



**PIONEER EQUIPMENT**  
— DEALERS ASSOCIATION —

# **2021 ANNUAL CONVENTION**

*Holiday Inn, Fargo, ND*  
*November 8-9, 2021*



# 2021 Pioneer EDA Convention

November 8-9, 2021  
Holiday Inn • Fargo, ND

(10/13/21)

## MONDAY, NOVEMBER 8, 2021

8:30 - 10:00 A.M.....Drop-in Continental Breakfast  
**Registration Available**

10:00 A.M.....Welcome  
**Pioneer EDA Chairman David Anfinson, Williston, ND**  
**Welcome Address by U.S. Congresswoman Michelle Fischbach**

10:45 A.M. - 12:00 Noon.....Pioneer EDA Convention **SUPER SESSION**  
**“Farmer of the Future”**  
**Brett Sciotto, President/CEO**  
**Aimpoint Research / Columbus, OH**

12:15 P.M. - 1:45 P.M.....Dealer/Employee Luncheon  
**Annual Business Meeting, Election of Officers and Directors**  
**“Chairman’s Report”**  
David Anfinson, Pioneer EDA Chairman / Williston, ND

**“EDA Report”**  
Kim Rominger, EDA President/CEO / St. Louis, MO

2:00-3:30 P.M.....Dealer/Employee Seminar  
**“Emerging Crop Management Practices and Farmers’ Equipment Needs”**  
**NDSU Crop Research/Producer Panel**

3:30-5:15 P.M.....Sponsor Networking Social in Display Area  
**Social Activities • Beverages • Snacks • Qualify for Prize Drawings!**

5:30 P.M.....Sponsor “Happy Hour” at Poolside  
**Enjoy the hospitality of our generous sponsors**  
**who make our convention possible!**

(continued)

**MONDAY, NOVEMBER 8, 2021 cont'd.**

6:45-9:30 P.M.....Dinner & Entertainment

**Live Jazz by “Kathie Brekke and the 42<sup>nd</sup> Street Jazz Band”**

**Chairman Recognition • Passing of the Gavel**

**Enjoy the High-Energy Entertainment of the Johnny Holm Show!**

9:30-11:30 P.M.....Sponsor Hospitality

**Join our post-show party at poolside, courtesy of our fine Sponsors!**

**TUESDAY, NOVEMBER 9, 2021**

7:30-8:30 A.M.....Drop-in Buffet Breakfast (near display area)

**Visit with Sponsors • Registration Available**

8:30-9:45 A.M.....Dealer/Employee Training

Track 1: **“Mastering the Art of Negotiation”**

**Bryan Dodge, President/Owner  
Dodge Development, Inc. / Allen, TX**

Track 2: **“Fraud Prevention: It’s More Like Insurance Coverage  
Than You Realize”**

**Doug Cash, CFE, CFI, CFCI, Senior Manager  
Eide Bailly / Denver, CO**

Track 3: **“Leadership – What Kind of a Leader are You?”**

**Mary Beth Burns, Trainer/Program Manager  
NDSCS TrainND / Fargo, ND**

10:15-11:30 A.M.....Dealer/Employee Training

Track 1: **“Goal Setting to Achieve Exceptional Results”**

**Bryan Dodge, President/Owner  
Dodge Development, Inc. / Allen, TX**

Track 2: **“Attract Top Talent with a Strong Employment Brand”**

**Adam Robinson, Co-founder and CEO  
Hireology / Chicago, IL**

Track 3: **“KnowBe4 You’re Phished!”**

**James McQuiggan, CISSP, Security Awareness Advocate  
KnowBe4 USA / Clearwater, FL**

(continued)

**TUESDAY, NOVEMBER 9, 2021, cont'd.**

11:45 A.M.-1:15 P.M.....Industry Luncheon

**Sponsor Recognition & Awards**

**Economic Forecast: A Look at 2022**

**Dr. Chris Kuehl, Co-Founder / Managing Director  
Armada Corporate Intelligence / Lawrence, KS**

12:00 Noon-3:00 P.M.....Women's Luncheon

**Informal Luncheon and Cooking Class | Downtown Shopping to Follow**

Radisson Blu, Downtown Fargo | Transportation Provided

1:30-3:00 P.M.....Dealer/Employee Training

Track 1: **“How to Increase Sales through Consultative Salesmanship”**

**Bryan Dodge, President/Owner  
Dodge Development, Inc. / Allen, TX**

Track 2: **“Leadership – Leading with Emotional Intelligence”**

**Kathy Marquette, Associate Professor, Business Management Dept.  
North Dakota State College of Science / Wahpeton, ND**

Track 3: **“Right to Repair and Modified Equipment: What You Need to Know!”**

**Kim Rominger, President/CEO  
Joshua Evans, Vice President of Government Affairs  
Equipment Dealers Association / St. Louis, MO**

3:00-4:30 P.M.....Sponsor Networking Social

**Social Activities • Beverages • Snacks • Qualify for Prize Drawings!**

4:30 – 6:00 P.M.....Dealer Line Meetings

**Case IH • John Deere**

6:00 P.M.....Manufacturer Receptions and Dinners

**Case IH Reception 6:00 p.m., Dinner 6:30 p.m.  
John Deere Reception 6:00 p.m., Dinner 6:30 p.m.**

6:00 P.M.....Company Hospitality Rooms Open

8:00 – 11:00 P.M.....Poolside Hospitality

**“Pioneer EDA Game Night!”**

**Join Eide Bailly and our generous Hospitality Hosts for  
Music • Games • Karaoke!**

**Qualify to Win One of Three \$1,000 Cash Prize Drawings!\* Sponsor Prizes!\***

\*You must be a fully registered dealer, spouse, or dealership employee to qualify for Pioneer EDA Convention prizes, and you must be present at the time of the drawing to win.

12:00 Midnight.....Public Pool Area Closes

Hospitality Rooms may continue to entertain guests with doors closed.



**It's time to register!**  
**2021 PIONEER EDA CONVENTION**  
**HOLIDAY INN, FARGO, ND**  
**NOVEMBER 8-9, 2021**

**Appearing on our 2021 Pioneer EDA Convention Program:**



**Welcome Address**  
**U.S. Representative Michelle Fischbach**  
10:00 A.M., Monday, November 8

Pioneer EDA is honored to have U.S. Rep. Michelle Fischbach welcome dealers to the 2021 Convention. Rep. Fischbach was elected to the U.S. House of Representatives to represent Minnesota's 7th Congressional District on November 3, 2020. She assumed the office on January 3, 2021, following more than 20 years in the MN Senate. She is known as a friend of small business and rural America.



**Farmer of the Future**  
**Brett Sciotto, President/CEO**  
**Aimpoint Research, Columbus, OH**  
10:45 A.M., Monday, November 8

If you want to do business with the "Farmer of the Future," you need to be at the Pioneer EDA Convention's OPENING SUPERSESSION! Brett Sciotto, President & CEO of Aimpoint Research in Columbus, OH, will explain how the farmer of the future will simply defy conventional wisdom and conventional business models.



**Pioneer EDA Chairman's Report**  
**David Anfinson, Pioneer EDA Chairman, Williston, ND**  
12:15 P.M., Monday, November 8

David Anfinson, Williston, is the Chairman of the Pioneer Equipment Dealers Association, and has served on the Board of Directors since 2014. He will outline the activities, goals, and challenges currently being pursued by the Pioneer EDA. David is a Partner in Plains Ag LLC, a Case IH and New Holland dealer group with sixteen stores in North Dakota, Montana, Kansas, and Colorado.



Dr. Abbey Wick



Joe Breker

**PANEL DISCUSSION: Emerging Crop Management Practices and Farmers' Equipment Needs**  
**North Dakota State University Crop Research / Producer Panel**  
2:00 P.M., Monday, November 8

This dynamic session will provide insight on new management practices being adopted by farmers in the Northern Plains region. Topics will include: intercropping and relay cropping; interseeding and cover crop management; and weed management and technologies.



Dr. Mike Ostlie



Dr. Lee Briese

A distinguished panel of crop and soil management experts will include: **Dr. Abbey Wick**, North Dakota State University Extension Soil Health Specialist; **Joe Breker**, farmer and Soil Conservation District Supervisor; **Dr. Mike Ostlie**, Research Agronomist at NDSU Carrington Research Extension Center, and **Dr. Lee Briese**, Independent Crop Consultant with Centrol Ag.

Panel members will provide background on each practice, including what is known currently, recommendations for on-farm applications, and where equipment development or support may be needed.



### **3 VALUABLE BUSINESS DEVELOPMENT SESSIONS!!!**

**Bryan Dodge, President/Owner  
Dodge Development, Inc., Allen, TX**

8:30 AM, 10:15 AM, and 1:30 PM on Tuesday, November 9

With over 30 years in the business development and consulting industry, Bryan Dodge has a proven track record of helping businesses overcome adversity, build their organizations, and achieve their goals. In three dynamic sessions, you'll take a whole new look at goal setting, negotiation, and consultative salesmanship.



### **Fraud Prevention: It's More Like Insurance Coverage Than You Realize!**

**Doug Cash, CFE, CFI, CFCI, Senior Manager**

**Eide Bailly, Denver, CO**

8:30 AM, Tuesday, November 9

75% of all businesses are victims of fraud each year, according to The Association of Certified Fraud Examiners. Individuals you may never suspect could be at risk of committing employee theft. What controls does your dealership have in place? Preventing fraud is a lot less expensive than dealing with it, says Doug Cash.



### **Leadership – What Kind of a Leader are You?**

**Mary Beth Burns, Program Manager/TrainND SE Facilitator**

**North Dakota State College of Science, Fargo, ND**

8:30 A.M., Tuesday, November 9

We're all at different levels of development depending on the task we're working on at any given time. To bring out the best in others, leadership must be tailored to both the individual and the situation. NDSCS training expert Mary Beth Burns will show you how to take a situational approach to effective leadership.



### **Attract Top Talent with a Strong Employment Brand**

**Adam Robinson, Co-founder / CEO**

**Hireology, Chicago, IL**

10:15 A.M., Tuesday, November 9

Businesses, including farm equipment dealers, are facing a tough recruiting reality---most people's opinions about what they want from their employer have changed over the past 15 months. Hireology CEO Adam Robinson will reveal data-based strategies to get in front of top job seekers before your competitors do.



### **Know Be4 You're Phished!**

**James McQuiggan, CISSP, Security Awareness Advocate**

**KnowBe4 USA, Clearwater, FL**

10:15 A.M., Tuesday, November 9

Phishing scams and ransomware attacks cause downtime, revenue loss, and damage to your brand and reputation. Security expert James McQuiggan will provide in-depth information on current and emerging phishing scams and ransomware attacks, how to recognize them, and what to do if you fall victim.



### **Economic Forecast: A Look at 2022**

**Dr. Chris Kuehl, Co-Founder/Managing Director**

**Armada Corporate Intelligence, Lawrence, KS**

11:45 A.M., Tuesday, November 9

Dr. Chris Kuehl is well-positioned to analyze the factors that will determine the trajectory of our economy in 2022. A highly respected economic analyst, he has a doctorate in Political Economics and advanced degrees in Soviet and Asian Studies. He was a professor of international economics and finance for 15+ years.



**Leadership – Leading with Emotional Intelligence**  
**Kathy Marquette, Associate Professor**  
**North Dakota State College of Science, Wahpeton, ND**  
 1:30 P.M., Tuesday, November 9

Emotional Intelligence, or EQ, has been identified as one of the top 10 workforce skills needed in 2021. During this fascinating session, trainer Kathy Marquette will help participants understand the four components of EQ---Self-Awareness, Self-Management, Social Awareness, and Relationship Management.



Kim Rominger

**Right to Repair and Modified Equipment:  
 What You Need to Know!**  
**Kim Rominger, President/CEO, EDA, St. Louis, MO**  
**Josh Evans, VP of Government Affairs, EDA, St. Louis, MO**  
 1:30 P.M., Tuesday, November 9

Illegal Tampering legislation creates serious safety and environmental risks. This important presentation will provide an overview on Right to Repair legislation, why Right to Repair is a misleading term, and how manufacturers have responded.



Josh Evans

EDA's President/CEO Kim Rominger and VP of Government Affairs Josh Evans will provide dealers with legal requirements and recommendations regarding what to do with equipment that is illegally modified, for both trade-ins and repair/service work. EDA's dealer compliance documents and Illegal Tampering Toolkit will be reviewed, and attendees will also learn why it is critical for dealers to establish a "Customer Repair Support" webpage, and what should be contained within it.

Kim Rominger will also update dealers on a broad spectrum of industry issues of national concern during Pioneer EDA's **Annual Business Meeting** on Monday, November 8, at 12:15 p.m.

## General Information

### Convention Headquarters

Holiday Inn • 3803 13<sup>th</sup> Ave. S. • Fargo, ND 58103 • Phone: 701-282-2700 • [www.fargohi.com](http://www.fargohi.com)

### Lodging Information

- Call 701-282-2700 to speak to an onsite reservationist in Fargo. Remember to mention that you are part of the **Pioneer Equipment Dealers Association Convention** to access the convention rate of \$107 (standard king or double queen - **must reserve 2 or more nights**) **ONLY WHILE ROOMS ARE STILL AVAILABLE!**

**Registration fees:** All attendees only \$125, including admittance to all workshops, breakout sessions, meetings, meals, and social functions. Spouses' / guests' full registration includes all of the above plus the Women's Luncheon (limited seating on a first-registered basis).

**Extra Meal and Breakout Session Tickets:** Available in advance or onsite at the registration desk. Single tickets may only be purchased in addition to a full registration from your firm. See online registration for pricing.



**Register Online HERE!**



PIONEER EQUIPMENT  
DEALERS ASSOCIATION

## **Pioneer Equipment Dealers Association**

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