



2023 Pioneer EDA Convention

November 12-15, 2023
Holiday Inn • Fargo, ND

SUNDAY, NOVEMBER 12, 2023

6:30 P.M.Board of Directors / Past Chairman's Gathering
**Open to Board Members, Past Chairmen, Spouses, Special Guests,
and Visionary Sponsor Personnel**
Chef-Carved Prime Rib & Host Bar
6:30 P.M. - 9:00 P.M.
Big Screen TV • Casual Dress – Come as you are!

MONDAY, NOVEMBER 13, 2023

8:00 A.M. - 9:00 A.M.....Board Photos (formal)

9:00 A.M. - 10:30 A.M.....“Registration & Cup O’ Joe”
All Attendees/Sponsors to Register • Coffee, Juice and Pastries Available

10:30 A.M.....Convention Kickoff
Pioneer EDA Chairman BJ Knutson, West Fargo, ND

10:45 A.M. - 12:00 Noon.....Pioneer EDA Convention SUPER SESSION
“The American James Bond: Undercover in the CIA”
James Olson / Former Chief of Counterintelligence, CIA
Texas A&M, College Station, TX

12:15 P.M. - 1:45 P.M.....Dealer/Employee Luncheon
Annual Business Meeting, Election of Officers and Directors

“Chairman’s Report”
BJ Knutson, Pioneer EDA Chairman, West Fargo, ND

“What’s Happening on The Hill”
Daniel Fisher / Senior Vice President
Associated Equipment Distributors, Washington, D.C.

2:00 P.M. - 3:30 P.M.....Dealer/Employee Seminar
“Accelerating Your Business Relationships”
Ed Wallace / Managing Director
Achieve Next, Wayne, PA

(continued)

MONDAY, NOVEMBER 13, 2023 cont'd.

3:30 P.M. - 5:00 P.M.....Sponsor Networking Social in Display Area
Social Activities • Beverages • Snacks • Qualify for Prize Drawings!

5:30 P.M. - 8:30 P.M.....Dinner & Entertainment
**Dinner Sponsored by Federated Insurance,
Live Jazz by “Kathie Brekke and the 42nd Street Jazz Band”
Chairman • Passing of the Gavel
Deuces Wild Dueling Pianos – Sponsored by Pioneer Promo**

8:30 P.M. - 12:00 Midnight.....Sponsor Hospitality
Join our post-Banquet poolside party, courtesy of our fine Sponsors!
Monday Night Football • Music • Entertainment (jenga/cornhole)

TUESDAY, NOVEMBER 14, 2023

7:30 A.M. - 8:30 A.M..... Buffet Breakfast (near display area)
Available for All Fully Registered Attendees • Visit with Sponsors

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

Session 1: **“Managing the Parts Department Profitably”**
Jim Weber / President
Weber Consulting, St. Petersburg, FL

Session 2: **“Unlocking Greatness through Servant Leadership”**
Crystal Neubauer / President
Growing Forward, Fairfield, IA

Session 3: **“Delivering Impactful Value Statements”**
Ed Wallace / Managing Director
Achieve Next, Wayne, PA

(continued)

TUESDAY, NOVEMBER 14, 2023, cont'd.

10:00 A.M. - 11:30 A.M.....Dealer/Employee Training

Session 1: **“Managing the Service Department Profitably”**

Jim Weber / President

Weber Consulting, St. Petersburg, FL

Session 2: **“Leading and Communicating with Clarity”**

Crystal Neubauer / President

Growing Forward, Fairfield, IA

Session 3: **“Understanding Section 179 Depreciation and the Expanded Benefits of Energy Tax Incentives”**

Ellen Thomas Evans / CPA, Senior Manager

Kristin Gustafson / Director of Energy Efficiency Incentives

Eide Bailly, Fargo, ND

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

Sponsor Recognition & Awards

“Growing Your Business by Maintaining a Professional Image”

Jim Weber / President

Weber Consulting, St. Petersburg, FL

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

Session 1: **“Improving Dealership Cash Flow”**

Jim Weber / President

Weber Consulting, St. Petersburg, FL

Session 2: **“Leading From a Ready Position”**

Crystal Neubauer / President

Growing Forward, Fairfield, IA

Session 3: **“Nuclear Ransomware: How It Is Worse & Best Ways You Can Prepare”**

Roger Grimes / Data Driven Defense Evangelist

KnowBe4, Palm Harbor, FL

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

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

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TUESDAY, NOVEMBER 14, 2023, cont'd.

4:30 P.M. - 5:30 P.M.....Dealer Line Meetings
Case IH • John Deere

4:30 P.M. - 5:30 P.M.....Dealer/Employee Seminar
“Time Management”
Crystal Neubauer / President
Growing Forward, Fairfield, IA

6:00 P.M. - 7:30 P.M.....Manufacturer Reception & Dinner
Join us for dinner sponsored by AGCO, Case IH and John Deere!
Live Music by “Jackson Burns”

7:30 P.M. - 12:00 P.M.....Poolside Hospitality
“Pioneer EDA Game Night!”
Join Eide Bailly and our generous Hospitality Hosts for
Music • Games • Karaoke!
(Stamp cards in use for \$1,000 Cash Prizes.)

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

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

10:00 P.M.....\$1,000 Cash Prize Drawings /
Official Thank You (BJ Knutson)

12:00 Midnight.....Public Pool Area Closes
Hospitality Rooms may continue to entertain guests with doors closed.

WEDNESDAY, NOVEMBER 15, 2023

8:30 A.M. - 2:00 P.M.....Pioneer EDA Board Meeting

GENERAL INFORMATION

Convention Headquarters

Holiday Inn
3803 13th Ave. S.
Fargo, ND 58103
Phone: (701) 282-2700
www.fargohi.com

Lodging Information

Call (701) 282-2700 Monday – Friday between 8 A.M. and 5 P.M. 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 while rooms are available! Reserve by 10/10/2023 to receive room block rate of \$111!

Registration / Extra Tickets: Atrium

Monday: 8:00 a.m. – 5:30 p.m.
Tuesday: 8:00 a.m. – 4:00 p.m.

Registration Fees

Dealer Attendees: \$195, Associate Members: \$295. Provides full admittance to all functions.

Extra Meals and Sessions for Those Not Fully Registered

Available in advance or onsite at the registration desk.

