



# 2024 Pioneer EDA Convention

**November 17-20, 2024**  
**Holiday Inn • Fargo, ND**

**\*\*\*TENTATIVE as of 8/5/24\*\*\***

## SUNDAY, NOVEMBER 17, 2024

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 18, 2024

8:30 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 Jason Ruggles, Bowman, ND**

10:45 A.M. - 12:00 Noon.....Pioneer EDA Convention SUPER SESSION  
**“Mission Black List: The Capturing of Saddam Hussein”**  
**Eric Maddox, Tulsa, OK**

12:15 P.M. - 1:45 P.M.....Dealer/Employee Luncheon  
**Annual Business Meeting, Election of Officers and Directors**  
**“Chairman’s Report”**  
 Jason Ruggles, Pioneer EDA Chairman, Bowman, 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  
**“Tactics, Strategies, and Actions the Smartest Business Leaders are Making”**  
**Gene Marks / President**  
**The Marks Group, Bala Cynwyd, PA**

*(continued)*

**MONDAY, NOVEMBER 18, 2024 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  
The Johnny Holm Band – 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 19, 2024**

7:30 A.M. - 8:30 A.M..... Buffet Breakfast  
**Available for All Fully Registered Attendees**

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

**Session 1: “Burn, Baby Burn”  
Jerry Leemkuil / Equipment Dealer Specialist  
Federated Insurance, Owatonna, MN**

**Session 2: “Is Your Culture Profitable?”  
Todd Cohen / Sales Consultant  
Sales Leader LLC, Alexandria, VA**

**Session 3: “Leading for Success & Satisfaction”  
David Spader, Co-Founder  
Potentia, Albuquerque, NM**

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

**Session 1: “Right to Repair and DIY: What You Need to Know”  
TBD  
TBD**

**Session 2: “Stop Apologizing and Start Selling”  
Todd Cohen / Sales Consultant  
Sales Leader LLC, Alexandria, VA**

**Session 3: “Understanding Leader Satisfaction”  
David Spader, Co-Founder  
Potentia, Albuquerque, NM**

**TUESDAY, NOVEMBER 19, 2024, cont'd.**

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

**Sponsor Recognition & Awards**

**“Economic Forecast: Post 2024 Election”  
Steve Wyatt / Chief Investment Strategist  
Bank of Oklahoma, Tulsa, OK**

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

Session 1: **“Harvesting Innovation: Preparing your Dealership for the AI Revolution”**

**Jeff Hensel, Technology Consulting Director  
Eide Bailly, Fargo, ND**

Session 2: **“The Profound Power of Presence: Be Seen, Be Heard, Be Remembered”**

**Todd Cohen / Sales Consultant  
Sales Leader LLC, Alexandria, VA**

Session 3: **“Becoming an Adaptable Leader”**

**David Spader, Co-Founder  
Potentia, Albuquerque, NM**

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

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

4:30 P.M. - 5:30 P.M..... Dealer Line Meetings

**AGCO • Case IH • John Deere**

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 “TBD”**

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 (Jason Ruggles)

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

# WEDNESDAY, NOVEMBER 20, 2024

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

## 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 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 10/10/2024 to receive room block rate of \$115!

### **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: \$220, Associate Members: \$320. Provides full admittance to all functions.

### **Extra Meals and Sessions for Those Not Fully Registered**

Available in advance or onsite at the registration desk.



**PIONEER EQUIPMENT**  
— DEALERS ASSOCIATION —