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"The conversations I had at the Dealership Minds Summit helped me make a major business decision that's going to shape the future of our dealership."

*— Helio Oliveira,
OLVR Equipment Group*

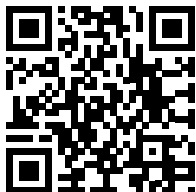


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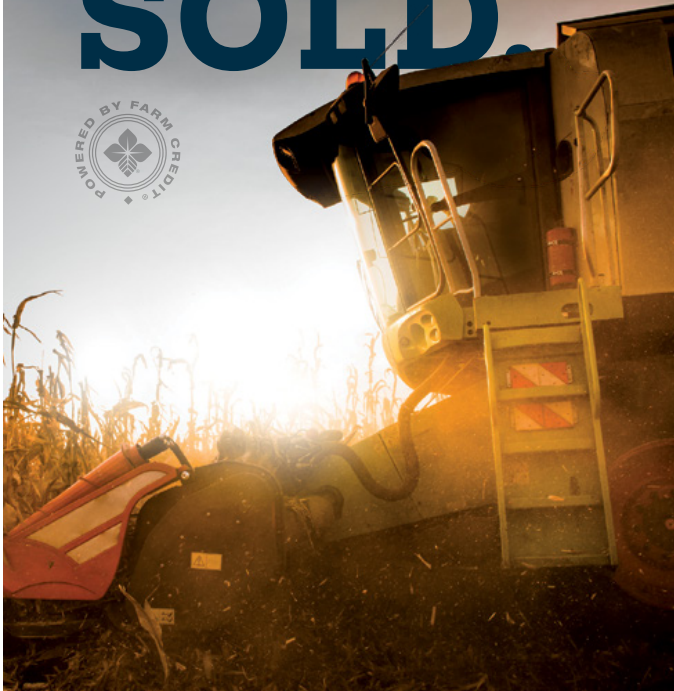


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Top Dealership Minds to Gather for 12th Annual Dealership Minds Summit

Coming off a challenging year, the strength of laser-focused operations is more important than ever to your dealership's success. Recognizing this, *Farm Equipment's* Advisory Boards have stressed the paramount need for a focused forum for ag machinery dealers to share and learn key strategies and tactics to maximize their operations and move the business forward despite the challenges that can be out of their control.

That's why the 2026 Dealership Minds Summit in Springfield, Ill., focuses on the theme of "Maximizing Operational ROI," equipping you with everything you need to know to magnify your best practices and drive operational excellence in an uncertain market.

Among this year's presenters are 5 first-timers you won't want to miss! Plus, attendees will be among the first to hear of a next-generation analytical index *Ag Equipment Intelligence* is investing in to provide leaders an additional compass for monitoring the industry, and its challenges and opportunities.

Join us Aug. 4-5, for a 2-day dealer-only event that features collaborative learning through focused general session presentations, dealer-to-dealer panel presentations, informal and interactive roundtable discussions, and networking.



Kim Schmidt
Executive Editor, Lessiter Media

Kim Schmidt



"The Dealership Minds Summit is a great way to connect with industry outside of what you see and hear from your OEM."

— Sam Christianson, Titan Machinery

Pre-Summit Workshop

Understanding Your Leadership 'Genius' ... A Hands-On Workshop for Farm Equipment Managers

This first-ever workshop requires you to look in the mirror through a customized assessment you'll reference long after the event. *Farm Equipment* has arranged for a \$750 study on each workshop attendee (survey and profile to be completed ahead of time) that details each workshop attendee's "Advanced Insight Profile" to reveal a "Why, What & How" report — on themselves.

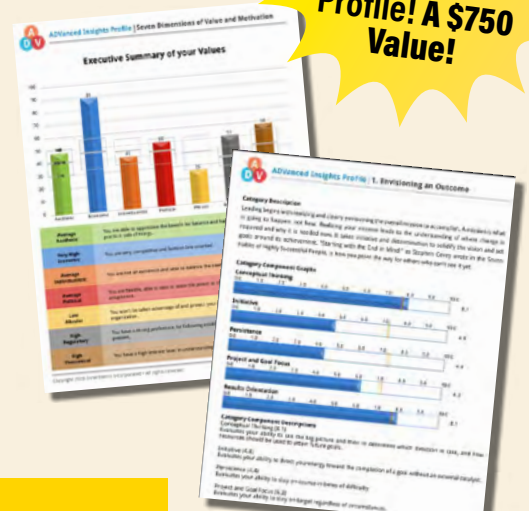
Iowa-based Bryan Arzani is the VP/Co-Founder of Results Group and President of Innermetrix North America. For more than 25 years, he's helped businesses (including equipment industries) strengthen what is simultaneously their greatest asset and liability — their people.

Arzani's assessment tools combine 3 distinct psychological sciences. But the magic is in connecting those dots to spur critical thinking, ownership and execution.

"The gap between decision and execution," he says, "is where most companies lose time, money and momentum."

Dubbed the "*Moneyball* of human capital," this deep-dive workshop shows dealers how to see, develop and leverage staff in ways that drive lasting operational performance.

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Workshop Attendees Will Learn:

- Details into their own thinking, behaviors & motivations
- How to improve effectiveness with customers, direct reports & peers based on four distinct styles
- How to get their direct reports to see their 'leadership moments' and act on them
- Understand the difference of high-performing teams from traditional work group & how to create them
- The difference between one's blind spots & weaknesses & how to solve them
- The common traits of the hyper-successful – a 7-year study of 300,000 individuals

Assessment links will be emailed to all workshop registrants in advance.

REMEMBER to bring it to the Summit!

Tuesday, Aug. 4th
9 a.m. - Noon
\$279 per attendee
Limited to 60 attendees

Must be registered for the Dealership Minds Summit to attend the pre-summit workshop.

Speakers and session topics are subject to change. Check the website and app for any changes to program.

Visit www.DealershipMindsSummit.com to Register Today!



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Tuesday, August 4, 1 p.m.

Kick-Off Session: Is It Time for a New Management Structure?

Neil Messick, co-owner of 2026 Dealership of the Year Messick Farm Equipment, kicks off the Summit with a can't-miss presentation. The New Holland and Kubota dealership acquired 4 dealerships in 2025 — nearly doubling its size and signaling the need for a change in management structure. Messick details how they landed on a regional management structure, why it works best for their operation and the lessons learned along the way.

You'll Learn:

How to identify when a change in management structure is needed & the best practices for working through the growing pains.



Neil Messick
Co-Owner
Messick Farm Equipment

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Dealer-to-Dealer Roundtable Discussions Set 1

Roundtables bring dealers together to discuss a focused topic for 60 minutes. Get ready — the floor is open for you to get your most pressing questions answered, and the ideas and contacts gleaned from these open conversations are always cited as the top value of the Summit. Sessions are concurrent, so bring others from your dealership to capture even more actionable ideas and discuss their implementation on the way home. The first set of roundtable topics include:

1. Top Tips for Retailing Used Equipment
2. Finding New Customers for Your Parts & Service
3. Next Generation Transitions — What Works & What Doesn't
4. Best Parts Sales Promotions
5. Flexible Finance Solutions to Close With
6. The How-To's of Brand Conversion Sales
7. Therapy Session: My Biggest Challenge ...
8. Preparing New Department Managers



Interacting with your fellow dealers is your most valuable experience!

Classroom: Farm Equipment Product Solutions: Round 1

Get the inside scoop on several top farm equipment tools & technologies in this first set of jam-packed product demos. Leading suppliers explain and demo their newest product via a 15-minute "product crash course" that gives you and your store a head start on evaluating the newest tools for 2026.

"I'll be back with my managers!"

— Jordan Broadhead, Broadhead Equipment, Dealership of the Year Alum



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General Session: Metrics & Benchmarks that Maximize Your Service Parts Inventory ROI

Back by popular demand, **Dean Devore**, general manager of Parts Academy, shares 4 operational ideas that will maximize your parts inventory ROI. “Two of these strategies are often overlooked by dealers today,” Devore says. “In working with ag and construction equipment parts departments every day, I frequently see strong teams missing the opportunity to opti-

mize their inventory investment using these 2 tactics. The other two strategies are commonly addressed, but rarely optimized — and their true impact on ROI is often not fully understood.”

For each operational idea, Devore shares the metrics and benchmarks dealers can use to measure improvement, along with a short list of practical action steps you can begin implementing immediately.

You'll Learn:

- How to boost sales, customer satisfaction & technician efficiency by increasing fill rates.
- Improve inventory turns to free up cash & reduce operating debt. Leverage an “inventory profile” approach to strengthen overall inventory health



Dean Devore
General Manager
Parts Academy

Parts Inventory — Dollars or Pieces?

By Dean Devore

How far is your nearest grocery store? I never answer that question by referring to miles. My answer would always be in minutes. Do you really care how many miles you are putting on your vehicle when you get groceries? If you're like me, the time it takes out of the day is more important.

Now, let me ask a different question — how accurate is your inventory? Usually, the answer is in terms of a percentage. But is that percentage based on value or pieces? When you do an inventory check, your finance team needs to know a dollar amount to adjust. It affects the Balance Sheet and the P&L. You might compare that adjustment to the value of your on-hand inventory and calculate a percentage of accuracy. That's normal, but measuring pieces will help you more than measuring dollars.

Your parts team should be more concerned with the number of pieces that were misplaced. Here's the reason: “It doesn't matter if the part costs 50 cents or \$5,000, losing either one will stop a job or disappoint a customer.”

You have to take note of the value adjustment and pass it on to the finance department. After that is done, use pieces to calculate your accuracy percentage. It will make you better. It also sends a message to your Parts Team — we care about all parts, not just the expensive ones. If you are only concerned about keeping track of expensive parts you have made a horrible career choice.

This value thing raises its ugly head every time I do a full physical inventory. Before we close out the process, we typically investigate the errors. It is smart to double-check our counts and look for missing parts. We put great effort into the expensive parts while inexpensive parts are typically adjusted with less effort and investigation. I get it. I've been that guy counting parts till late at night. You have to triage the situation and focus your time. It is one reason I recommend cycle counting over a full physical inventory. You have more time to investigate and improve your processes.

I don't care how many miles we are from the grocery store, I care how long it takes to get there. While I care about the dollar value of the parts you've misplaced, I care more about how many pieces you've misplaced. Focusing on dollars drives you to concentrate on a few expensive parts; focusing on pieces forces you to improve accuracy across all parts.

Measure inventory accuracy in pieces instead of dollars — you and your customers will feel the difference.



“The Dealership Minds Summit is a great place to get new ideas and make new contacts.”

— Dwayne Bowman, Maple Lane Farm Service

General Session: Dealership Shark Tank

Whether you're a dealer who lives on the bleeding-edge, or you're just interested in where future technology is headed, *Farm Equipment's* inaugural shark tank-style dealer innovation challenge promises to be an exciting and intriguing session that will change the way you look at dealership software. Several cutting-edge dealers will give brief presentations about new products or services they've had a hand in developing and testing, followed by questions from a panel of “dealership experts.” Then attendees will vote on the “Best New Innovation at DMS” from among the presenters.

Mark Reid, co-founder of Opervia and CEO of Atlantic Tractor, pitches his all-in-one software platform built for equipment dealerships to streamline service quoting, team collaboration, customer engagement and marketing. By centralizing operations into one easy-to-use system and leveraging the power and automation of AI, it helps dealerships save time, reduce costs and strengthen customer relationships.

Alex German, CEO of German-Bliss Kubota, details DealerTech Solutions' suite of AI tools that are purpose-built for farm equipment dealerships,

with deep support for the workflows of service writers, technicians, accounts payable staff and dealer-principals. Among the suite of products is WarrantyWiseAI, which converts technicians notes into complete, manufacturer-compliant warranty narratives.

You'll Learn:

Where technology for the dealership is headed in the future, giving you competitive edge for efficiency & accuracy.



Mark Reid
Co-Founder of Opervia &
CEO of Atlantic Tractor



Alex German
CEO
German-Bliss Kubota

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Dealership Minds Summit Awards Banquet & Reception (Included)

You won't want to miss this networking reception and dinner! Following the reception where you'll get to network with attendees and sponsors, join us in the ballroom for this special awards dinner. During this sit-down meal, we'll recognize the 22nd annual Dealership of the Year recipient — Messick Farm Equipment — for the first time publicly as well as the 2026 inductees into the Farm Equipment Dealer Hall of Fame — Ron Birkey, Tim Brannon, Don Van Houweling, Jack Stankievech and Alex Swiderski — in front of their dealer peers.

Co-sponsored by: **TRACTOR ZOOM**



"The Dealership Minds Summit has been an amazing experience. Networking with other attendees and hearing other ideas has been extremely valuable."

- Jesse Dowdy, H&R Agri-Power, Dealership of the Year Alum

Wednesday, August 5

Networking Breakfast (Included)

Dealership of the Year Alumni Panel

During this "fan favorite" panel discussion, *Farm Equipment's* Dealership of the Year Alumni Group share recent discoveries and best practices during this candid conversation and Q&A. You'll learn the stories, successes and lessons learned that have propelled these dealer groups to industry-best status.



Dealer-to-Dealer Roundtable Discussions Set 2

The second set of roundtable topics include:

9. CRM Successes & What's Getting Missed
10. Trade Valuations Truths
11. Sales Velocity Successes
12. Forecasting Parts Inventories
13. The Why's & How's of Teaching Financial Literacy
14. 'Best of 2026' Sharing Session
15. Customer-Engaging Trips, Clinics & Experiences
16. Tech Retention Programs




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Classroom: Farm Equipment Product Solutions: Round 2

Get the inside scoop on new tools & technologies in this second set of jam-packed product demos. Leading suppliers explain and demo their newest product via a 15-minute “product crash course that gives you and your store a head start on evaluating the newest tools for 2026.

Networking Lunch (Included)

General Session: How to Unlock the Power of Critical Thinking in Equipment Dealerships

When scalable, empowered decision making is everything for dealers, managers often remain overwhelmed as the department’s or business’ sole critical thinkers. Hurried, time-constrained leaders “think” they’re helping with fast directions and answers, but circular problems persist. When staff follow orders rather than attempting to independently solve problems, the business gets stuck in reaction mode.

Bryan Arzani’s CODE framework, developed over the last 17 years, shifts from a “directions model” to one of strategic guidance to get teams to analyze, adapt and act with confidence. “You can shift from ‘rescuing’ your people to get them to take ownership and drive solutions,” he says, “and turn passive executioners into proactive problem-solvers.” The results are staggering — less dependency at the top, enhanced critical thinking and a culture of adaptability, ownership, and innovation, he says. (He also presents a private workshop on Day 1.)



Bryan Arzani
Results Group & Innermetrix
North America

You’ll Learn:

- What the top 5% of managers do daily to equip their staff for greater personal & professional heights
- What to immediately STOP doing with your staff — with specific questions to prime empowered thinking
- How stop the lazy-loop circle of interactions that prevent individuals from the very best instructor – the struggle itself

“The Summit is a great team-building event to get your people on the same page.”
— Roy Johnson, AWH LLC

Reserve Your Room at the President Abraham Lincoln Springfield DoubleTree Hotel

The President Abraham Lincoln Springfield DoubleTree Hotel — conveniently located next to the Bank of Springfield Center where Summit sessions will be held — is the host hotel for the 12th annual Dealership Minds Summit. This hotel offers modern comfort just steps from the city’s most historic attractions. Guests can explore the rich legacy of our 16th president at the nearby Lincoln Home National Historic Site, Abraham Lincoln Presidential Library and Museum and the Old State Capitol State Historic Site. Enjoy a variety of local restaurants, pubs and shops all within walking distance, making it easy to experience the best of Springfield during your stay.

Book your room(s) at the special attendee rate of \$164 per night by calling (217) 544-8800 and mention Block Code LMST, or visit Farm-Equipment.com/DMS-Hotel. Hotel room cut-off is July 19, 2026, or until allocated rooms are sold out.

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General Session: Uncovering the Secret Sauce in Digital Marketing Success

In today's competitive landscape, your dealership has a story to tell. This can't-miss session explores how to leverage digital marketing to tell your unique story, including the tools to use — from cameras to tripods and software — the ideal frequency for posts and the best platforms to promote your message.

Externally, authentic storytelling builds customer trust and differentiates your brand in a crowded market. Internally, a clear digital narrative aligns your team, boosts morale and aids recruitment by showcasing a vibrant company culture. Join us to learn how — and why — to turn your daily operations into a compelling digital journey that resonates with customers and staff alike.

Extend your stay & attend the 13th Annual National Strip-Tillage Conference, August 6-7 at the same hotel.

Extend your stay and attend the 13th Annual National Strip-Tillage Conference (NSTC), held Aug. 6-7, 2026, at the same hotel in Springfield. We kick things off with a special 'In the Field' workshop at the Bayer Crop Science Research Farm in New Berlin, Ill.

Maximize your time, establish contacts and learn how to participate in the GROWING strip-tillage market and how to best serve your customers actively investing in the practice – or considering it. You'll discover unique equipment set-ups and meet with leading strip-till equipment suppliers. You'll almost certainly see some of your customers in attendance at this national event, too.

Attendees of the Dealership Minds Summit receive a discounted NSTC attendance rate of just \$99 (a 79% discount). Register for both events at once and secure this exclusive rate via your online Dealership Minds Summit registration. To learn more about the National Strip-Tillage Conference and group rates for customers, contact Luke Weigel at 262-777-2424 or lweigel@lessitermedia.com.



100% Satisfaction Guaranteed

Lessiter Media has hosted more than 65 national ag industry events, including the first Dealer 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 in Springfield — 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 until 12/31/26 to decide so you can personally measure the return on your learning experience.

For more than 50 years, farm equipment dealers have trusted Farm Equipment to deliver independent and unbiased strategies for success as a dealer. This event — through 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 2026 Dealership Minds Summit.



Founder Frank Lessiter (I) and President/CEO Mike Lessiter



"The best event that I have been to in years. There was so much useful information shared, the networking was great, and it was extremely well organized and thought out."

— Travis McClure,
Birkey's Farm Store



Dealer Panel: Facility Projects That Maximize Operational Efficiency

Making the choice to modernize, upgrade or expand an equipment dealership is increasingly seen as necessary. The investment of finances and time are significant. So, too, are the risks of businesses not taking action to hit the refresh and renovate button. For the first time ever, we bring the annual dealer modernization feature from the pages of the magazine to the stage. Dealership of the Year Alumni **Leo Johnson**, Johnson Tractor, has overseen a number of projects — building from

the ground up and renovating an existing building — and highlights

what he has found to be the must-have features of the modern dealership, including Johnson Tractor's latest greenfield facility in Baldwin, Wis., completed in 2025. He's joined by *Farm Equipment Dealer Hall of Famer* and owner of B&G Equipment, **Tim Brannon**. In 2023, B&G Equipment suffered a fire that left the dealership a total loss, with only rolling stock surviving. "I know what I got to do," Brannon remembers thinking. "We're going to build back better." And we did." In just over a year B&G had a new building in the same location. Brannon highlights the new building and how B&G survived operationally without a building of its own.



Leo Johnson
Chairman
Johnson Tractor



Tim Brannon
Owner
B&G Equipment

You'll Learn:

The building features that will help your dealership grow in the future, what to consider before you start a facility project & what ideas aren't always worth the effort.

Summit Adjourns at 3:30 p.m.



"It doesn't matter the size of your dealership, you're among some of the greatest minds in the industry at this event."

— Doug Vahrenberg, Vahrenberg Implement

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