee Stock Ownership Plans (ESOPs) – What’s Involved?



Clint Schnoor, President, Agri-Service



Ronnie Barnett, CFO, H&R Agri-Power



Shawn Skaggs, COO, Livingston Machinery

With mergers and acquisitions bringing more locations under one umbrella, and the fast-rising valuations of dealerships limiting the potential pool of buyers, a greater use of Employee-Owned Stock Ownership Plans (ESOPs) is expected in the years ahead. The advantage that dealers may see with ESOPs, according to Agri-Service’s Clint Schnoor, are liquidity for owners (while allowing them to remain involved), rewards for the employees who are building the business, tax savings and an “ownership culture.”

Yet there are also factors that must be considered, including size of dealership, commitment and involvement of the owner, expenses, corporate governance and additional regulations.

With myriad factors involved with ESOPs, these 3 dealer executives help you see whether the option makes sense for your dealership and if so, what’s involved. Each has direct experience in establishing and overseeing the ESOPs at their farm equipment dealer groups, including one who personally oversaw both the creation of an ESOP and buying out employees’ shares when the firm was sold.

The panelists will share why an ESOP was chosen for their dealerships, lessons learned and what considerations dealers will face in preparing for and proceeding with an ESOP. The dealers presenting include:

Clint Schnoor, President, Agri-Service, Inc. (2012 Best-in-Class Dealership), Twin Falls, Idaho. The 36-year-old Schnoor (who had a banking and real estate background) joined his father-in-law in the dealership 8 years ago and today oversees a 10-store, \$120 million group. Schnoor will explain Agri-Service’s ESOP (completed in 2010) as well as the sale of the company in October 2013 that bought out the employees’ shares. He is a nationally known speaker and past president of the ESOP Association.

Ronnie Barnett, CFO, H&R Agri-Power, Hopkinsville, Ky. A CPA, Barnett has 20 years at the dealership, which now has 14

stores in 5 states and does \$300 million in sales. H&R Agri-Power became a partial ESOP in 2007 and that ownership grew to 18% by 2012. In early 2014, Barnett oversaw a leveraged transaction that took the group and its 400 employees to 100% employee-owned. He’ll explain the acquisition drivers behind the ESOP and how it was used for capital growth.

Shawn Skaggs, COO, Livingston Machinery Co., Chickasha, Okla. Skaggs, who joined the dealership in 2001, played a key role in converting the dealership into an ESOP and chairs its communications committee. The firm has 4 operations and 118 employees and does \$70 million in sales.

Considerations for an ESOP

Agri-Service’s Clint Schnoor shares a checklist for equipment dealers considering an ESOP arrangement.

- How long do I want to be involved? If you’re thinking of the 5-10 year window, it’s probably a good vehicle.
- Do I have people currently working for me who can run the company? “Every one of us should be developing people that can run our company as we exit. Is my turnover low?”
- Do I have employees who helped build the company? Are there people who’ve worked for you that should be rewarded through this transaction?
- Do I want my money now or can I wait? Selling to a larger company can provide a larger liquidity at a faster rate. The ESOP spreads it over time, but it also rewards the financing. “In our structure, we did about 40% of our buyout through senior debt financing and 60% through our seller financing,” says Schnoor. “A lot of dealers are financially invested in the company, so it isn’t really going to change that a whole lot.”

2:45 Summary & Next Steps

3 p.m. Adjourn

“THE ROUNDTABLES WERE GREAT AND OUR TABLE TOPIC COULD’VE BEEN DISCUSSED FOR HOURS. I CERTAINLY MADE SOME NEW CONTACTS AND PLAN ON PICKING A FEW BRAINS SOON.”

– Quint Campbell, Marketing Manager, Birkey’s Farm Stores

100% Satisfaction Guaranteed

Lessiter Publications has hosted national ag industry events for each of the last 22 winters, including the first Dealership Minds Summit in 2013. We’ve refined a winning content-driven formula that delivers knowledge you and your team can act on immediately. That’s why if this intensive, innovative and information-filled event isn’t everything we promise, write us and we’ll send you a full 100% refund. And you can take up to 6 months to decide so you can personally measure the return on your learning experience.

Since 1970, farm equipment dealers have trusted *Farm Equipment* to deliver independent and unbiased strategies for success as a dealer. This event — through the roundtables, meals, dealer-to-dealer panels and peer-to-peer networking — is another way to expand your overall learning opportunity. We hope you find the program we’ve assembled and the guarantee worthy of your trust and attendance at the 2015 Dealership Minds Summit in Cincinnati!



Founder Frank Lessiter (l) and Mike Lessiter, President

Frank Lessiter

Mike Lessiter

Visit www.DealershipMindsSummit.com to Register Today!

**FREE WITH ATTENDANCE
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- 1. 1-Year Subscription to Ag Equipment Intelligence**
- 2. 1-Year Subscription to Dealer Sentiments & Business Conditions (monthly analysis by Cleveland Research Co.)**
- 3. 2015 Dealer Business Outlook & Trends Farm Equipment Forecast**
- 4. 2015 Big Dealer Report**



“THE FORUM AND MATERIAL PRESENTED BY THE SPEAKERS WAS GREAT ... THEY MADE AN IMPACT ON ME.”

– Eric Johnson, Partner, Johnson Tractor

Eligible Attendees: All Management & the Prospective Leaders for Farm Equipment Dealerships throughout North America.

Registration Options:

Call 866-839-8455 or fax or mail back the completed form below to the address and fax listed above. Register online at DealershipMindsSummit.com. The individual conference registration rate is \$379. If you are registering 2 or more individuals, you are eligible for the group rate of \$349 per person.

1 Conference Registration \$379 \$ _____

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When making reservations, mention the code “NNT” to receive the \$104 per night rate.

*Hotel room cut-off is December 22, 2014 or until allocated rooms are sold out.