



PACIFIC NORTHWEST ASSOCIATION

2010 Owners & Managers Annual Conference

Embassy Suites Hotel – Portland Airport

Portland, Oregon

February 17– 19, 2010





PACIFIC NORTHWEST ASSOCIATION

P.O. Box 17819 • Salem, OR 97305-7819 • (503) 375-9024 FAX (503) 375-7980



INVITATION TO ATTEND

Dear Association Member,

This is your invitation to attend the Pacific Northwest Association's 106th Owners & Managers Annual Conference at the **Embassy Suites Hotel – Portland Airport, Portland, Oregon, February 17 – 19, 2010**. In addition to the excellent speakers and array of topics this is your opportunity to meet with your fellow dealers, network and learn from each other. Register today! Everything you need to register is contained with this letter. All we need you to do is return the form and make your room reservation at the Embassy Suites Portland Airport.

Our theme this year is **Navigating for Success** and that is exactly what we plan to do.

We kickoff the conference with manufacture meetings Wednesday morning February 17th followed by a program focused on helping dealers navigate for success.

We have something of value for every dealership including:

- the state of the equipment industry report,
- a Washington DC update
- integrating precision farming in the dealership and making it profitable,
- defining customer equity and putting that to work in your dealership,
- high tech marketing techniques
- and a powerful session on margins – are you better at making them than giving them away

All of that is topped off with great food, fabulous entertainment and time with your Pacific NW Association equipment dealers.

The registration form is included and that is all you need to register to attend.

I look forward to being with you at the February 2010 Owners and Managers Annual Conference.

Sincerely,

Ty Mills
Chairman of the Board



PACIFIC NORTHWEST ASSOCIATION

2010 Owners & Managers Annual Conference

February 17th, 18th, 19th 2010

Schedule of Events

Wednesday February 17th

8:00 am	Manufacture Meetings John Deere Kubota Tractor New Holland Case IH
9:00 am	CNH Parts Depot Tour
12 noon	Manufacture Luncheons TBA
1:00 pm	Registration Open
1:30 – 2:30 pm	State of the Industry Report Charlie O'Brien, VP Agricultural Services, AEM
2:45 – 3:45 pm	State of the Northwest Economy Dr. Bill Conerly, PhD
3:45 - 4:00 pm	Break
4:00 – 5:00 pm	NAEDA Washington DC Legislative Report Michael Williams, COO NAEDA
6:30 – 7:00 pm	Reception
7:00 pm	Dinner Presenter: Matt Roloff with "Little People, Big World"

Thursday February 18th

8:00 – 11:45 am	"Navigating for Success" James Tidey, Precision Farming Specialist, CNH
10:00 – 10:15 am	Break
12 nn – 1:30 pm	Lunch Annual Business Meeting Presenter: Steve Strauss "Mr. AllBiz"
1:45 – 2:45 pm	"Customer Equity" Jim Falk, PNA Financial
2:45 – 3:45 pm	"Marketing Tricks Abound In the Tech Age" Steve Strauss "Mr. AllBiz"
3:45 – 4:00 pm	Break
4:00 – 5:00 pm	"Margins" Darwin Melnyk, CEO IRON Solutions Inc
6:30 – 7:00 pm	Reception
7:00 pm	Dinner & Entertainment, Milt Abel, Stand-up Comedian

Friday February 19th

8:15 – 10:15 am	Iron Solutions "Margins" continued
8:15 – 10:15 am	Iron Solutions Session Exclusive for New Holland Dealers

Conference Presenters

Charlie O'Brien

State of the Industry Report, Wednesday February 17th @ 1:30 PM

Charlie O'Brien is Vice President of Agricultural Services at the Association of Equipment Manufacturers (AEM). AEM is the North American-based international trade group representing the off-road equipment manufacturing industry (construction, agriculture, forestry, mining and utility).



O'Brien's responsibilities include directing AEM's ag-specific member work groups, and acting as chief staff liaison to the AEM Board of Directors for ag-related issues. He serves as primary liaison with ag-specific industry organizations, customer groups and government agencies and leads AEM initiatives related to the forestry sector and renewable energies. O'Brien also oversees AEM's Membership, Market Intelligence and IT departments.

O'Brien has been in agriculture his entire life. He was raised on a dairy farm in Fitchburg, Wisconsin. After graduating from the University of Wisconsin-Madison with a BS in Agriculture, he joined John Deere Credit, and later earned an MBA from Drake University in Des Moines. Before joining AEM, O'Brien served as President and CEO of FPC Financial, as well as Farm Plan & AgLine (Canada) Product Manager and Sales Manager for John Deere Credit, part of Deere & Company's Worldwide Credit Operations. He has also served as Branch Manager and Director of Strategic Initiatives for Deere Credit's England operations and held Deere Credit management positions in sales, market and business development and risk management.

William B. Conerly, Ph.D.

State of the Northwest Economy, Wednesday February 17th @ 2:45 PM

Dr. Bill Conerly is the consultant who helps business leaders make more profitable decisions through a better understanding of the economy. He is one of the best-known economists in the Pacific Northwest. He holds a Ph.D. in economics from Duke University.



Dr. Conerly is co-author of *Thinking Economics*, a high school textbook used in 24 states. His new book, *Businomics: How to Grow Profits Throughout the Economic Cycle*, will be published in 2007.

Dr. Conerly has been interviewed on the *News Hour with Jim Lehrer*, CNN and local television and radio stations across the Pacific Northwest. He has been quoted in the *Wall Street Journal*, *Fortune Magazine*, and *USA Today*.

Dr. Conerly is chairman of the board of Cascade Policy Institute, a member of Oregon Governor Ted Kulongoski's Council of Economic Advisors, and a Senior Fellow at the National Center for Policy Analysis.

Conerly Consulting LLC
www.ConerlyConsulting.com

Michael Williams

**NAEDA Washington DC Legislative & Regulatory Report,
Wednesday February 17th @ 4:00 PM**

Michael Williams is the Chief Operating Officer at NAEDA. He also serves as the Vice President of Government Relations and as the Director of Professional Development and Outdoor Power Equipment (OPE) Programs.



Williams is responsible for the association's day-to-day operations, legislative activities in Washington, DC and for professional development programs. He also represents the association's presence at the Green Industry + International Lawn, Garden & Power Equipment Exposition (GIE+EXPO) held each year in Louisville, Kentucky.

Mike joined the association from the Illinois Department of Agriculture six years ago where he served as chief policy advisor. In that position, Williams directed, coordinated and reviewed department programs and was responsible for legislative activities, developing long-range plans and monitoring department progress toward meeting goals and objectives.

Williams has also held numerous management positions with financial and agricultural organizations, including Bank One, Illinois Farm Bureau, United Community Bank and Central Soya, Inc.

Williams grew up on a family grain and livestock farm located in Sangamon County, Illinois. He attended Pawnee High School and was active in FFA, 4-H, and a number of class activities. The family farm, near Pawnee, Illinois, is an active farming operation still in the family. He resides in St. Louis today.

Matt Roloff

"Little People, Big World"

After Dinner Speaker, Wednesday February 17, 2010 @ 7:00 PM

Matt Roloff is best known for his TLC reality show "Little People, Big World," Matt Roloff has spent his life championing dwarfism. Whether caring for his family of six at home on their farm in Oregon, excelling in various industries as a savvy entrepreneur, or representing the Little People of America at national conferences, Matt has embodied a spirit of courage and perseverance unbeknownst to many.



His national acclaim has come as no surprise to those that have heard him speak, as he has parlayed the mental toughness and determination built through his difficult childhood into all of life's obstacles. The epitome of a true fighter and role model to all, Matt Roloff is a speaker that commands attention and delights his audience.

James Tidey

Navigating for Success Thursday, February 18th @ 8:00 AM



James, Precision Farming Sales Manager CNH, has worked in agriculture most of his life. In 1994 he left agriculture for a short time to work in the telecommunications business until 2001 when he returned to Booth Equipment. At Booth Equipment he designed and developed the GPS guidance department. His accomplishments and expertise captured the attention of CNH who he went to work for as the “Precision Farming Sales Manager” covering 12 states in the arid West.

Best known for GPS technology, a wide range of positioning technologies including GPS, laser, optical and inertial technologies with application software, wireless communications, and services to provide complete commercial solutions are available today. Precision farming allows customers to collect, manage and analyze complex information faster and easier, making them more productive, efficient and profitable. The farmer wants help to grow more crop, operate more efficiently, reduce costs, and manage the business and he’s looking to the equipment dealer for solutions.

In this session James provides an overview and update of the current guidance products along with the features and benefits. He provides insight how to add value to the dealership, integrate the parts department, service department and guidance department and how to make money while navigating for success.

Steve Straus

After Lunch Speaker, Thursday February 18th

“Marketing Tricks Abound in the Tech Age,” Thursday February 18th @ 2:30 PM



Steve Straus is a best-selling author, syndicated columnist, lawyer, and acclaimed speaker. Steve Straus is one of the world's leading experts on entrepreneurship and small business. Steve is also the author of 15 books, including the best-selling [Small Business Bible](#). His column, *Ask an Expert*, appears weekly at [USATODAY.com](#) and is one of the most highly syndicated business columns in the world. He is also the online small business columnist for [Microsoft](#) and [AT&T](#).

An internationally recognized small business expert with a record of substantial achievement, Steven D. Strauss is the lead small business columnist for USA TODAY.com. His is one of the most highly syndicated small business columns in the world.

The Strauss Group, Inc. (Strauss Syndication, Strauss Law Firm, Strauss Seminars, and MrAllBiz.com) is a web of interconnected businesses with one purpose: To disseminate the most unique, usable, cutting-edge small business ideas and information available in the most entertaining, informative, useful ways possible.

Business headquarters are based in the Pacific Northwest. For more information, phone numbers, and business address, please email info@MrAllBiz.com. www.mrallbiz.com

Jim Falk

“Customer Equity,” Thursday, February 18th @ 1:30 pm

Jim Falk, Director of Knowledge Management at Agricredit Acceptance, has 37 years of business experience including; five years as a business owner, ten years of sales and finance with a private consulting firm, 16 years with John Deere and John Deere Credit.



Jim has four years with Agricredit Acceptance as Director of Knowledge. He has 30 years in training where he has conducted over 1,100 seminars in the areas of: Sales & Management Skills, Training & Development, Customer Service Skills, Human Behavior, Benchmarking and Leasing.

CUSTOMER EQUITY

This doesn't refer to the equity a customer may have in a trade, it refers to the overall value your customers have to your dealership.

Important questions to determine your Customer Equity:

- * Who owns your customer? (The dealership, the manufacturer, a lender, or who?)
- * Do you truly “own” the sales process?
- * What difference does it make?
- * What is it really worth to you?

Milt Abel

After dinner entertainment, Thursday, February 18th @ 7:30 PM

Milt Able is a solid professional entertainer and stand-up comedian. “Hilarious and very appropriate for the corporate environment.” These are quotes from just a few of Milt Abel's corporate clients.



A stand-up comedian with over twenty years of professional experience, Milt has performed everywhere from television to cruise ships, from comedy clubs and college campuses to corporate events ranging in audience size of twenty to two thousand.

After a B.A. degree in drama Milt went right into a stand-up career and never looked back. He's made numerous television appearances; several performances on An Evening At The Improv, and comedy specials for PBS and Showtime, and regularly performs for cruise lines like Royal Caribbean, Holland America, and Princess Cruises.

Milt's style of stand-up comedy is clean, clever, and funny. His humor has always been devoid of stereotypes, cheap shots, or laughter at anyone's expense; in other words, never divisive or derisive. With material focusing on everyday experiences about his wife and kids, travels, and how we relate to the world around us; audiences always come away feeling good about how they chose to laugh.

Darwin Melnyk

“Margins,” Thursday, February 18th @ 4:00 PM

“Margins,” Friday, February 19th @ 8:15 AM

“Session Exclusive for New Holland,” Friday 19th @ 8:15 AM



Margins: Are you better at making them or giving them away? In an economy where there is tremendous pressure to perform – how can you determine if the best deal is the customer offer – or the best deal is to walk away?

Friday morning includes a session exclusively for New Holland dealers while everyone else attends the second half of “Margins.”

Darwin Melnyk, CEO IRON Solutions Inc. In June, 2006 Darwin was recruited by the IRON Board of Directors to recast the direction of IRON Solutions LLC. Before that, Darwin founded and built several high growth companies in the US, including one here in Oregon. He has served as CEO, CTO and Publisher for companies in data and technology industries, and specializes in software products that are delivered on demand as services or “Software as a Service” (SaaS). Darwin grew up on a farm in southern Saskatchewan near the North Dakota border. His undergraduate and graduate education is from Friends University in Wichita KS, and Emory University in Atlanta GA.



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February 17-19, 2010

Embassy Suites Hotel - Portland Airport, Portland, Oregon

FIRM NAME: _____

STREET ADDRESS & POB # _____

CITY, STATE, ZIP _____

NO REFUNDS AFTER
FEBRUARY 9TH

NAME TO BE PRINTED ON NAME BADGE

TITLE

SPOUSE

NAME TO BE PRINTED ON NAME BADGE	TITLE	SPOUSE

PNWA CONFERENCE PRE-REGISTRATION FEES

ON-SITE REGISTRATION FEE: ADD \$20.00

- **Everyone attending the conference must register. Meals are purchased separately.**
- **If you are not an overnight guest at the Embassy breakfast tickets may be purchased individually at the front desk.**

Registration Fee.....@ \$98.00 per person = \$ _____

• Wednesday Dinner.....@ \$40.00 per person = \$ _____

• Thursday Lunch.....@ \$24.00 per person = \$ _____

• Thursday Dinner.....@ \$43.00 per person = \$ _____

GRAND TOTAL Registration & Meals.....= \$ _____

PAYMENT METHOD

check payable to:

Pacific Northwest Association
PO Box 17819
Salem, OR 97305

FAX RETURN TO ASSOCIATION
@
503 375 7980

Please charge to: Visa Card Master Card

Card Number _____ ExpirationDate _____

Cardholder Name (print) _____

Signature: _____

Hotel Room Reservation Information



EMBASSY SUITES®

Portland - Airport
7900 NE 82nd Ave, Portland, OR 97220
503-460-3000

Reservations Call 1 800 821 5879

OR
Register Online At

www.portlandairport.embassysuites.com

Select Dates
Click On "Go"
Select Room Options
Special Accounts
In the Group/Convention Code put: **PNA**
click on continue
follow the instructions

Room Reservations Must Be Received By
February 3, 2009

Room Rate \$129.00
King/Double Double