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FARM EQUIPMENT
DEALERSHIP MINDS
SUMMIT 2021

DEVELOPING YOUR HOMEGROWN TALENT

AUGUST 3-4, 2021 | OMAHA, NEBRASKA

EMBASSY SUITES BY HILTON OMAHA LA VISTA HOTEL & CONFERENCE CENTER

DealershipMindsSummit.com



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Pre-Conference Extras for You on Tuesday, Aug. 3!

Special Pre-Summit Workshop: Empowering & Engaging Employees to Grow Your Dealership's Business – 9:30 a.m. - 12:00 p.m.

Many who have evolved into management roles within farm equipment dealerships haven't achieved those positions because they excelled at managing people. It's because they were great at their jobs and grew into being managers. Tim Norris, former CEO of Ag Info Tech (2015 *Precision Farming Dealer Most Valuable Dealership*) and Belinda Hughes, experienced financial planner, and now co-owners of Box Concepts Consulting LLC, will host this interactive workshop demonstrating essential management tools and encourage you to purposefully work on your business growth plan. A shift from traditional centralized management to empowering your team can be a game changer. Norris and Hughes will discuss the importance of having unified vision and values, and deliver a hands-on demonstration for how a detailed plan can help you reach your short- and long-term business objectives. They will also spend time on how to find and keep qualified and engaged team members and provide a 'Box Concepts State of the Business' survey for your team members so you can see for yourself if your team feels engaged and empowered.



**Free to Attend & Limited
to Just 50 Attendees**

Register today!

Top Dealership Minds to Gather in Omaha Aug. 3-4, 2021

The 7th Dealership Minds Summit is returning to Omaha, Neb., on Aug. 3-4, 2021. Developing future managers and dealership leaders is among the biggest challenges facing farm equipment dealerships today. Based on the feedback and expertise of the *Farm Equipment* Editorial Advisory Board and the Dealership of the Year Alumni Group, this 2021 Summit centers on a theme of "Developing Your Homegrown Talent."

If one of your department managers was promoted — or even left the dealership — do you know who would replace them? Do you have employees who you've mentored and trained who are prepared to move into management roles? In the case of sports, having a strong bench prepares a team for something as every day as the starters needing to take a breather to the more serious — season ending injuries.

The same is true for your dealership staff. Your department managers and key employees are your starters. Their

"breathers" are vacations and sick days. And their season ending injuries, retirement, promotion or leaving the business. You need to have the bench strength to carry on — and succeed — without them. Lately it seems like we talk a lot about recruiting new employees, but are we giving enough attention to developing the employees we already have? If 2020 taught us anything it was that you never know what's going to happen and you need a flexible and adaptable staff who can step up on a moment's notice.

In a recent survey conducted by the Western Equipment Dealers Assn., 46% of dealers said they were not confident they have the bench strength to advance current staff into senior or mid-level management roles.

The Summit will kick-off at 1 p.m. on Aug. 3 and we'll wrap things up by 3:30 p.m. on Aug. 4. We look forward to seeing you in Omaha! — *Kim Schmidt, Executive Editor*

Reserve Your Hotel Room Today at the Dealership Minds Summit Discounted Rates

The 2021 Dealership Minds Summit will be held at the Embassy Suites by Hilton Omaha La Vista Hotel & Conference Center.

**To reserve your room,
call 402-331-7400 and mention
Dealer Summit /Strip Tillage 2021**



Cultivating a Development Culture

Zach Hetterick, Coach/Consultant, Harvesting Potential — A former executive who rose through management and leadership positions, Hetterick went from working the parts counter at a farm equipment dealer right out of college, to serving as the CEO of an 11 location dealership at the age of 35.

Developing and training your people are two different things, with two different purposes. Hetterick, now the head coach with Harvesting Potential, says training plays a significant part in development, however training is usually in the management spectrum. It focuses on financial metrics, business processes, a technical skill, the employees role, and completed in a one size fits all approach. Everyone in the training gets the same content no matter where they are

in their development or their level of experience.

“I have experienced this first hand and heard it said many times ‘I sent my people to training and they returned and no meaningful impact occurred,’” Hetterick says.

This is where the difference in training and development exist, and how leadership ties into the equation.

The only way to sustainably grow the leadership levels of you or your organization is to establish a culture of development and growth. Development is based on developing the person, it isn’t a program that you can attend and come home as a leader after two or three days.

In this can’t miss session, Hetterick explores the differences between developing and training as well as touches on the differences between leaders and managers, and how both areas intersect.



Zach Hetterick
Coach & Consultant
Harvesting Potential

3 Things You Will Learn from this Session

1. Establishing the difference between development and training.
2. How to incorporate both the necessary technical training with true employee development to create successful leaders.
3. Identifying the difference between a leader and a manager – and which is the best fit for different individuals.

Dealer-to-Dealer Roundtable Discussions

Pick 2 sessions from this list of specific-topic Roundtables where dealers ask questions, discuss challenges and contribute proven solutions. Dealership Mind Summit attendees say these “idea swaps” on what works and doesn’t deliver the Summit ROI all on its own. Send others from your dealership to these concurrent sessions to capture even more learning on best practices. Additional roundtable topics will be announced closer to the event.

- ✓ Leadership Development in the Service Department
- ✓ Books, Podcasts & Other Resources — What Should All Aspiring Leaders be Paying Attention To?
- ✓ Pros & Cons: Hiring for Culture Fit vs. Experience
- ✓ Financial Literacy — Empowering Your Staff with the Numbers
- ✓ Battling Burnout & Building Stability in Your Precision Team
- ✓ Next Gen Sales Talent & Where to Find It



“The roundtables were great and our table topic could’ve been discussed for hours. I certainly made some new contacts and plan on picking a few brains soon.”

– Quint Campbell, Marketing Manager, Birkey’s Farm Stores

General Session: Identifying & Preparing Your Next Generation of Leaders

Management and leadership aren't for everyone and learning that before taking on management position will be beneficial both to an individual's future career success and the dealership as a whole.

Mike Burnett, Learning & Development Manager, Empire Southwest, Mesa, Ariz.— Prior to Burnett joining the AGCO and CAT dealership group (7 ag locations), Empire Southwest didn't have a structured leadership training program.

While the organization has a variety of training programs today, Burnett's focus is on customer service, sales training and leadership development. He has 20 years of training experience for a variety of industries ranging from restaurants to pest control to higher education, and now in the ag and construction markets.

During this general session, he will share how Empire Southwest uses its Be the Best leadership development program to prepare its leaders — at all levels of the busi-



Mike Burnett
Learning & Development
Manager, Empire Southwest,
Mesa, Ariz.

ness — for the future. The program is divided into 3 levels: the up-and-comers who will be the future leaders, individuals who have been in a leadership role for 1 or 2 years and then those who have been in leadership roles for over 2 years.

During level one, all the participants take a course called Leadership Preparation. "The goal of this course is to either get people excited about leadership and embrace it or to help them realize that a leadership role isn't the right fit for them," Burnett says.

"I think too often, we get in that mindset where, there's employees, who think, 'I want to do your job, you get paid a lot and your job looks easy' and they don't

always realize the details of it.

"It's a powerful workshop that we go through to give them some reality of what leadership is. If you don't like working with people or being with people or dealing with people, leadership's not for you."

"The Dealership Minds Summit is a vital business tool with unbiased perspective."

— Bryant Roberson, East Coast Equipment

Dealer-to-Dealer Panel: Learning from the Leaders — Development Programs Run by the Executive Leadership



Tom Rosztochy
President, Stotz Equipment,
Avondale, Ariz.

Good leaders recognize that their success is limited if they are not preparing their next generation of talent who will lead the business. In this must-see dealer-to-dealer panel, two executives will share how their organizations have benefited from formal structures and programs — led by the executive leadership — that identify and prepare their future leaders.

Tom Rosztochy, President, Stotz Equipment, Avondale, Ariz. (2013 Dealership of the Year) — Since 2012, Stotz Equipment has had a new group of employees go through its Aspiring Leaders program. Led by Rosztochy and other members of the executive leadership team, the program includes 6 classes and is completed over the course of 2 years. By the time an employee completes the program, they will have interacted with everyone on the leadership team. With an average of 30 employees going through the program at a time, Rosztochy stresses that there isn't going to be a management job for all of them. "In the last year we replaced 15 managers across the company, but had 35 people go through the classes," he says. "But I tell everyone, you don't have to have the title of manager to be a leader in the company."

Aaron Koenig, President & CEO, Koenig Equipment, Botkins, Ohio — To effectively recruit and retain employees, Koenig says it's critical that you provide them with a line of sight to a career path. "They have to know that if they're committed, there's opportunity for growth. We've learned that developing our people from within is by far the best way to go. And so long as we've got what I'll call a farm system, to use a baseball term, if people decide later on that they want to move on to some other career or some other industry or even some other dealer we know we've got people waiting to backfill." To build that bench strength, Koenig Equipment has created its own curriculum and certifications and calls the program Koenig University. Koenig will share details on how the program was developed and how they apply it to different areas of the business.



Aaron Koenig
President & CEO, Koenig
Equipment, Botkins, Ohio



Building Your Bench So You Can Build Your Footprint

Josh Waggener, President, Hutson Inc., Murray, Ky. — As the farm equipment dealership industry continues to consolidate, having the bench strength to move managers and leaders to new store locations without losing experienced leaders at your existing stores. As president of Hutson Inc., a 12-store John Deere dealership group, Waggener has focused on growing the organization’s leadership and management so that they have the people in place ready to step in as the dealership group grows.

Waggener’s diverse background in engineering, product marketing, sales and executive management, combined with his focus on creating “people-centric” cultures/organizations, has allowed him to successfully lead teams through initial start-ups, major turnarounds, and growth initiatives through both organic strategies and mergers & acquisitions.



Josh Waggener
President, Hutson Inc.,
Murray, Ky.

Identifying Development Holes & Elevating Your Leadership Training Program

The Western Equipment Dealers Assn. (WEDA) recently conducted a survey of dealership CEOs, extending the invite to 70 dealer organizations, to benchmark the industry’s employee development needs. Of those 70 dealerships, 63 of them responded and represented 549 locations across the U.S. and Canada.

“As we look across the landscape of our dealer channels, we see because of consolidation, as well as growth, retirement, the evolution of the business, new customer demands and a variety of other things having the right people doing the right job is vital to our success,” says Michael Piercy, vice president of dealer development with the WEDA Dealer Institute. “And I would go a little further and say today, it’s not just having the right person doing the right job, it’s also making sure the right person has access to the right training to do the job right.”

Michael Piercy, Vice President of Dealer Development, WEDA Dealer Institute — With almost 20 years’ experience in organizational, leadership training and development and succession planning, Piercy has worked exclusively with the agricultural and construction equipment industry for the last 10 years, designing and developing strategic initiatives and helping dealers develop their people and grow their business. His current role, leading WEDA’s Dealer Institute, allows him to guide dealer organizations through training and consultative initiatives, as well as, merger, acquisition, and succession planning.

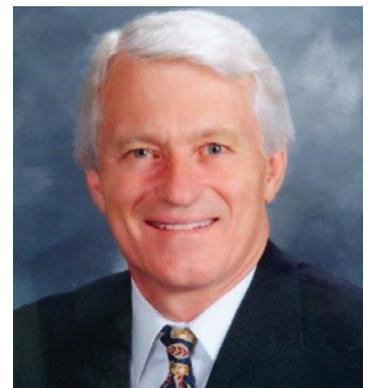


Michael Piercy
VP Dealer Development,
WEDA Dealer Institute

Larry Cole, Founder & Consultant, TeamMax — As one of the WEDA Dealer Institute trainers, Cole focuses on leadership and employee development and is a regular *Farm Equipment* webinar presenter.

After completing a Ph.D. in Psychology from the University of Oklahoma, Larry served on the faculty of Arkansas Tech University as a CEO of a Comprehensive Mental Health Center, and founded his consulting company, TeamMax, in 1989. Since then, he has specialized in improving leadership effectiveness and teamwork while fostering the fact that frustration is your best friend.

He created the TeamMax Advantage methodologies to measure behavior change in real time. Larry has authored 10 books and hundreds of articles appearing in professional and trade magazines. He has worked with a variety of industries including the agri-business market during the last 10 years.



Larry Cole
Founder & Consultant,
Team Max

3 Things You Will Learn from this Session

1. High performing dealers’ actions on employee leadership development
2. How your dealership should be a university for employees to learn the technical and interpersonal skills for success.
3. The essential ingredients to systematically create a culture for your talent development.

Building a Strong Foundation for Young Employees

In this session, two dealers will share how they are preparing recent graduates as well as incoming college students to join their organizations and setting them up for successful careers within the business.

The two organizations — H&R Agri-Power and Van Wall Equipment — are taking two different approaches. H&R hires recent graduates with an understanding that they could end up at any store across the group's 5 regions. Van Wall, on the other hand, is focusing on young people who want to stay close to home and is launching a new technician training program to prepare them for positions within the dealership.

Jim Lancaster, Central Regional Manager, H&R Agri-Power, Hopkinsville, Ky. — Each year, H&R Agri-Power, an 18-store Case IH dealership group headquartered in Kentucky, hires as many as 6 college graduates to fill positions that don't exist. The hires are part of a program to develop young people in whom they see potential. The trial period helps H&R see if they have skills or talents that fit a niche and can help grow the business.



Jim Lancaster
Central Regional Manager,
H&R Agri-Power,
Hopkinsville, Ky.

Lancaster, who works out of the dealership's headquarters in Hopkinsville, Ky., has been one of the regional managers who has had the most experience and success with the program. He will discuss how H&R Agri-Power structures the program and how it prepares future dealership leaders.

Don Van Houweling, Owner, Van Wall Equipment, Perry, Iowa (2016 Dealership of the Year) — Recognizing that there's a desire from many young people to stay near home rather than relocate, particularly around its stores in the Omaha, Neb., and Des Moines, Iowa, areas, Van Wall Equipment is



Don Van Houweling
Owner, Van Wall Equipment,
Perry, Iowa

launching a new technician training curriculum in conjunction with Des Moines Area Community College.

While there are certainly challenges in finding good, qualified large ag technicians, Van Houweling says they've noticed a significant gap in the UTV, power sports and light construction areas for technicians. The program will be split between Des Moines Area Community

College's campus and Van Wall's training center on the Farm Progress grounds in Des Moines.

"We're going to focus on kids who don't want to leave home. I've got hundreds of thousands of kids in that Des Moines golden circle and a number of stores right in that region."

The new program will launch in the fall of 2021 with 15 students.

3 Things You Will Learn from this Session

1. How to attract young people to positions within the dealership they may not have previously considered.
2. How to develop a new training program from the ground up to attract employees that are specific to your needs.
3. Best practices for helping young people learn the foundations of your business and prepare them for a future in the dealership.



Extend your stay and attend the 2021 National Strip-Tillage Conference (NSTC), being held August 5-6 at the same Embassy Suites by Hilton Omaha La Vista Hotel & Conference Center.

It's an excellent opportunity for you to maximize your time in Nebraska, establishing industry contacts and expanding your talent and leadership development, while also learning about the GROWING strip-tillage market and how to serve your customers who are actively investing in the practice or considering it.

As an attendee of the Dealership Minds Summit, you are eligible for a discounted NSTC attendance rate of only \$269. To complete your NSTC registration, contact Customer Service by calling (866) 839-8455 or (262) 432-0388.

Dealer Panel – Training Your Next Leaders: In-House vs. Outsource?

Talent is as difficult to find as it is to train. But once acquired, turning talent into leadership is a necessity to keep a dealership on a progressive path. Whether you partner with a 3rd party to facilitate management training to develop future department leaders or you've established a reliable internal program to prepare them, there are benefits to both approaches.

During this Q&A panel, Executive Editor Kim Schmidt will lead a discussion with dealers experienced in using a variety of management training methods, from intricate in-house programs to robust external partnerships with professionals or a combination of the two.

The discussion will cover how working with a consultant can kick-start a formal employee development program, the pros

and cons of a methodical strategy vs. informal mentoring and how to scale your leadership and management training to the size of your organization.



Wednesday, August 4, 3:30 p.m. – Summit Adjourns



We Fully Guarantee Your Satisfaction!

Lessiter Media has hosted more than 55 national ag industry events, including the first Dealership Minds Summit in 2013. We've refined a unique content-driven formula that delivers knowledge you and your team can act on immediately.

That's why if – after attending the Dealership Minds Summit – you don't feel the event is everything we promise, write to us and we'll send you a full 100% refund of your registration. And you can take up to 6 months to decide so you can personally measure the return on your learning experience.

Since 1970, farm equipment dealers have trusted *Farm Equipment* to deliver independent and unbiased strategies for success as a dealer. This event – through the general sessions, roundtables, dealer-to-dealer panels and peer-to-peer networking – is another way to expand your overall learning opportunity. We hope you find the program we've assembled and the 100% guarantee worthy of your trust and attendance of the 2021 Dealership Mind Summit.



Frank Lessiter Mike Lessiter

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