

2023 Joint Annual Meeting

Achieving Tomorrow's Successes for Dealers



February 5, 6, & 7

THE RITZ-CARLTON

921 Canal Street
New Orleans, Louisiana



DEEP SOUTHERN
EQUIPMENT DEALERS ASSOCIATION



NAEDA
NORTH AMERICAN
EQUIPMENT DEALERS ASSOCIATION

2023 Joint Annual Meeting Greetings

Welcome to the 2023 Joint Annual Meeting of the Deep Southern & North American Equipment Dealers Association, the Crescent City's Crown Jewel, The Ritz-Carlton Hotel and the many festivities of Mardi Gras! Your attendance at this conference shows your loyal support of your regional and national trade association, the equipment industry and your genuine concern for the issues and trends that affect your dealership.

Attending your Annual Meeting provides you with the opportunity for professional development by hearing industry experts and professionals speak on topics about critical issues. This convention also allows you to network with other dealers and industry friends to find ways to operate your dealership more efficiently, improve customer service and add profit to your bottom line. All these valuable benefits occur while enjoying great social events at a premiere, luxurious venue in New Orleans.

Each Associations' Board of Directors urge you to take full advantage of this convention by attending all the General Sessions, visiting with the Table Top Exhibitors and mingling with our Industry Suppliers and friends. Enjoy this time together and benefit from all the pertinent educational information provided. After all, this year's theme is "Achieving Tomorrow's Successes for Dealers". As we like to say in the historic city of New Orleans, "Laissez Le Bon Temp Roulez", Let the Good Times Roll!

We hope you will enjoy yourself at this joint convention and appreciate your attendance with us! We sincerely look forward to visiting with you throughout the meeting!



Jeremy Gantt
Chairman



Ross Morgan
Chairman



Schedule of Events

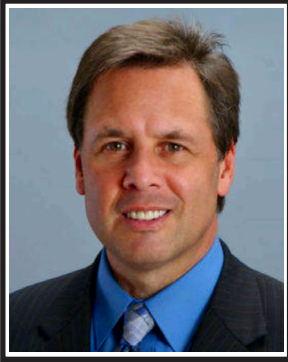
Monday, February 6

8:00 a.m. - 11:30 a.m.	Association Board of Directors Meetings Deep Southern • NAEDA
10:00 a.m. - 5:30 p.m.	Registration Desk & Table Top Exhibit Networking Area Open
12:00 Noon - 2:30 p.m.	Welcome Opening Luncheon & Speaker <i>The Three R's (Retreat, Rethink, Respond) of Effective Communication</i> De. Kevin Elko
3:00 p.m. - 5:30 p.m.	Opening General Session
3:00 p.m. - 4:00 p.m.	“Dealer Recruiting in 2023”, <i>Amy Honeycutt, Hunt Marketing Firm</i>
4:00 p.m. - 5:00 p.m.	“Right to Repair Battle Comes to Washington” <i>Eric Wareham, NAEDA</i>
6:30 p.m. - 8:00 p.m.	Welcome Reception (Sponsored by Federated Insurance)

Tuesday, February 7

7:30 a.m. - 8:30 a.m.	Continental Breakfast
7:30 a.m. - 1:30 p.m.	Registration Desk Open
7:30 a.m. - 4:30 p.m.	Table Top Exhibit Networking Area Open
8:30 a.m. - 11:30 a.m.	Second General Session
8:30 a.m. - 10:00 a.m.	“Outlook for Agriculture & Equipment” <i>Tami Zakaria, JP Morgan Chase</i>
10:00 a.m. - 10:30 a.m.	Networking Refreshment Break
10:30 a.m. - 11:30 a.m.	“Tax Planning & Financing Trends for Dealers” <i>Gretchen Ockman & Sarah Franatovich</i> <i>LaPorte CPAs & Business Advisors</i>
11:30 a.m. - 1:30 p.m.	Lunch on Individual Basis
1:30 p.m. - 4:30 p.m.	Third General Session
1:30 p.m. - 2:30 p.m.	“What is Your Business Worth? Protecting Your Value & Legacy” <i>Ryan Patton, Nationwide Retirement Institute</i>
2:00 p.m. - 4:00 p.m.	Spouse Program – Mardi Gras World Tour & Mask Making (Prior Registration Required)
2:30 a.m. - 3:30 p.m.	“Developments in Employment Law” <i>Amy McIntire & Rosalie Haug, Chaffe McCall, LLP</i>
3:30 p.m. - 4:30 p.m.	“Estate & Business Succession Planning” <i>Stewart Van Duzer, Federated Insurance</i>
4:45 p.m. - 5:15 p.m.	Association Business Sessions Deep Southern • NAEDA
6:30 p.m. - 8:00 p.m.	Manufacturer’s Reception (Sponsored by Manufacturers)

Speakers & Sessions



The Three R's (Retreat, Rethink, Respond) of Effective Communication

Dr. Kevin Elko

Monday, February 6 | Welcome Luncheon | Noon – 2:30 p.m.

Poor nutrition cannot be undone by over-training! Similarly, poor interaction skills cannot be undone simply by mastering technology in your chosen field. Interaction is a skill paramount in every other field. For example, the 3 reasons people choose physicians are for 1) affability, 2) availability and 3) ability, in this order. Furthermore, people decide on #3, ability, based on #1, affability (i.e. likeability). In addition, all winners use processes and systems: repeatable, observable behaviors. This seminar is geared toward leaders and service people in the field, to enable them to take challenges and turn their

challenges into definite wins.

Dr. Elko received his Bachelors in Biology Education and Coaching from California University of Pennsylvania. He then went on to West Virginia University where he received two Masters and a Doctorate and was later inducted into West Virginia University Hall of Fame. He went on to intern at the United States Olympic Committee in Colorado Springs. In sports, he has consulted with various successful NFL teams including The Pittsburgh Steelers, The Dallas Cowboys, The Philadelphia Eagles, The Miami Dolphins and The New Orleans Saints. In college sports, Dr. Elko has worked with seven BCS National Championship Football Teams including The University of Miami, L.S.U., The University of Alabama and Florida State University. In the business world, Dr. Elko focuses on helping organizations in the areas of Leadership, Goal Setting, and various other motivational topics. His corporate clients have included New York Life Investments, ING, Tyson Foods, Abbott Labs, LPL Financial, The Hartford, Genworth, Jackson National Life, Pioneer Investments, Morgan Stanley, Bank of America, Merrill Lynch, and Sun Life just to mention a few. Dr. Elko is the author of seven books, *Nerves of Steel*, *The Pep Talk*, *True Greatness: Mastering the Inner game of Business Success*, *Touchdown: Achieving Your Greatness on the Playing Field of Business and Life*, *The Sender*, *Sender Companion Journal* and *Believing is Seeing*.



Dealer Recruiting in 2023

Amy Honeycutt

Monday, February 6 | Opening General Session | 3:00 – 4:00 pm

What is happening in the recruiting space right now? What action should dealers take to better position themselves for success in recruiting? How do you do it? This review of modern-day dealer recruiting will show you. Is there value in Indeed? Yes. LinkedIn? Absolutely. And there are other supplemental ways to reach potential employees, tell your story, and showcase your brand all at the same time with tangible results. There's a special sauce of local creative showcasing your brand, combined with strategic

distribution with media outlets like Snapchat and TikTok that will give you the biggest, most effective reach. This presentation will show you how.

Amy Honeycutt, Executive Vice President at Hunt Marketing, has been working in the advertising industry for the past twenty years. She has worked on multiple national and international brands including Little Debbie Snack Cakes, Viking Range, SONIC Drive-In, Vanderbilt and Ole Miss Athletics, among others. Currently, she is well-versed in the agriculture model as she currently works with dealers across the country, running their advertising campaigns as well as their job recruiting campaigns. Amy received her Bachelor of Business Administration with a degree in Marketing from the University of Mississippi and her Masters in Integrated Marketing Communications from West Virginia University. She is a member of the Rose Society at The University of Mississippi and teaches in the Integrated Marketing Communications program at the university.

Speakers & Sessions



Right to Repair Comes to Washington

Eric Wareham

Monday, February 6 | Opening General Session | 4:00 – 5:00 p.m.

After six years, Right to Repair remains a contentious legislative issue at the state and federal level. In this presentation, Eric Wareham will provide a detailed update on the status of Right to Repair legislative activity and how dealer engagement is working to change the narrative on this issue.

Eric Wareham is Senior Vice President of Government Affairs for NAEDA. He has extensive legal and policy experience in both a trade association and the private sector. Prior to joining the association, he was general counsel for an Oregon-based heavy civil construction company and served as the director of government relations and general counsel for an association in the wood products industry. He has managed state and national political campaigns and held numerous positions in a state legislature. Wareham is a graduate of the Willamette University College of Law and Augusta University.



Outlook for Agriculture & Equipment

Tami Zakaria

Tuesday, February 7 | Second General Session | 8:30 -10:00 a.m.

Tami Zakaria will speak on our industry outlook from the financial sector. She will give an analysis of the outlook for the agricultural and equipment industry. This presentation will include: Update on US Ag Machinery Stock Market Performance; Update on Macro Indicators Impacting Agriculture/Farming; Outlook of US Farm Income and Cash Receipts; State of Ag in EU and Brazil; Ag Exports and the Competitive Landscape; and Outlook on Machinery Sales in North America and Europe.

Tami Zakaria is a Senior Analyst covering the U.S. Machinery, Engineering and Construction sector at JP Morgan. She has over 12 years of equity research experience, on both the buy and sell side. Tami holds an MBA from the Wharton School of the University of Pennsylvania and a BBA from the University of Dhaka. She is a CFA charter holder and an FSA- credential holder.



Tax Planning & Financing Trends for Dealers

Gretchen Ockman & Sarah Franatovich

Tuesday, February 7 | Second General Session | 10:30 -11:30 a.m.

Join hosts from LaPorte CPAs & Business Advisors as they share with you the latest and ever-changing tax legislation updates. Trending topics such as qualified business income and ESOP ideas will also be discussed, along with reassessing your entity tax elections, understanding your tax basis, and general tax strategies. We know the tax and accounting world constantly evolves, so please come prepared with any questions you may have.

- Gretchen Ockman, CPA, is a Director of Tax Services at LaPorte CPAs & Business Advisors. Prior to joining LaPorte, Gretchen worked for more than 10 years as the assistant controller for a closely held automobile

Speakers & Sessions



dealership group. In addition to overseeing their accounting functions, she prepared manufacturer financial statements and comparative financial analysis reports, and she also developed internal control procedures for the dealership. At LaPorte, Gretchen brings this insider's perspective to the firm's equipment dealership clients regarding tax planning and consulting services, including C to S corporation studies, and tax planning strategies for multiple-entity organizations. Gretchen is a member of the Dealership Services Industry Group.

- Sarah Franatovich, CPA, is a Director of Audit and Assurance Services with LaPorte CPAs & Business Advisors. She leads the LaPorte Dealership Services Industry Group that provides audit, tax, and advisory services to automobile, recreational vehicle, truck, and equipment dealerships. Sarah has been in the trenches with her clients through all phases of their growth, assisting with their compliance needs as well as with operations and complex transactions such as mergers and acquisitions. She also has been a presenter at several dealership association conferences.



What Is Your Business Worth? Protecting Your Value & Legacy

Ryan Patton

Tuesday, February 7 | Third General Session | 1:30 – 2:30 p.m.

Over the past 3 years, many forces have impacted businesses; the Covid-19 pandemic, supply chain issues and pandemic funding to name just a few. Due to these items, the value of nearly all businesses have changed. In this session, dealers will learn ways to secure your new dealership value, see the ways your peers are helping to improve their value and many other helpful tips. This presentation will discuss business planning for an informal business valuation and/or buy-sell review. Life is unpredictable and can cause plans to shift rapidly, which is why it's important for dealers to start planning today – to reduce the risk of unknown factors that could greatly impact the future of your dealership.

Ryan Patton, JD, MBA, is the Technical Director of the Advanced Consulting Group with Nationwide Retirement Institute. He is a financial planner with Nationwide's Land As Your Legacy Program and has worked with many advisors and their clients to coordinate and help farmers and ranchers plan for the successful transition of their businesses to the next generation. Ryan concentrates on business succession, business taxation, estate planning and agricultural planning. He has a bachelor of Economics from Ohio State University, an MBA from Ashland University and Juris Doctor from Capital University Law School.



Developments in Employment Law

Amy McIntire & Rosalie Haug

Tuesday, February 7 | Third General Session | 2:30 -3:30 p.m.

This presentation will discuss the latest trends and developments in labor and employment law which have and will impact agricultural equipment dealerships across the country. Development in federal law and regulations have occurred in the past year and will continue well into 2023, and dealerships should be aware of these developments. This presentation will cover, but are not limited to, developments related

Speakers & Sessions



to the Fair Labor Standards Act which governs overtime law and exemptions for certain employees, recent enforcement actions by the National Labor Relations Board, and developments by the Equal Employment Opportunity Commission to enforce federal employment discrimination laws. This presentation will discuss these developments in the law, highlight how they impact dealerships, and review best practices for dealerships to ensure compliance with these laws.

Amy McIntire & Rosalie Haug are both employment attorneys with the New Orleans Law firm, Chaffe McCall, LLP.

Amy McIntire's practice includes providing advice on a variety of contractual matters, including negotiation & compliance with the Department of Labor regulations and has defended employers against claims involving the Fair Labor Standards Act, wage & hours laws, contractual disputes and discrimination and harassment under Title VII.

Rosalie Haug's practice includes traditional litigation and all aspects of the employer/employee relationship to ensure compliance with federal & state laws and to minimize the risk of litigation. Her practice also includes drafting employer policies & handbooks, employment agreements & training programs.



Estate & Business Succession Planning

Stewart Van Duzer

Tuesday, February 7 | Third General Session | 3:30 – 4:40 p.m.

What is included/needed for a good Estate Plan? Have you thought about how your business will transition to the next generation? This presentation will focus on not only the “nuts and bolts” of business succession planning and estate planning, but also will focus on the “Why”. This presentation will also help show dealers how Federated's network of Estate/Business Session Planning Attorneys has helped walk dealers through questions that they may be asking about and struggling with every day regarding this topic.

Stewart Van Duzer is the First Vice President and Director of Special Projects – Risk Management with Federated Mutual Insurance Company. He graduated in 1983 with a business degree from Maryville College in Tennessee. He began his career as a marketing development trainee in 1983 and became a marketing representative in Gainesville, Florida in 1984. He has held leadership roles in Federated's Underwriting Department, Home Office Marketing, Personal Lines, Learning Center, Advertising and Field Services. Stewart is a past chair of the Commercial Lines Team, Promotion and Implementation Team and Product and Pricing Team and has been a member of various other Federated teams and committees. His primary focus is now on Federated Insurance's risk management and estate planning and business succession attorney network.

Spouse Program



**Tuesday, February 7
2:00 pm – 4:00 pm**

*Meet at 1:30 pm
in Ritz-Carlton Lobby*

Come experience the festive Mardi Gras Spirit so enmeshed with the City of New Orleans and enjoy a guided tour of the 300,000 sq. ft. working warehouse where floats are made for the Mardi Gras parades. This Mardi Gras World tour that will give you an insider's view of how Mardi Gras is made, including a video on the history of Mardi Gras and background on the real traditions of Mardi Gras in New Orleans. Claimed as one of the best tours in New Orleans—you will have the opportunity to dress like a Mardi Gras float rider, enjoy a slice of the famous Mardi Gras King Cake and so much more.

Come make an original Mardi Gras Mask at a fun and rewarding Mask Making Workshop. Each workshop starts with a brief history of masking in New Orleans. From there, you'll make your own, one-of-a-kind creation. Let your creativity run wild and experience the magic of the Mardi Gras Celebration.

Tickets available for purchase on the 2023 Joint Annual Meeting Registration Form to reserve your place for the Mardi Gras World Tour & Mask Making Event.

Prior Registration Required. Transportation Included.

