THE INS AND OUTS
OF AED’S 2020
LEADERSHIP
CONFERENCE

AUGUST 18 - 20, 2020
DISNEY’S YACHT & BEACH CLUB RESORT

REGISTER ONLINE AT
WWW.AEDNET.ORG/EVENTS/LEADERSHIP-CONFERENCE
Crisis, or times of intense difficulty when decisions need to be made quickly, are always a chance to learn and improve. Being in a leadership position means handling unexpected scenarios in your company efficiently and effectively. From August 18 to August 20, AED will once again hold their Leadership Conference, this time at the Disney Yacht and Beach Club Resort in Orlando, Florida. As one of the only conferences geared toward rising talent and managers in the equipment distribution industry, the Leadership Conference has been a jumping-off point for many industry leaders.

This is an opportunity for AED members who value the importance of motivating, incentivizing, and investing in the development of skill sets that are essential to leading. Think back on those leadership challenges that every leader in your business, from the shop to the corner office, has faced; which of them would benefit from this conference? If you have people in any department that you know could benefit from two days of industry-specific leadership skill-building, the AED Leadership Conference is the perfect place to send them.

If you do not take the time to invest in their leadership development, you will likely continue to face similar challenges in the years to come, inhibiting growth and delaying success. Take the time. They will be better for it, and so will your business.

This year’s attendees will learn how to lead through any challenging time or crisis. They will enjoy exclusive industry insights on rental strategies, managing conflict, professional development and much more.

Here is a rundown of this year’s agenda

**Keynote Presentation**

*Creating a Pivot Point: Leading in Crisis and Change*

*Shawn Rhodes, Shoshin Consulting*

In the new world of remote teams, global pandemics and economic swings, one thing stays the same: the best plans never work out as planned. To address the constant challenge of managing change and ensuring our teams continue to achieve results, TEDx speaker and nationally syndicated columnist Shawn Rhodes will share how the best leaders and teams across industries are:

- Planning for their plans to change without sacrificing performance and profit
- Leveraging change when it occurs in their plans as a key differentiator
- Ensuring everyone is on the same page and executing the same mission

“This is well worth the time, travel, and expense involved to send a young leader to, both for the educational content and the social aspect of getting to meet other industry peers and converse with them on their pains in the market today as well as successes.”

JON SHILLING, GENERAL EQUIPMENT & SUPPLIES

Register online at: [www.aednet.org/events/leadership-conference](http://www.aednet.org/events/leadership-conference)
THE CALLING OF LEADERSHIP DURING UNPRECEDENTED UNCERTAINTY  
*Dirk Beveridge, UnleashWD*

During uncertain times leaders have a choice. You can hunker down and feel the fear, reacting to every change as it comes. Or you can lead.

Unprecedented times call for unprecedented leadership. During this full-day workshop, industry consultant and AED friend Dirk Beveridge will provide his unique blend of inspiration and workable ideas that are specifically relevant to leaders in the equipment industry during uncertainty.

He will provide a series of tools and frameworks that attendees will immediately use to center themselves and the organization to secure the present, and walk through processes to identify opportunities to innovate for tomorrow.

**Learning Objectives:**
- The importance of leaning into your core values
- Understanding the needs of your people in times of uncertainty
- How to develop clarity when all seems uncertain
- The importance of a possibilities mindset and playing to win
- Strategic communications strategies

RENTAL STRATEGY, BUSINESS MODELS, AND OPERATIONS: COMMON DEALER PRACTICES  
*Dick Stewart, Stewart Consulting LLC*

The success of the people leading the rental operations of the business depends on their having a strong strategy. Do they have a strategy? Do they know what the rest of the industry is doing? In this session, we’re not talking anecdotes, we’re revealing hard research on common practices currently used by dealers in their rental strategies, business models, and operations and their correlation to rental profitability.

This session addresses the findings of AED’s first rental study. It is a broad review of strategic choices that can be made for rentals and business model elections for both rent-to-sell and rent-to-rent models. The emphasis of this session is on the common practices of operating a rental line of business and includes key operating roles, inbound and outbound processes, and management of utilization.

From this session, attendees can expect to gather information that will enable them to benchmark their rental business to common practices revealed through the array of one-on-one dealer interviews that were conducted during this research, so rental leaders can gain the confidence they need to know how the rest of the industry is navigating the growing world of rental.

THE BRAVE NEW WORLD OF SELLING  
*Troy Harrison, Troy Harrison International*

Professional selling has been changing rapidly for the last decade due to differing buying habits, technology, and other influences. Then COVID-19 came along and put those changes on fast-forward, as well as adding some new ones. As we go forward into selling, we need to embrace new trends while combining them with time-tested fundamentals to create a strategy for future growth. Make no mistake – winning sales, and growing, is possible coming out of COVID-19 – if you do it right.

Right now is the time. This session will give you a four-point system for reevaluating your sales program.

**Topics covered include the following:**
- Your processes – do your processes support the numbers you’re trying to achieve?
- Your tech – are you using the right tech resources, in the right way?
- Your people – do your people have the right skills and attitudes?
- Your information – sales in today’s world is a battle of information. Are you capturing and using the right information?
- And more!
Conflict occurs at every level of a business. It can arise because of differences over ideas, work methods, clashes in communication styles, or competing job duties. Conflict affects employees at every level of the dealership org chart. While most people don’t like conflict, if it’s addressed constructively it doesn’t need to be seen as negative. This session will help people understand how to work with conflict to be more successful in their day-to-day, and enable them to lead through the conflict they or their team experience.

My Personal Path to Leadership

Some of you are there already. Many more are on their way. Hear from a veteran industry executive about all the things he wished he knew before leading the dealership, including:

- Prioritizing the many duties of the president/CEO
- Time management
- Working with business advisors
- Influencing change
- And more

GET TO KNOW THE 2020 LEADERSHIP CONFERENCE SPEAKERS!

KEYNOTE SPEAKER: SHAWN RHODES

Shawn Rhodes leveraged his former life as a war correspondent to become an international expert in how the best teams pivot when change enters their plans. He’s a Tampa-based TEDx speaker and his work studying teams in more than two dozen countries – some the most dangerous places on the planet – has been published in news outlets around the world, including TIME, CNN, NBC, Forbes, the Wall Street Journal and INC. His clients have included Deloitte, ConAgra, Coca-Cola and dozens of similar businesses. Shawn is also a nationally syndicated columnist with The Business Journals and author of the new book “Pivot Point: Turn on a Dime Without Sacrificing Results.”

DIRK BEVERIDGE

Beveridge is the leading advocate of change and innovation throughout wholesale distribution. As the industry’s most outstanding speaker, he delivers a new voice, a new energy and a new outlook. Dirk’s presentations are unparalleled. He delivers original, proven and often disruptive thinking. His energy and passion for excellence are infectious and inspires audiences to step from the zone of comfort to unleash the urgency of change. Beveridge is routinely asked to speak on innovation, business strategy, sales and leadership.

DICK STEWART

Dick is a veteran of the professional services sector, with his career spent at Grant Thornton LLP and SAP. As a partner at Grant Thornton, Dick interacted with dozens of enterprises including independent equipment dealers. That experience fed his interest in why some companies do well and some do not, even though they’re in the same industry. As an SVP and general manager at SAP, Dick engaged in leading-edge technology issues and the reasons why technology often did not live up to its promise. At both Grant Thornton and SAP Dick held management and leadership positions that allowed him to work on the businesses in addition to in them.

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TROY HARRISON
Troy Harrison has trained salespeople from 23 different countries on two different continents. He's worked with principals of companies in the United States, Canada, Europe and the Middle East. That's why they call him the "Sales Navigator" – he navigates the globe teaching the very best and most contemporary techniques for selling and sales management to clients worldwide. His work is based on more than 25 years of excelling as an award-winning sales rep, a champion sales manager, and an in-demand speaker, trainer and consultant working from coast to coast. He believes that successful selling is built on a foundation of strong focus on customer needs, respect for customers’ intelligence, and a willingness to create positive outcomes for everyone the salesperson encounters.

ALEXIS GLADSTONE
Alexis is a consultant, trainer, coach and speaker, working with clients in the areas of leadership, sales, and organizational change to maximize individual and company results. She has worked across industries from financial services to oil and gas, and everything in between. Alexis uses her ability to quickly learn the business and pull experiences to recommend appropriate, custom solutions. She has presented on leadership at internal conferences and meetings of public companies, and to organizations including the YWCA of Chicago, Boardroom Bound, Bank of America and Northwestern University Alumni. Internationally, she has been presented to business and government leaders in Harbin, China, and to a number of financial organizations in Melbourne, Australia. Her passion is helping women succeed. Alexis works with women individually through coaching and mentoring, and with organizations and leaders who want to recruit, develop and champion women.

ABOUT DISNEY’S YACHT & BEACH CLUB RESORT
Delight in the formal grace of these grand New England-style lakeside hotels. Disney’s Yacht and Beach Club Resort is within walking distance of Epcot and a convenient boat ride to Disney’s Hollywood Studios.

ADDRESS:
1750 Epcot Resorts Blvd.
Orlando, FL 32830
Book within AED’s exclusive room block: bit.ly/2020AEDLCROOM (link is case-sensitive)
Room Rate: $269.00 + Taxes & Fees

LEADERSHIP CONFERENCE REGISTRATION FEES
Regular registration is $895.00 starting on June 23, 2020, and ends on July 27, 2020.
Late registration is $995.00 starting on July 28, 2020.

AED CANCELLATION POLICY:
In order to be flexible with AED members in these uncertain times, AED is extending its cancellation policy due to the ongoing public health crisis. It is subject to change, but if you need to cancel a registration for an event, you may request a refund from AED for your registration up until seven days before the event. As always, you will be refunded at any time if cancellations arise due to health-related complications or increased travel restrictions. The Association will continue to evaluate this on an ongoing basis.
AED knows that being a leader during and after a worldwide pandemic is new to everyone, and your Association is here to provide the necessary tools and education to prepare leaders across the business for this challenge and future ones. The Leadership Conference is an active representation of AED’s commitment to Association members who value the importance of leadership development for individuals called upon to lead in all aspects of the business.

Reflect on the various leadership challenges that have arisen over the past year. Do any of the following features of the conference resonate with you or your team for preparing for future challenges?

1. Strengthen your business relationship network and share knowledge and experiences with other equipment distribution leaders on best management practices during a crisis.
2. Learn how to better handle the uncertainty that comes with unprecedented situations.
3. In a collaborative environment, reflect on your experiences in worst-case scenarios to build a strategic plan for your team’s future.
4. Learn tactics for streamlining the online communication process both internally and externally during unorthodox times where information changes rapidly.
5. Develop flexible prioritization techniques and projects that will generate revenue for your business.
6. Update your awareness of emerging technological trends and the impact they could have on your business.
7. Determine how a crisis can be your best opportunity to come up with new skills to advance company performance.
8. Use this time to recognize weak spots and explore how your company can become more flexible and adaptable in future hardship.
9. Though a crisis may be unsettling, you can prepare your team for the next big thing by identifying techniques to prevent being susceptible to a “won’t happen to me” attitude.
10. Make a difference in your dealership and build cohesion among leadership teams by investing in personal leadership development.

“Times are challenging, but leading through them does not have to be. Here are 10 reasons you should be present at this year’s Leadership Conference.”

TIMES ARE CHALLENGING, BUT LEADING THROUGH THEM DOES NOT HAVE TO BE.

HERE ARE 10 REASONS YOU SHOULD BE PRESENT AT THIS YEAR’S LEADERSHIP CONFERENCE

“I would recommend this event to ‘high-potential candidates’ or emerging leaders within an organization. It was a great, concentrated event with valuable information for managers and leaders.”

TAYLOR MCCARTHY, LEPPO RENTS

Register online at: www.aednet.org/events/leadership-conference
TUESDAY, AUGUST 18

5:00 pm - 6:30 pm  Welcome Reception
5:00 pm - 6:30 pm  Registration

WEDNESDAY, AUGUST 19

8:00 am - 8:45 am  Breakfast
8:00 am - 8:45 am  Registration
8:45 am - 9:00 am  Welcome & Announcements
9:00 am - 10:15 am  Creating a Pivot Point: Leading in Crisis and Change
                   Shawn Rhodes - TEDx speaker, how top performing teams leverage change
10:15 am - 10:30 am  BREAK
10:30 am - 11:30 am  Rental Strategy, Business Models, and Operations: Common Dealer Practices | Dick Stewart
11:35 am - 12:35 pm  The Brave New World of Selling | Troy Harrison
12:35 pm - 1:45 pm  LUNCH
1:45 pm - 2:45 pm  Change Leadership
2:50 pm - 4:00 pm  Managing Conflict | Alexis Gladstone
4:00 pm - 4:15 pm  BREAK
4:15 pm - 5:00 pm  My Personal Path to Leadership
5:00 pm - 6:15 pm  Evening Reception
6:15 pm - 8:00 pm  Emerging Leaders Council Dinner

THURSDAY, AUGUST 20

8:00 am - 8:45 am  Breakfast
8:45 am - 9:00 am  Announcements
9:00 am - 12:30 pm  The Calling of Leadership During Unprecedented Uncertainty (Workshop) | Dirk Beveridge
12:30 pm - 1:30 pm  LUNCH
1:30 pm - 5:00 pm  The Calling of Leadership During Unprecedented Uncertainty (Workshop) | Dirk Beveridge
COMPANIES WHO HAVE ATTENDED PREVIOUSLY INCLUDE:

4 Rivers Equipment, LLC
All Erection & Crane Rental Corp.
Anderson Equipment Company
Atlas Bobcat
B-C Equipment Sales, Inc.
Beard Equipment Co.
Bejac Corporation
Berry Companies, Inc.
Berry Tractor & Equip. Co., Inc. a div. of Berry Companies, Inc.
Bingham Equipment Company
Bobcat of Houston, a div. of Berry Companies, Inc.
Bobcat of the Rockies, a div. of Berry Companies, Inc.
Brandeis Machinery & Supply Co.
Burris Equipment Company Inc.
CC&T – a division of GT Mid Atlantic, LLC
Cisco Equipment
Clairemont Equipment Company
CMW Equipment
Coastline Equipment
Columbus Equipment Company
Company Wrench, Ltd.
Construction Machinery Company Inc.
Contractors Sales Co. Inc.
Cooper Equipment Company
Ditch Witch of Georgia
ECA Canada Company
Equipment Corporation of America
Equipment Sales & Service Limited
EquipmentShare.com, Inc.
Flagler Construction Equipment, LLC
Frank Martin Sons, Inc.
Garton Tractor Inc.
General Equipment & Supplies, Inc.
Gibson Machinery, LLC
Groff Tractor & Equipment, LLC
Hawthorne Machinery Co.
Heavy Machines, Inc.
Holt of California
Indy Equipment
Intermountain Bobcat
International Drilling Equipment
Kern Machinery, Inc.
Kirby-Smith Machinery, Inc.
Komatsu Equipment Company
Leppo Rents/Bobcat of Akron
Louisiana CAT
Luby Equipment Services
MacAllister Machinery Co., Inc.
Meade Tractor
Mega Machinery
Michigan CAT
Modern Group Ltd.
Monroe Tractor & Implement Co., Inc. (Corporate – Rochester)
Morrico Equipment, LLC
Newman Tractor, LLC
Nixon-Egli Equipment Co.
Norris Sales Co. Inc.
Nortrax, Inc.
OCT Equipment, Inc.
Ohio CAT
Orange Power Group, LLC of Tulsa
Power Equipment Co.
Quinn Company
RB Scott Company, Inc.
RDO Equipment Co.
Rexco Equipment, Inc.
RGW Equipment, LLC
Road Machinery & Supplies Co.
Road Machinery LLC
Roland Machinery Co.
Rueter’s Elkhart
Ruffridge-Johnson Equipment Co. Inc.
Scott Equipment
Sonsray Machinery
Southeastern Equipment Co. Inc.
Stevenson Sales & Service, LLC
Stowers Machinery Corp.
Swanson Equipment Corporation
Synergy Equipment
Texas State Rentals
Tractor & Equipment Co.
Trax Plus
Vermeer Great Plains, Inc.
Vermeer Heartland, Inc.
Vermeer High Plains
Vermeer Mid Atlantic, LLC
Vermeer MidSouth, Inc.
Vermeer of Michigan, Inc.
Vermeer Rocky Mountain, Inc.
Vermeer Sales & Service of Central Illinois, Inc.
Vermeer Sales & Service, Inc.
Vermeer Southeast Sales & Service Inc.
Vermeer Texas-Louisiana
Vermeer-Wisconsin, Inc.
Wagner Equipment Co.
WAJAX
Waupun Equipment Co.
West Side Tractor Sales Co.
Westrax Machinery, Inc.
Whayne Supply Company
Wheeler Machinery Co.
Williams Equipment & Supply Co., Inc.