



**DEEP SOUTHERN**  
EQUIPMENT DEALERS ASSOCIATION

# 2025 ANNUAL MEETING



**Zach Hetterick**  
Advisor & Coach  
Harvesting Potential



**Craig Haigh**  
Nationally Acclaimed  
Retired Fire Chief & Author



**Todd Cohen**  
Keynote Speaker & Author

**Join us for inspiring keynote speeches from industry experts,  
education sessions and networking events!**

**Thursday, January 16**

**12:30PM-2:30PM** DSEDA Welcome Luncheon & Keynote  
**2:30PM-3:30PM** General Session  
**3:30PM-4:30PM** General Session  
**4:30PM-5:00PM** Annual Business Meeting  
**5:00PM-7:00PM** Reception on AED's CONDEX Floor  
ALL DSEDA MEMBERS WELCOME

**Co-Located At**



**16-17**  
**JANUARY**

**Hyatt Regency**  
**Orlando**  
Orlando, Florida





## Education Sessions

Friday, January 17

- 8:00AM-9:00AM** Breakfast
- 9:30AM-10:30AM** AED General Session Keynote
- 10:30AM-2:30PM** AED CONDEX
- 2:30PM-3:30PM** AED Education Session Block 1
- 3:45PM-4:45PM** AED Education Session Block 2
- 5:00PM-6:15PM** DSEDA Evening Reception

**All DSEDA Members are Welcome to Attend Friday Events at Summit with a DSEDA Badge.  
Friday Night Keynote Available For an Additional Charge.**

### Education Sessions - Block 1

- You Can Always Sell More! How to Differentiate Yourself and Your Company and Establish a Stronger Value Proposition
- Dealer Panel: Best Practices and Emerging Trends in the Equipment Industry
- Developing a Sustainable Pipeline of Technicians Through Apprenticeships
- Intuitive Business Intelligence for Rental
- Ag Automated Intelligence
- Parts Inventory Health: Excellent or on Life Support?

### Education Sessions - Block 2

- Three Questions to Measure the Marketing Health of Your Sales Team: Are You Ready to Get Even Better?
- Managing Customers, Sales, and Lenders Through the Retail Finance Process
- Loss Prevention in the Rental Process
- Rev Up Efficiency: Harnessing AI for Back Office Brilliance
- Bridging the Digital Gap: How Dealers Can Get a Competitive Edge with Their Parts Sales & Service
- Policy Update: What to Expect in Washington, D.C., Ottawa, & State Capitals in 2025

**Inspiring Keynote Speakers - 40+ Education Sessions - 200+ Exhibitors  
& Networking Events with 900+ of Your Industry Peers!**

## DSEDA DISCOUNT FOR MORE SUMMIT EVENTS!

- Attend ALL Summit events, including the Friday night keynote dinner with Former U.S. Attorney General William P. Barr for a discounted rate of \$500/person.
- Attend the AED Summit Friday night keynote dinner with Former U.S. Attorney General William P. Barr for a discounted rate of \$250/person.

Separate registration required for each event.

Current AED Members must register for the AED Summit to attend any AED Summit events.