



AED[®] SUMMIT

ADVANCE PROGRAM GUIDE

2026 AED SUMMIT

HILTON ANATOLE, DALLAS, TX
JANUARY 19–21, 2026

*Where Industry Leaders Come Together To Address
What Matters Most – And Shape What Comes Next*



JERRY DONLON

2025 AED CHAIRMAN OF THE BOARD
STANDARD EQUIPMENT COMPANY

DEAR AED MEMBER:

As Chairman of the Board, I'm excited to invite you to the 2026 AED Summit, taking place January 19–21, 2026, at the Hilton Anatole in Dallas, Texas.

The AED Summit is more than just a conference—it's a vital opportunity for our industry to come together, exchange ideas, and set the stage for continued growth and success. This annual event brings together dealers, manufacturers, service providers, and industry leaders to collaborate, learn, and lead.

The 2026 Summit is shaping up to be one of our best yet. We've secured an impressive lineup of keynote speakers, including Nikki Haley, Walter P. Stern Chair at the Hudson Institute, U.S. Ambassador to the United Nations (2017–2019), and Governor of South Carolina (2011–2017); First Sergeant Matt Eversmann (Ret.), "Black Hawk Down" Battle of Mogadishu hero; Lauren Saidel-Baker, CFA, economist and speaker with ITR Economics; and an Expert OEM Panel sharing valuable perspectives on the future of equipment manufacturing and distribution.

From in-depth education sessions and interactive workshops to the always popular dealer expo (CONDEX), the Summit offers the strategies, tools, and connections needed to drive your business forward. Plus, you'll have countless opportunities to build valuable relationships and strengthen your industry network.

One of the most anticipated events of the week is the AED Foundation's Fundraising Gala & Live Auction. This year, we're bringing the sparkle and spirit with a "Diamonds & Denim" theme—an unforgettable evening in support of the AED Foundation and its mission to develop the next generation of industry talent.

Here's what you can expect at the 2026 AED Summit:

- **Powerful Keynotes:** Gain insights from renowned speakers sharing perspectives on leadership, market trends, and innovation.
- **Targeted Education:** Dive into sessions on workforce development, business strategy, technology, advocacy, and more.
- **Extensive Networking:** Connect with fellow AED members, suppliers, and partners to exchange ideas and strengthen relationships.
- **CONDEX & Suite Exhibitors:** Explore the latest equipment, products, and technologies driving our industry forward meeting with manufacturers and service providers.
- **"Diamonds & Denim" AED Foundation Gala:** Celebrate our industry in style while supporting critical workforce development initiatives.

Registration is now open! Visit www.aedsummit.com for the full agenda, registration details, and hotel accommodations.

Thank you for your continued dedication to AED and to the equipment distribution industry. I look forward to seeing you in Dallas and sharing another powerful and productive Summit experience.

SUNDAY, JANUARY 18, 2026

1:00PM – 5:00PM ————— Registration



MONDAY, JANUARY 19, 2026

7:30AM – 5:00PM ————— Registration

8:00AM – 5:00PM ————— Hospitality/Meeting Room Suites

1:00PM – 1:45PM ————— Annual Meeting of the Membership (members only)

2:00PM – 3:00PM ————— General Session

3:15PM – 5:30PM ————— Professional Education Sessions

5:30PM – 6:30PM ————— 1st Time Attendee/New Member Reception

5:30PM – 6:30PM ————— Women In Equipment Reception, sponsored by Forvis Mazars

6:30PM – 9:30PM ————— The AED Foundation's Annual Fundraising Gala & Live Auction
"Diamonds & Denim" presented by RB Global

9:30PM – 11:30PM ————— Lone Star After Hours Welcome Reception

TUESDAY, JANUARY 20, 2026

7:30AM – 3:00PM ————— Registration

7:45AM – 8:45AM ————— Manufacturer Member Breakfast Meeting (by invitation only),
sponsored by Synchron and First Citizens Equipment Finance

8:15AM – 9:00AM ————— Summit Networking Breakfast sponsored by AuctionTime

9:00AM – 10:45AM ————— General Session sponsored by VitalEdge Technologies

10:45AM – 5:00PM ————— Hospitality/Meeting Room Suites

10:45AM – 2:30PM ————— Conference Dealer Expo – CONDEX

11:00AM – 12:00PM ————— Workforce Development Committee Meeting (by invitation only)

12:00PM – 1:00PM ————— Lite Lunch in CONDEX sponsored by Texada Software

1:00PM – 2:00PM ————— Public Policy Council (by invitation only)

2:30PM – 4:45PM ————— Conference Dealer Expo – CONDEX Private Meetings

2:30PM – 4:45PM ————— Professional Education Sessions

3:30PM – 4:30PM ————— Manufacturer Advisory Council Meeting (by invitation only)

4:45PM – 6:45PM ————— Summit Happy Hour Round Up Reception
sponsored by RBGlobal

WEDNESDAY, JANUARY 21, 2026

7:30AM – 8:30AM ————— Summit Fun Run/Walk sponsored by 1st Source Bank

8:00AM – 2:00PM ————— Registration

8:15AM – 9:15AM ————— The AED Foundation Vision Champagne Breakfast (by invitation only)

8:45AM – 9:30AM ————— Summit Networking Breakfast

9:30AM – 10:45AM ————— General Session

10:45AM – 2:30PM ————— Conference Dealer Expo – CONDEX

10:45AM – 5:00PM ————— Hospitality/Meeting Room Suites

11:15AM – 12:15PM ————— Women In Equipment Advisory Group (by invitation only)

12:00PM – 1:00PM ————— Lite Lunch in CONDEX

1:00PM – 2:00PM ————— Emerging Leaders Council (by invitation only)

2:30PM – 4:45PM ————— Professional Education Sessions

6:30PM – 9:00PM ————— Closing Keynote Dinner and A Conversation with Ambassador Nikki Haley
Hosted by PEAC Solutions

SUMMIT AGENDA

HOTEL INFORMATION

TAKE ADVANTAGE OF AED'S *SPECIAL* DISCOUNTED ROOM RATE

HOTEL RESERVATIONS

Hotel reservations are not included with your registration. AED Summit is pleased to offer a special discounted hotel rate at the Hilton Anatole.

Hilton Anatole

2201 N. Stemmons Fwy
Dallas, TX 75207

Discounted AED room rates are limited and available on a ***first-come, first-served basis***. Book by December 17, 2025, or before rooms sell out. Once sold out, discounted rates are no longer guaranteed.

Important: the link to reserve your hotel room will be included in your registration confirmation email which is automatically sent once your Summit registration is processed.

Reservations are limited to (1) reservations per name and/or email address.

BOOK
NOW!

BEWARE OF UNOFFICIAL HOUSING OFFERS

Please be aware that some third-party travel companies may attempt to solicit you regarding housing for the 2026 AED Summit. These companies are not authorized by AED and may provide false information. AED does not use any housing agencies related to our events. AED does not share or sell the registered attendee list externally to any companies not participating in AED Summit.

REGISTRATION

Individual Registration Fee Includes:

- Education Sessions
- Hospitality/Meeting Room
- General Sessions
- Receptions
- Keynote Dinner
- Breakfasts and Lunches
- CONDEX

Spouse/Family Member Registration

For Spouse/Family Members that would like to attend the AED Summit breakfasts, lunches and receptions, AED offers a reduced registration fee.

AED Foundation Fundraising Gala

Tickets to the AED Foundation Fundraising Gala are not included in the individual registration fee but are available for purchase during the registration process. Individual tickets are \$400.

For full Gala details, please see page 7.



Scan the QR
Code to Register

AIRPORT & GROUND TRANSPORTATION

Hilton Anatole:

The Hilton Anatole is approximately 17 miles from the Dallas/Ft. Worth International Airport and 5 miles from the Dallas Love Field Airport.

Estimated Drive Times:

Dallas/Ft. Worth International Airport: 20 minutes

Dallas Love Field Airport: 10 Minutes

DRESS CODE

General Session & Meetings: Business Casual

Receptions & After Hour Events: Business Casual

Keynote Dinner: Business Attire

AED CANCELLATION POLICY

Refunds are not permitted within 30 days of the event.



REGISTRATION FEES FOR THE 2026 SUMMIT

FEE TYPE	MEMBER / NON-MEMBER
EQUIPMENT DEALER: 1 ATTENDEE	\$1,150 / \$2,300
EQUIPMENT DEALER: 2 ATTENDEES	\$1,000 / \$2,000
EQUIPMENT DEALER: 3 ATTENDEES	\$775 / \$1,550
EQUIPMENT DEALER: 4 ATTENDEES	\$700 / \$1,400
EQUIPMENT DEALER: 5 ATTENDEES	\$600 / \$1,200
EQUIPMENT DEALER: 6 ATTENDEES	\$550 / \$1,100
EQUIPMENT DEALER: 7 OR MORE ATTENDEES	\$525 / \$1,050
MANUFACTURER	\$1,150 / \$2,300
SERVICE PROVIDER	\$1,150 / \$2,300
INDUSTRY AFFILIATE	\$1,150 / \$2,300
EXHIBITOR (CONDEX/SUITES) & SPONSORS	\$525
SPOUSE/FAMILY MEMBER	\$425
TECHNICAL SCHOOL INSTRUCTOR	\$525

A \$100 late fee per person applies to registrations made on or after January 17, 2026

THE AED FOUNDATION 10TH ANNUAL GALA & LIVE AUCTION

DIAMONDS

— & DENIM —

LIVE AUCTION PRESENTED BY RB GLOBAL

MONDAY, JANUARY 19, 2026 • 6:30PM–9:30PM • HILTON ANATOLE

Join Us for an Extraordinary Evening in Support of The AED Foundation

The AED Foundation is dedicated to strengthening the equipment industry by building clear, sustainable pathways to success. Its mission is simple yet vital: ensure our members—and the industry at large—have the skilled workforce they need to thrive today and in the future.

In 2024, the AED Foundation Gala & Live Auction raised more than \$190,000, fueling initiatives that directly address the industry's most pressing workforce challenges. These funds supported the accreditation of equipment technology programs at colleges nationwide, expanded advocacy for increased federal investment, and sparked early interest among school-age students in rewarding equipment careers.

Proceeds from the event empower the Foundation to not only enhance the long-term success of AED member companies, but also to elevate the overall talent pipeline for the industry—through continuing education, career development, and initiatives that boost both the quality and quantity of the next generation of industry professionals.

Not included with Summit Registration. Additional tax deductible ticket purchases required.

What Can You Expect?

- **Includes:** Sit-Down Dinner, open bar, live auction and entertainment. Seating is first come, first serve for standard ticket.
- **Dress Code:** The recommended attire for the Gala is business casual.
- **Ticket Pricing:** \$400 for a standard ticket or \$5,500 for a premium package. The premium package includes a reserved table of (10) and company logo will appear on signage.
- **Two Auctions:** Live and silent auctions are available. The AED Foundation Annual Live Auction is hosted by RB Global.

Presented by **rb GLOBAL™**



HOSTED BY **PEAC**
SOLUTIONS

DINNER & CONVERSATION WITH **NIKKI HALEY**

WALTER P. STERN CHAIR AT THE HUDSON INSTITUTE
U.S. AMBASSADOR TO THE UNITED NATIONS (2017-2019)
GOVERNOR OF SOUTH CAROLINA (2011-2017)

Wednesday, January 21, 2026 • 6:30 PM–9:00 PM

NIKKI R. HALEY is an accomplished public servant, diplomat, and business leader with a distinguished record in government and global affairs.

In 2010, at age 38, Haley was elected the 116th Governor of South Carolina, becoming the youngest governor in the United States at the time, the first minority female governor in the nation, and the only female governor in South Carolina's history. Under her leadership, South Carolina emerged as a national leader in economic development—earning the nickname “Beast of the Southeast.” During her tenure, the state's unemployment rate dropped to a 15-year low, more than \$20 billion in new capital investment was secured, and new jobs were announced in every county.

In 2013, when her husband, Michael—a combat veteran—deployed to Afghanistan, she became the first governor in U.S. history to have a spouse deployed during their term. South Carolinians decisively reelected her in 2014, and in 2016, Time magazine named her one of the “100 Most Influential People in the World.”

At age 45, Haley was nominated by President Donald Trump to serve as U.S. Ambassador to the United Nations, a position in which she also served on the President's Cabinet and the National Security

Council. As ambassador, she advanced U.S. interests, strengthened national security, championed human rights, and prioritized value for American taxpayer investments. Her leadership earned her recognition from Forbes as one of the “World's 100 Most Powerful Women.”

Following her service at the United Nations, Haley founded Stand For America and Stand For America PAC. At age 51, she ran for president as a Republican while her husband was deployed to Africa. In 2024, she became the first Republican woman to win a presidential primary, outlasting thirteen other candidates. She continues to advocate for limited government, fiscal responsibility, and a strong foreign policy that protects the United States, supports allies, and holds adversaries accountable.

Haley currently serves as the Walter P. Stern Chair of the Hudson Institute and as Vice Chair of Edelman Public and Government Affairs, where she advises CEOs and corporate boards on effective business strategies.

She is married to Major Michael Haley and has two children. A two-time New York Times bestselling author, her works include *With All Due Respect* and *If You Want Something Done*.

2026 KEYNOTE SPEAKERS

LAUREN SAIDEL-BAKER *ECONOMIST & SENIOR CONSULTING SPEAKER*

The Outlook for 2026 & Beyond • Wednesday, January 21

Lauren Saidel-Baker, CFA, is a speaker and economist at ITR Economics. She provides consulting services for small businesses, trade associations, and Fortune 500 companies across a spectrum of industries.

Since joining ITR Economics, Lauren has brought enthusiasm and in-depth insight to our analysis of various industry trends. Her expertise captivates audiences, and her experience in the financial industry supports her extensive knowledge of the applicability of ITR Economics' programs.

Lauren graduated with honors from Wellesley College, double majoring in economics and religion. She has also earned her MBA at Boston University Questrom School of Business. In addition, she has been featured on CNBC, Reuters' Market Insight, Bloomberg and BNN Bloomberg, and Yahoo! Finance, among many other media publications.



OEM PANEL DISCUSSION

Tuesday, January 20



MARC JOHNSON

Principal,
Pinion LLC



MICHAEL BALLWEBER

President, Doosan Bobcat
North America



ROD BULL

Chief Executive Officer,
Komatsu North America Corp.



KURT COFFEY

Vice President, Case IH,
North America,
CNH Industrial America, LLC



TODD STUCKE

President,
Kubota Tractor Corporation



ANDREW RYAN

President,
LiuGong North America



SCOTT YOUNG

President/Head of Region
North America,
Volvo Construction Equipment

2026 KEYNOTE SPEAKERS

FIRST SERGEANT MATT EVERSMA *BLACK HAWK DOWN BATTLE OF MOGADISHU HERO; 2X NEW YORK TIMES BEST-SELLING AUTHOR AND DOCUMENTARIAN*

Strategic Shock: Leadership Lessons for Business from Black Hawk Down
Monday, January 19

A true American hero, First Sergeant Matt Eversmann illustrates the importance of duty, courage and selfless service to succeed when ordinary circumstances become extraordinary challenges.

On October 3, 1993, Matt was placed in charge of a group of Army Rangers to lead a daytime raid against an eager enemy militia. Matt experienced the horrors of war when he and his fellow soldiers were trapped in a hostile district of Mogadishu and marked for death by an angry mob. His inspiring story of survival was immortalized in the epic film, *Black Hawk Down*, which recounts the harrowing experience. For his actions on the battlefield he was awarded the Bronze Star Medal with Valor device.



Matt deployed to Iraq in 2006 where he lived with the Iraqi Army for 15 months during The Surge. He retired in May of 2008 after 20 years of service. In February 2021, Matt and James Patterson released their first book together, *Walk in My Combat Boots*, a #1 New York Times bestseller, followed by *ER Nurses* that hit #5 on the list. Their third book, *Walk The Blue Line*, made its debut in February 2023.

Committed to sharing the lessons he learned in the military, Matt draws parallels from his experiences to highlight the importance of leadership, followership, courage and responsibility within any team or enterprise. Most important is his desire to explain the dynamics of avoiding “strategic shock” where organizations are crippled by unforeseen disasters.

Unambiguously humble, gracious and warm, his powerful story and straightforward insights on instilling these values stay with business leaders’ long after the applause has ended. His experiences in healthcare, non-profit, and data management industries have solidified his passion to prepare “average people to tackle incredible things.”

With presentations that leave an emotional impact, audiences take away a renewed sense of patriotism and inspiration for dedicating their efforts to a worthy cause.



MY SHOW PLANNER

As a participant in an onsite or online event, you want to ensure you are making the most of your time engaging with exhibitors online.

Creating a My Show Planner account is your ticket to maximizing your show experience.

Creating An Account Allows You To:

- Compile a must-connect-with list of exhibitors
- Participate in Online Education sessions
- Create a list of new products you are interested in
- Communicate with company contacts
- Explore scheduled events
- Create a personalized show experience
- Save time on the show floor by focusing your approach
- Map out your route using the online interactive floor plan
- Increase efficiency by organizing your events and appointments all in one place

How to Create An AED Summit Planner Account:

- 1 Visit the AED Summit home page www.aedsummit.com and click "Create Your Summit Planner"
- 2 Click "Create Your My Show Account"
- 3 Fill in Required Fields on Registration Page
- 4 By Selecting "YES" in the "Connect with Exhibitors" section, your name and email will be shared with exhibitors saved in your My Show Planner
- 5 Click "Create Your Free Account" to complete your setup

New for this year, your Summit Planner will be automatically synced between your AED Summit website profile and the AED Summit app after login.

Scan the QR Code to Download the AED Summit App



SUMMIT EXHIBITORS

Experience a diverse range of companies at AED Summit, including technology giants, trusted insurance providers, financial experts, established manufacturers, and innovative up-and-comers. Whether you're seeking cutting-edge services for your business, eager to reconnect with your trusted suppliers, or searching for fresh products to fuel your growth, these companies, and many more, will be waiting to meet you at the exciting 2026 AED Summit.

◆ = MANUFACTURER ● = SERVICE PROVIDER

Exhibitor List as of 8/15/2025

- | | | |
|---|---------------------------------------|---|
| ◆ 3R-Machinery | ● Canon Financial Services, Inc. | ◆ ELGi Portable Compressors |
| ◆ Allu USA Inc | ◆ Canycom USA | ● EPG Global, LLC |
| ◆ AMI Attachments Inc. | ◆ Carmix America Corp | ◆ Epiroc USA LLC |
| ◆ Ammann America, Inc. | ◆ CASE Construction Equipment | ● Equipment Insurance International |
| ◆ ANA, Inc | ● CDX Learning Systems | ◆ Exodus Global |
| ◆ Anaconda USA Inc | ◆ CMC North America | ◆ FAE USA, Inc. |
| ◆ Anderson UnderBridge | ◆ CMI Mulching | ◆ Fecon, LLC |
| ◆ Antraquip Corporation | ◆ Connect Work Tools | ● Federated Insurance |
| ● Ascentium Capital | ● Construct Collect Technologies | ◆ Felling Trailers Inc. |
| ● Assurant Commercial Equipment | ● Construction Credit & Finance Group | ● First Citizens Bank Equipment Finance |
| ◆ Astec IS | ● Construction Equipment Guide | ● Flyntlok Software |
| ◆ Astec MS | ◆ Cummins Inc. | ◆ FRD.USA |
| ◆ Atlas Copco Power Technique North America LLC | ● Dealer Information Systems Corp | ● Fusable |
| ◆ Avant Tecno USA, Inc. | ◆ Dealer Parts Source Inc. | ● GenAlpha Technologies |
| ◆ Bandit Industries, Inc. | ● Deutsche Leasing USA, Inc. | ● Glynn General Companies, LP |
| ● Basic Software Systems | ◆ DEVELON | ◆ Gradall Industries, LLC |
| ◆ Bergmann Americas | ● DLL | ◆ GRYB International |
| ● bidadoo, Inc. | ● DMC Strategic IT | ● Handle, Inc. |
| ● BigIron | ◆ Doosan Bobcat North America | ● HBS Systems |
| ◆ Black Cat Wear Parts | ◆ Dougherty Forestry Manufacturing | ◆ HD Hyundai Construction Equipment North America |
| ● BMO | ◆ DPL Telematics | ◆ Hemisphere GNSS |
| ● BOK Financial | ◆ Dyna Products | ◆ Hensley Industries, Inc. |
| ◆ BOMAG Americas Inc | ◆ Dynapac North America LLC | ◆ HKX, Inc. |
| ◆ Built Right Attachments | ● eBS | ◆ Huddig Inc. |
| | ◆ Ecoverse Industries, Ltd. | |

Visit www.aedsummit.com for the current exhibitor list

- ◆ HydraulCircuit Technology, LLC
- ◆ IMER Group USA
- ◆ INDECO North America, Inc.
- Infor
- Integrated Rental Systems Inc
- Interstate Billing Service
- ◆ IROCK Crushers LLC
- IronConnect, LLC
- ◆ ITR America
- JPMorgan Chase
- JT Bates Group
- ◆ KATO/Compact Excavator Sales LLC
- Klipboard
- ◆ Knapheide Manufacturing Company
- ◆ KOBELCO Construction Machinery USA
- ◆ Komplet America
- ◆ LBX Company LLC
- ◆ LeeBoy
- ◆ Liebherr USA, Co.
- Lienguard LLC
- ◆ LiuGong Construction Machinery N.A. LLC
- ◆ Loftness Specialized Equipment
- ◆ Manitou North America
- ◆ Manitowoc Cranes
- ◆ MB America, Inc.
- McKinley Holdings Group, LLC
- ◆ Mecalac
- ◆ Mega Corp Inc.
- ◆ Merlo America LLC
- ◆ Metso
- ◆ Midland Machinery
- Mitsubishi HC Capital America, Inc.
- MODERN
- ◆ Montabert
- ◆ Morbark, LLC
- ◆ MPP Global
- MSI Data
- Northland Capital Equipment Finance
- ◆ Nucor Buildings Group
- Oakmont Capital Services
- ◆ OilQuick Americas
- ◆ Okada America, Inc.
- ◆ Paladin/LaBounty
- ◆ Partwerks Inc.
- PEAC Solutions
- Perceptive Processing
- Performance Brokerage Services
- ◆ Philippi-Hagenbuch, Inc.
- Pinion
- Pioneer Promo
- ◆ Ponsse Plc
- ◆ Prinoth
- Prokeep
- Purple Wave Auction
- QuickFi
- RBGlobal
- ◆ Remu USA Inc.
- RepMove
- RIMSS Business Systems Technology
- ◆ Rockland Manufacturing Co.
- ◆ RockZone Americas
- ◆ Rotobec, Inc.
- ◆ Rototilt Inc.
- Rouse Services
- ◆ RUBBLE MASTER Americas Corp.
- ◆ S.I.BO. srl
- ◆ Sakai America, Inc.
- Sandhills Global
- ◆ Sandvik
- ◆ Sandvik Rock Processing North America (Rammer)
- ◆ SANY America, Inc.
- SATISFYD
- ◆ SDLG North America
- Sedona Technologies
- ◆ Sennebogen LLC
- Sentry Insurance Company
- ◆ Seppi m. USA
- ◆ ShearCore
- ◆ Simex
- SmartEquip Inc.
- ◆ Soosan USA, Inc
- ◆ Specialty Equipment Insurance Services, Inc.
- STEINBAUER Engineering
- ◆ Stewart-Amos Sweeper Co.
- ◆ Stucchi USA, Inc.
- Substrate Industries
- Suite Engine, LLC
- ◆ Sullair, LLC
- ◆ Sullivan-Palatek
- ◆ Superior Tire & Rubber Corp.
- Syncron, Inc.
- TARGIT
- ◆ Terramac
- ◆ Tesab Engineering
- Texada Software
- The Stanek-Haack Group at Morgan Stanley
- Tinnacity
- ◆ Toku America, Inc.
- ◆ Topcon Positioning Systems
- Towsleys Inc.
- ◆ Trime US, Inc.
- Trnsact
- ◆ TRUE Attachments Inc
- TVH Parts Company
- US Bank Equipment Finance
- ◆ Vacall
- ◆ Vallée Inc.
- ◆ VF VENIERI S.p.A.
- visorPRO
- VitalEdge Technologies
- VizaLogix
- ◆ Volvo Construction Equipment Haulers Limited dba Rokbak
- Voze
- ◆ Wacker Neuson Corporation
- Warranty Consulting Services LLC
- ◆ WEIR ESCO
- Wells Fargo
- ◆ Werk-Brau Co, Inc.
- ◆ Woods Equipment Company
- ◆ WTC Machinery LLC
- XAPT Corporation
- ◆ XCMG North America Corp.
- ◆ Yanmar Compact Equipment North America
- Yoder & Frey



EDUCATION SESSIONS

Plan your educational sessions in advance! The AED Summit features dozens of in-depth educational sessions and workshops designed to provide you, your team and your company with the tools and insights you need for continued growth and success.

Education Sessions as of 8/15/2025

For a complete list of education sessions please visit www.aedsummit.com

LEADERSHIP

LEAVING A LEGACY WITH ESTATE & BUSINESS SUCCESSION PLANNING

Bryan Evans | Evans & Davis

This session will cover the top legal issues faced by individuals and business owners; specifically, how to properly draft business succession plans and personal estate plans that can help mitigate and prevent those issues. It will also cover best practices in the upkeep of corporate documents, liability and asset protection planning, business entity structure, and employee retention. Lastly, we'll discuss how the business owners' own personal estate plan can have a meaningful impact for generations to come.

Content includes:

- Why your personal estate planning is critical
- Why your business succession planning is not only crucial for your business but your family too
- Strategies for your family and business today and generations down the road

AUDIENCE: All Industries

THE 2026 TAX LANDSCAPE: KEY INSIGHTS & STRATEGIC IMPLICATIONS

Dan Cheyney & Mike Mader | Baker Tilly

This presentation will offer a comprehensive overview of recent tax law developments and their implications for the equipment industry. Attendees will gain a clear understanding of critical regulatory changes affecting business operations and compliance. It will delve into tailored tax planning strategies designed specifically for equipment dealers, aimed at optimizing tax outcomes in an evolving market environment. Additionally, the session will cover best practices for preparing financial statements to support future business transactions and succession planning, helping dealerships secure long-term stability and facilitate seamless ownership transitions.

Content includes:

- Analysis of recent tax law changes and their specific impacts on equipment dealerships
- Strategic tax planning opportunities tailored to equipment dealers
- Best practices for preparing financial statements in support of transactions and succession planning

AUDIENCE: All Industries

BRIDGING THE GENERATIONAL & HIERARCHICAL DIVIDE: A NEW ERA OF OPERATIONAL EXCELLENCE

Troy Ottmer | Ottmer Consulting

In today's rapidly evolving business landscape, many dealerships and distribution businesses have unintentionally developed a cultural and structural divide between executive leadership and field operations. While leadership sets the vision, front-line teams in the service bays, on the sales floors, and at job sites are the ones who execute it. When this connection breaks, the result is disengagement, inefficiency, and a failure to harness the power of a multi-generational workforce and innovative technologies like AI.

This session directly addresses this foundational disconnect. We will provide a framework for flattening communication pathways and creating effective feedback loops that turn front-line insights into executable strategy. Join us to learn how to bridge the gap between the top floor and the shop floor, fostering a shared ownership culture that empowers your teams and drives a new era of operational excellence.

In this session, attendees will learn how to:

- Develop a framework to flatten communication pathways and create effective feedback loops between executive leadership and front-line teams
- Implement leadership strategies that empower operational teams with a clear connection between their roles and high-impact customer interactions
- Align a multi-generational workforce—from Gen Z to Baby Boomers—by leveraging the unique strengths of each to foster innovation and unity
- Build a culture of shared ownership where leadership actively listens and front-line teams are informed, inspired, and have a voice at the table

AUDIENCE: All Industries

AG OUTLOOK: BOOM, BUST, OR SOMEWHERE IN BETWEEN?

Marc Johnson | Pinion

In Texas, they say if you don't like the weather, just wait five minutes—it'll change. The same goes for the ag economy. From market highs to hard turns, being prepared for what's ahead is key to staying steady in the saddle.

In this session, professionals from Pinion will provide a detailed outlook on what equipment dealers can expect in 2026 and beyond—helping you chart a clear course through an unpredictable economic landscape.

Ag dealers will gain valuable insights into the current economic climate affecting your customers, including projections for commodities, production, pricing, and government programs like the Farm Bill. If your dealership includes CE, you'll also get a forecast on the housing market and broader economy. And just like a good rancher keeps an eye on the sky, you'll want to understand the potential impact of pending and proposed tax legislation as we look at the priorities of the administration.

AUDIENCE: AG

BUILD LEADERS TO GROW YOUR BUSINESS

Christopher Saucedo | Capstone Machinery Consultants Intl.

Succession planning isn't just about the future—it's about building stronger leaders today. In this hands-on session, you'll explore how small to mid-sized businesses can cultivate leadership at every level using CMCI's proven "ASPIRE" learning approach. Through highly interactive, small-group discussion, participants will gain practical tools to:

- Assess leadership styles across their teams
- Set clear, measurable goals
- Strengthen problem-solving skills
- Design and refine growth plans
- Empower rising leaders to drive long-term business success

Whether you're preparing for a leadership transition or simply want to build a more resilient team, this session delivers the mindset, strategies, and skills to make it happen.

AUDIENCE: All Industries

BECOMING AN EMPLOYER OF CHOICE

Craig Haigh | Haigh Solutions LLC

Today's employees have options. If they don't feel connected with their current employer, they don't need to look far to find another position. Gone are the days when employee satisfaction and motivation were driven solely by pay and benefits.

While salary is certainly important, it is no longer the single factor that defines a positive work experience. Belonging and connectedness, the ability to do meaningful work, opportunities for personal growth and quality managers all have a direct link to employee satisfaction. Adding to these values the desire for a strong work-life balance makes employee recruitment and retention extremely challenging. This training will unpack each of these issues and focus on steps to help dealers compete in the marketplace of human capital.

AUDIENCE: All Industries

FORTIFY YOUR LEGACY: PROTECTING YOUR DEALERSHIP WITH STRATEGIC ACQUISITIONS

Brad Stanek & Paulina Matel, The Stanek-Haack Group at Morgan Stanley | Pat Alberio & Dan Argiro, Performance Brokerage Services

As an equipment dealer in today's fast evolving market, you must anticipate the risks that could impact your future, disrupt your current revenue, and profit streams. This session is designed to help you understand the hidden risks, identify growth opportunities, and develop a strategy for diversifying and acquiring new assets that will allow you to grow beyond your current limitations. You'll learn how to recognize when you've outgrown your location or your current lines, and how acquisitions can be the key to your long-term success. We will guide you through creating an exit plan that lets you exit on your own terms--whether that is through growth, acquisition, or a well-crafted exit strategy that ensures your legacy. It is about securing your future and fortifying your dealership so that you are always in control – no matter what comes next.

AUDIENCE: All Industries

THE PRODUCTIVITY PARADOX: WHY CANADIAN DEALERS LAG – AND HOW TO BREAK THROUGH

Luke Sheppard | Sheppard & Company

Despite similar access to equipment, technology, and talent, Canadian dealers consistently trail their U.S. counterparts in key productivity metrics — from service recovery rates to sales per employee. Why? This session tackles the uncomfortable truth: cultural, structural, and leadership factors are holding Canadian dealers back. Drawing on industry benchmarking data, leadership case studies, and field-level observations, we will explore:

- The real costs of over-collaboration and under-delegation
- How risk aversion and slow decision-making stifle productivity
- Why frontline leadership development is the missing multiplier
- Practical steps to unlock service, sales, and support efficiency — without sacrificing culture

This isn't just about working harder — it's about working differently. Canadian dealers don't need to copy the U.S. playbook — they need to reimagine their own!

AUDIENCE: All Industries

M&A AND VALUATION TRENDS AFFECTING THE EQUIPMENT DEALER SECTOR

David Felts | TM Capital

The equipment distribution landscape is evolving—and investors are taking notice. In this session, industry experts will explore the key factors shaping today's dealership valuations, from market tailwinds to shifting buyer dynamics.

AUDIENCE: All Industries

MANAGEMENT

FROM QUIET QUITTING TO BOLD BELONGING: THE LEADER'S ROLE IN MILLENNIAL AND GEN Z ENGAGEMENT

Russ Green | MACKAYBEN, a member of Machinery Advisors Consortium

From streamlining the digital application process to measuring employee satisfaction, the effective leadership team in the dealership needs to be aware of the values and behavior of the current workforce.

Utilizing two pieces of recent research – the Application Motivation Survey from AGCareers and the Employee & Customer Experience Benchmark Report from SATISFYD—this session will provide attendees action-specific ideas to improve their recruitment, rewarding, and retention of the performers they require in this next generation workforce.

AUDIENCE: All Industries

HEAVY DUTY HIRING: STRATEGIES TO ATTRACT TOP TALENT NOW

Jessika Dunn & BethAnn Hnat | Herk & Associates

The heavy equipment industry continues to evolve, and so do the expectations and behaviors of today's workforce. This session will explore how equipment dealers can adapt their hiring strategies to attract and retain high-performing talent in today's competitive labor market.

This session will feature firsthand insights from conversations with candidates and employers alike, offering practical advice on how to position your company as an employer of choice. Topics will include aligning company culture with candidate values, modernizing job postings, streamlining interview processes, and enhancing your employer brand.

Attendees will learn:

- How candidate expectations have shifted post-COVID—and what that means for hiring
- Strategies for crafting job postings that attract qualified applicants
- How to streamline and improve your interview and selection process
- Ways to strengthen your employer brand and culture to retain top talent
- Industry-specific recruiting insights tailored to equipment dealerships

AUDIENCE: All Industries

BEFORE THEY WALK OUT THE DOOR: CAPTURING DECADES OF HEAVY EQUIPMENT WISDOM

Amy Parrish | Iluma Learning

With your most valuable knowledge holders nearing retirement age, helping them pass their wisdom and knowledge on to less experienced, younger employees is becoming more critical everyday. How do we capture and harness one of your most valuable resources before you no longer have access to it? How do you support and empower your wisdom-keepers to become powerful guides and teachers today so your company's legacy lives on decades into the future? Attend this session to explore strategies and workshop this challenge together.

Content includes:

- Identifying strategies to capture and preserve critical knowledge
- Exploring approaches to empower veteran employees to become effective mentors

AUDIENCE: All Industries

LET IT GO TO GROW: BUILDING TRUST AND DELEGATING EFFECTIVELY

Jill Berg | Insight Consulting

What are the reasons so many managers struggle with delegation? What holds them back? This session will explore how to build trust in the team and confidently let go, creating space for others to learn and grow. Learn the art of delegation, what tasks you should hand off, and how to decide.

This session will explore:

- The crucial role delegation plays in effective leadership
- Common barriers to trust and delegation - and how to overcome them
- Your natural delegation style and how it shapes your approach
- A simple, practical framework for delegating with clarity, confidence and accountability
- Explore the delegation process and questions to ask at each stage

At the end of this session, attendees will understand WHY delegation is essential and HOW to do it effectively.

AUDIENCE: All Industries

FIX THE TEAM, NOT THE PERSON: BUILDING ACCOUNTABILITY THAT STICKS

Alexis Gladstone | Chatfield Global

Tired of having the same conversations that don't lead to real ownership and change? This session offers a fresh take on accountability. Instead of focusing on "fixing" individuals, effective leaders create the conditions for individual and team success: clear expectations, shared norms, and consistent follow-through.

Think about it. Instead of micromanaging, you have time to develop individuals and grow the business by setting up an environment where individuals and teams thrive.

Whether you lead a department, a branch, or the entire business, you will leave with simple ideas and new ways of thinking to help your team step up and stay on track.

AUDIENCE: All Industries

THE BOOMERS ARE RETIRING, GEN Z AND MILLENNIALS ARE LEAVING. DO YOU HAVE A STRATEGY?

Ryan Condon | SATISFYD

The workforce is shifting fast. As Boomers retire in large numbers, Gen Z and Millennials are walking away—or never applying in the first place. If your dealership isn't evolving, you're at risk of being left behind.

Gen Z is choosing trade careers, but they're not sticking around unless they feel heard, valued, and supported. This session explores how employee feedback can help your dealership become a place where the next generation wants to build their career.

You'll hear directly from Gen Z and Millennial professionals working in service and rental roles at equipment dealerships as they share what matters most to them—and why so many of their peers are disengaging or leaving.

This session blends honest employee perspectives with proven strategies dealerships are using to stop the bleeding. Learn how tools like Voice of Employee (VoE) help close communication gaps, strengthen culture, and build a workplace where young talent can thrive and grow.

AUDIENCE: All Industries

CULTURE BY DESIGN: DITCH THE BUZZWORDS, BUILD SOMETHING REAL

Eric Johnson

Forget the slogans and the team-building games—real culture is what your team actually does every day, not what's written in the mission statement. In this session, speaker Eric Johnson draws on his experiences leading local government agencies and public sector teams, from cities to wastewater utilities, where silos, outdated processes, and office politics are more common than fancy perks.

Through candid stories and practical lessons, this session will explore how to identify the culture you truly have, challenge what's holding you back, and build a culture that's consistent, sustainable, and actually works—without relying on corporate clichés. Through a grounded leadership approach, attendees will learn that culture isn't found on a poster—it's created every day by the decisions leaders make and the behavior they tolerate.

AUDIENCE: All Industries

SALES

THE SCIENCE OF SALES COMMISSIONS: ALIGNING REWARDS WITH DEALERSHIP VISION, CULTURE AND STRATEGY

Matt Wills | Sheppard & Company

Commission structures have evolved, but the underlying concept remains unchanged. Commissions are in place to trigger certain behaviors.

When done well, commission plans can drive positive behaviors and be motivating, highly profitable to the business, and create a positive customer experience. If done poorly, they drive negative behavior, bad attitudes, and poor customer experiences.

It's a fine line to balance.

In this session, attendees will learn:

- Why the right commission structure matters for your business
- How commissions are structured at different stages of business or segment maturity: start-up, growth mode, mature, and expansion
- How to set the commission structure considering a universal set of assessment criteria: growth and profit goals, sales cycle complexity, and organization structure

Ultimately, attendees will gain better tools to align commissions with the dealership's desired results.

AUDIENCE: All Industries

HOW ONE DEALER DRIVES STRATEGIC SALES AND BOOSTS PARTICIPATION RATES BY SOLVING THEIR DIRTY DATA PROBLEM

Nick Mavrick, BiltData.ai | Katzee Reese, Yellowhouse Machinery

Even successful dealerships have a secret – dirty data and disconnected systems. Yellowhouse Machinery, a John Deere CE dealer, aims to dominate major competitors, but beneath the surface, data silos and inconsistent data quietly slowed ambitions.

The problem? The high cost of data chaos: missed revenue, wasted labor and operational inefficiencies. The solution? In 30 days, Yellowhouse unified their data and created the ability to act on it, resulting in a revenue surge, an increased market share outlook, and a 7x faster sales process. Attend this session and learn how you can solve your dirty data problem, too.

AUDIENCE: All Industries



IRON IN MOTION: HOW TOP DEALERS ARE TURNING USED EQUIPMENT FASTER IN A SOFT MARKET

Andy Campbell | Tractor Zoom

Used equipment turns have slowed, values are under pressure, and inventory levels remain historically high. In today's market, moving used iron isn't just about pricing—it's about process, people, and precision.

This session will share real-world strategies leading dealers are using to keep equipment moving despite market headwinds. Drawing on exclusive auction and retail data, as well as working alongside dozens of dealerships, it will highlight how repricing tactics, buyer behavior shifts, and valuation practices are reshaping how successful dealerships manage their aging inventory.

Attendees will also learn how data-forward teams are transitioning from gut-feel to process-driven used management—leveraging centralized dashboards, monitoring turns and margin by asset category, and adopting market signals to guide more agile decisions. Whether you're a smaller operation or managing inventory across a multi-location network, this session delivers actionable insights you can apply immediately.

By the end of this session, attendees will be able to:

- Identify key metrics that signal the health and risk of used inventory
- Apply current repricing and merchandising strategies that are working in today's market
- Understand how buyer behavior is evolving—and what that means for how and when to move equipment
- Explore how leading dealerships are using centralized vs. decentralized inventory decision-making
- Recognize early market signals, including policy and economic trends, to better time inventory acquisition and sales
- Begin building a data-informed culture within their used equipment teams using practical tools and reporting techniques.

AUDIENCE: CON | AG

USING PROCESS AND TECHNOLOGY TO PROTECT CUSTOMERS AND IMPROVE DEALER PERFORMANCE

Ted Wagner | Specialty Equipment Insurance Services

Whether you utilize in-house programs, manufacturer programs or 3rd party vendor programs to sell protection, it's important to make the sale at the right time in the right way. In this engaging session, attendees will explore strategies that increase protection product sales, leading to customer satisfaction when bad things happen to good equipment owners. This session will cover successful strategies to increase the number of customers purchasing protection products and increase dealer absorption rate through optimization of sales processes, strategic sales approaches and empowerment through technology.

AUDIENCE: CON | AG

RENTAL

RENTAL: THE REQUIRED DEALER SERVICE

Elliott Vigil | Elliott Vigil LLC

With construction dealerships looking to become more flexible, wanting to be able to better manage market changes, maximize profits, lower overhead, and minimize liability, renting equipment has become a major component of their business plan. Farming and agriculture are looking for ways to save with increasing interest rates and equipment costs and decreasing commodity prices, and rental has become a more attractive option.

In this session, attendees will learn how to navigate this changing market, the value of a rental fleet, and how to best plan for the changing market.

AUDIENCE: CON | AG

5 WAYS TO CREATE LOYAL RENTAL CUSTOMERS

Elliott Vigil | Elliott Vigil LLC

Customer turnover causes inconsistent revenue and forecasting challenges. Many companies spend millions on sales strategies to grow their business but often forget strategies for customer engagement and retention.

This session will explore 5 ways to keep customers loyal and coming back for more.

Learn how to stand out in a crowded market through:

- The Power of Gratitude – when was the last time you called a customer to just say thank you?
- Going the Extra Mile – how well do you know your customers?
- Over Communication – do you assume your customers know everything that's going on?
- Doing the Unexpected – how to ensure you won't be forgotten
- Customer Engagement – invite customers to participate in planning sessions and more

AUDIENCE: All Industries

FORECASTING THE FUTURE: HOW SMART DEALERS STAY AHEAD OF THE CURVE

Alise Moncure | Integrated Rental

Rental operations are evolving faster than most dealerships can plan for, so how do you invest in systems and operations that won't be outdated in two years? This panel discussion brings together forward-thinking dealership leaders to discuss candidly the future-proofing of rental.

Topics will include dynamic rate management, operational efficiencies, practical AI adoption, and planning systems for dealerships that thrive in a rapidly changing world. With boots-on-the-ground perspectives from some of the best in the business, the conversation will stay grounded in what's working—offering inspiration and actionable takeaways for any dealer leader navigating the future of rental.

Attendees will walk away with practical insights on how leading dealerships are preparing rental operations for rapid change through smarter system investments, evolving rate strategies, and thoughtful approaches to automation and AI.

AUDIENCE: All Industries

PRODUCT SUPPORT

IMPLEMENTING A RAPID RESPONSE TECHNICIAN MODEL TO DRIVE PROFITABLE, CUSTOMER-CENTRIC SERVICE

Zach Hetterick | Harvesting Potential, a member of Machinery Advisors Consortium

Every hour a machine sits idle costs your customer money and your dealership loyalty. Discover how the Rapid Response Technician model approach leads to faster diagnostics, quicker repair turnaround, technician development and greater customer satisfaction. Whether you're facing tech shortages, inefficient workflows, or growing service demand, you'll learn how to implement this role, integrate it into your operations, and track the ROI. Walk away with a clear roadmap to boost service capacity without adding headcount.

AUDIENCE: All Industries

EQUIPPING SERVICE TECHS FOR UPTIME, NOT DOWNTIME

Kevin Landers | rocketwise inc.

Service technicians are the frontline of customer satisfaction, but all too often, their productivity is hampered by unreliable laptops, inconsistent support, and unclear processes. This session introduces a structured approach to device management and readiness for dealership service techs. Learn how to reduce downtime, extend hardware lifespan, and ensure every technician hits the field with confidence—ready to work, not wait.

Content includes:

- Understanding the core components of a dealership-specific device readiness strategy
- How to streamline device procurement, setup, maintenance, and refresh cycles
- Practical steps to ensure every service tech's laptop is secure, standardized, and supported

AUDIENCE: All Industries

A CUSTOMER-CENTRIC, TEAM APPROACH TO PARTS INVENTORY

Bill Hoeg | WMH Consulting, a member of Machinery Advisors Consortium

This session looks at how to make your parts inventory more customer focused while lowering the cost of carrying it. Attendees will learn action steps on how to get rid of obsolete parts, and how the service, wholegoods, and rental departments' cooperation are essential to controlling parts inventory.

AUDIENCE: All Industries

AI IN AFTERMARKET: WHAT'S THE HYPE, WHAT'S REAL, AND WHAT'S THE FUTURE?

Ciaran Gillen | Digital Iron

Artificial intelligence is everywhere- but how much of it is actually being used by heavy equipment dealers and OEMs? In this honest, data-driven session, we'll walk through what AI has actually delivered for the industry so far, the real challenges that have slowed adoption and what the most innovative OEMs and dealer networks are focusing on in 2026 and beyond to move the needle in their business.

From parts operations to predictive servicing and labor challenges, this session cuts through the noise to show where AI is genuinely transforming workflows, and where the biggest opportunities still lie.

In this session, attendees will learn:

- How AI is currently being applied in the field (with real examples)
- The KPIs it's improving, and where it's falling short
- The biggest barrier to adoption at OEM and dealer levels
- What's next in customer engagement, automation, and knowledge transfer

AUDIENCE: All Industries

A COMPREHENSIVE GUIDE TO PROTECTING YOUR INVESTMENT WITH WARRANTY

Devon McGwin | Warranty Consulting Services

Manufacturers require information beyond “broke and fixed” when it comes to product failures, repairs, OEM technical support, and any form of reimbursements. How often has a technical support case or warranty claim been addressed with the manufacturer, yet the resolution is delayed due to the initial information being set as inadequate or missing entirely? In these instances, additional work/effort/frustrations are present on the technician, the dealership, and in often cases the customer as well.

This session will address the process struggles dealerships face in relation to information requisitions, enticements, communication with OEMs and customers, and utilization for internal and external benefits. By implementing strategic and focus areas, dealerships can set their business goals for success and achieve all relevant KPIs on many fronts.

AUDIENCE: All Industries

TECHNOLOGY

ARTIFICIAL INTELLIGENCE AND THE THREAT TO PAYMENT SECURITY

Paul Tucker & Tammy Foy | BOK Financial

There are countless ways, and more appearing every day, of how cyber criminals are using artificial intelligence to defraud and disrupt payment processing. This invisible threat is having a grave impact on all industries across the United States and is costing \$12.5 billion per year in lost revenue. With attacks becoming increasingly sophisticated, there are processes that a dealership can take to mitigate these risks. This session will help inform attendees of what their business needs to do to mitigate these risks, what training employees need to complete, and what to do when a company is attacked by cyber criminals.

Paul Tucker, Chief Information Officer and Tammy Foy, National Treasury Sales Director at BOK Financial will share real life examples and case studies to highlight methods and best practices for detecting AI driven fraud, and discuss using AI to detect fraud and identify unusual account activity.

AUDIENCE: All Industries

AI AND THE MODERN DEALERSHIP: WHAT'S HERE, WHAT'S NEXT, AND WHAT ACTUALLY WORKS

Mitsu Madhani | VitalEdge Technologies

AI is more than hype—it's becoming a practical tool for equipment dealers. From predictive parts stocking to intelligent service alerts and customer chatbots, AI is reshaping how dealerships operate. This session demystifies artificial intelligence and focuses on use cases that deliver real value. Learn what early adopters are doing, what OEMs expect, and what AI trends are worth watching—without the buzzwords.

In this session, attendees will:

- Understand real-world applications of AI across sales, service, rental, and parts
- Explore how AI enhances efficiency, decision-making, and customer experience
- Identify the risks, myths, and success factors when implementing AI in a dealership setting

AUDIENCE: All Industries





STREAMLINING DEALERSHIP ANALYTICS: LESSONS FROM ONE DEALER'S BI IMPLEMENTATION

Tim McGuire | TARGIT

Discover how one dealership successfully implemented a business intelligence (BI) solution across multiple dealer sites, including the modernization of their reporting processes and the roll-out of cross-branch benchmarking, reporting, and analysis. Learn about the company's specific goals and requirements, and their experience throughout the implementation and roll-out of their new solution.

In this session, you'll find out how the dealership uses BI to:

- Get a complete, up-to-date view of their whole business, including parts, service, finance, rental, and sales
- Combine data from multiple management systems/data sources and locations
- Track critical key performance indicators (KPIs) like WIP days, fill rate, and more
- Create reports and dashboards to manage open orders, service billing, and daily time reports

AUDIENCE: CON | AG

POSITIONING YOUR DEALERSHIP FOR THE NEXT WAVE OF AGTECH

Jarrett Harris | IronConnect

The past several years have seen tremendous investment in AgTech, from OEMs making big ticket acquisitions to private equity and venture capital funds investing in potentially disruptive startups. However, much of this has coincided with a time of financial tension among farm operators. Which emerging technologies is the end user willing to adopt at a time every dollar spent is scrutinized, and how can equipment providers position themselves accordingly?

In this session, attendees will:

- Examine which emerging technologies OEMs are backing, which are most appealing to farm operators, and what speculators in the market are betting on
- Understand market acceptance of "as a service" payment models
- Explore how progressive dealer organizations are positioning themselves for the future

AUDIENCE: AG

HOW AI IS ADDRESSING STAFFING CHALLENGES IN FARM EQUIPMENT DEALERSHIPS

Remi Schmaltz | Brilliant Harvest

This session will explore the role of AI-powered solutions in mitigating staffing shortages across the equipment dealership industry. With ongoing labor shortages, rising customer demands, and the increasing complexity of equipment, dealerships are facing operational challenges that impact both efficiency and customer service. This session is designed for farm equipment dealership owners, managers, and industry professionals looking for practical ways to address workforce challenges while maintaining high service standards.

AUDIENCE: AG



THE ECONOMICS OF MOBILE PROCESSING

Paul Smith | Rubblemaster

Are you a dealer currently involved in or considering the rental and sales of mobile crushing and screening equipment? This session will walk you through a deep-dive analysis of the true economics behind processing both virgin and recycled aggregates.

Gain the tools and insights you need to confidently guide your clients through cost-per-ton calculations and return-on-investment projections — whether for short-term rentals or long-term investments.

In this session, attendees will:

- Understand how to accurately calculate operating costs down to the ton or yard
- Learn to evaluate profitability for both virgin and recycled material processing
- Present realistic ROI and cost-per-ton estimates to clients
- Gain a competitive edge in both rental and equipment sales conversations

AUDIENCE: CON

TIMELESS TACTICS VS. NEW RULES: BEST PRACTICES FOR THE TECHNICAL DEALER

Jim Henderson | Exemplary Group, a member of Machinery Advisors Consortium

As equipment and operations become more technical, which classic dealership best practices still work, and where do new approaches matter most? This session explores the evolving playbook for success, helping dealers blend time-tested wisdom with fresh strategies for a changing industry.

Content includes:

- Which traditional best practices remain essential in a high-tech world
- Where innovation and new methods are critical to stay competitive
- How to evaluate and adapt your operations for technical complexity
- Real-world examples of dealers thriving by balancing tradition and transformation

AUDIENCE: CON | AG

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