

## AGENDA

### MONDAY, MAY 13

Location

**Welcome Reception**  
5:00 pm - 7:30 pm

LASALLE  
FOYER/BALLROOM

### TUESDAY, MAY 14

Location

**Breakfast**  
6:30am

MICHIGAN

Sponsored by 

**Welcome and Conference Overview**  
**Kickoff Session: Jerry Revich, Goldman Sachs**  
7:30am

EXECUTIVE FORUM  
AMPHITHEATER

**Understanding GenZ**  
**Giselle Kovary, n-gen People Performance**  
8:40am

EXECUTIVE FORUM  
AMPHITHEATER

**Vendor Refreshment Break**  
9:40am

LASALLE  
BALLROOM

Sponsored by 

**Dealer Only Session - Roundtable: P4P**  
**w/ Tim Worthington, Martin Equipment;**  
**Rich Fawson, Murphy Tractor;**  
**Dustin Freeman, James River Equipment**  
10:20am

EXECUTIVE FORUM  
AMPHITHEATER

**Lunch**  
11:20am

MICHIGAN

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**Concurrent Sessions:**  
**AI in Dealerships**  
12:45pm & 1:40pm

EXECUTIVE FORUM  
AMPHITHEATER

**Eric Wareham, Vice President, Government Affairs, NAEDA**  
**Right to Repair Legislative Updates**  
12:45pm & 1:40pm

MADISON

### TUESDAY, MAY 14 (Continued)

Location

**Vendor Refreshment Break**  
2:30pm

LASALLE  
BALLROOM

Sponsored by 

**Keynote Speaker**  
**Steve Cadigan**  
**Acquisition, Retention, Engagement:**  
**Your Most Valuable Asset**  
3:15pm

EXECUTIVE FORUM  
AMPHITHEATER

### WEDNESDAY, MAY 15

Location

**Breakfast**  
6:45am

MICHIGAN

Sponsored by 

**Human Leadership & AI**  
**Logan Thompson, Potential Project**  
8:00am

EXECUTIVE FORUM  
AMPHITHEATER

**Vendor Refreshment Break**  
9:00am

LASALLE  
BALLROOM

**Dealer Only Session plus**  
**Rental Roundtable**  
**w/ Dennis Howard, RDO Equipment Co.;**  
**Mike Ortiz, Doggett Heavy Machinery;**  
**Jim Behrenwald, AIS Equipment Co.**  
9:45am

EXECUTIVE FORUM  
AMPHITHEATER

**Departure / Boxed Lunch**  
11:15am

LASALLE  
FOYER

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