

Conference Presenters

Supersonic Survivor

Brian Udell

Tuesday, February 21st @ 1:30 PM



At nearly 800 M.P.H., Brian holds the record for surviving the highest speed ejection from a U.S. Fighter Aircraft. On Tuesday, February 21st Brian will Kickoff the Annual Conference with his incredible story of survival in the Atlantic Ocean. He survived four grueling hours 65 miles off the Atlantic Coast in 60-degree water, 5-foot seas, and 15 M.P.H. winds at night. Brian's determination, perseverance, faith, and sheer will to survive is unparalleled. His story of survival, recovery, and return to the Strike Eagle is an inspiration to everyone.

Brian began flying at age nine and took his first cross-country flight at age ten. Since that time he has accumulated over 9000 hours in a variety of both civil and military aircraft. He was one of only sixty candidates across the United States selected to attend the Euro-NATO Joint Jet Pilot Training program. Brian graduated number one in his class and was awarded the Air Training Command - Commanders Cup Trophy. Brian was one of the first Lieutenants selected to fly the F-15E Strike Eagle. He graduated from Strike Eagle training and received the top academic award. Brian went on to his operational unit where he became an Instructor, Mission Commander, and Air to Ground Top Gun winner. He has flown over 100 combat missions in Southwest Asia and logged nearly 2000 hours in the Strike Eagle. Brian received four Air Medals and three Aerial Achievement Medals for combat missions over the skies of Iraq. Brian's military career spanned ten years. Brian left the Air Force in 1999 and he is currently a pilot with Southwest Airlines and a speaker with The Aviation Speakers Bureau.

Brian's determination, perseverance, faith, and sheer will to survive is unparalleled. Brought to us through the sponsorship of Agricredit and PNA Financial Services, his story of survival, recovery, and return to the Strike Eagle is an inspiration to everyone.



PNA FINANCIAL SERVICES

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

State of the Northwest Economy

William B. Conerly, Ph.D.

Tuesday, February 21st @ 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.

Humor is a Conerly trademark ("Never cut out jokes to make room for more statistics," he says), helping to make complex subjects understandable.

Testimonials:

"Bill did a great job. We look forward to a continuing relationship." John Hamburger, Franchise Times

"You are a master at your craft and a favorite of our audience." Jim Parker, UBS Financial Services

"During the course of his nine-year stint with First Interstate, the engaging executive became known for the quick wit he displayed at numerous speaking engagements." *The Business Journal*

"It can be difficult to find economists who provide good substantive information who are also entertaining and engaging. I received many enthusiastic comments about Dr. Conerly from members and others in the audience." Molly Steckel, Idaho Telecom Alliance

"As the highest rated speaker on our program, your remarks about the economy and its relationship to the financial services industry were relevant, timely and insightful. One of your greatest strengths is your ability to talk economics in an easy listening style. Participants appeared to be "taking it all in" without having to decipher what you were saying." Becky Tongish, Kansas Bankers Association

ProfitFIRST

David Greenberg, Iron Solutions

Tuesday, February 21st @ 4:00 PM



David Greenberg is Senior Vice President for Digital Media Sales and President, IRON Search.com. David provides leadership and management of the company's global media activities while expanding media offers and partnerships for the company.

David came to IRON with an impressive marketing background in the automotive and equipment industries, including over twenty years with the Ford Motor Company. "Greenberg's proven ability to converge data, applications and lead generation for the equipment industry and heartland brands is a perfect match for IRON," states Darwin Melnyk, IRON Solution's Chief Executive Officer. "The industry is experiencing a shift, empowered by technology that connects buyers and sellers in new ways.

With the rapid increase in Agricultural equipment dealership consolidation across North America, Greenberg reveals the linkage between business process and dealership value, to connect the potential for increased profitability today with valuation at exit. Greenberg looked at the inherent conflict that exists between owner-operator and equity-owner roles. Greenberg illustrates how linking dealer process with dealership values results in increased profitability and defines detailed business processes that result in significant financial gains.

ProfitFIRST has been discussed with select audiences across North America over the past six months to rave reviews. ProfitFIRST has been introduced to educate equipment dealers on the following points:

- Potential for improving profitability exists
- Process and financial performance can be measured to assess potential
- A one-to-one connection can always be established between business processes and dealership value
- This connection can be quantified and prioritized
- Best practices can be achieved
- Training combined with supporting technology and services can enable dealers to realize potential profitability

Using real-life experience, Greenberg shows dealers how to solve complex issues with financial realities in the ProfitFIRST presentation. As President of IRONsearch.com, Greenberg is well-equipped with data and insights from the industry to deliver this message in a compelling, convincing and comprehensive format.

John Jacob Astor: The Godfather of American Business

Rex Ziak, author, historian,

Tuesday, February 21st, 7:00 pm dinner - an after dinner experience



Everyone has heard of John Jacob Astor, but virtually nothing is known about this clever, hard working man who arrived in America with twenty-five dollars and became America's first multi-millionaire.

John Jacob Astor arrived in America with only twenty-five dollars and 7 wooden flutes. At the time of his death his financial empire was worth approximately 110 billion dollars, as estimated by Forbes Magazine. Astor's life is the original "rags to riches" story and he is the poster-boy for business success in America, but unfortunately today his name is rarely mentioned. Who was this extraordinary businessman and how did he get his start? What were the three basic tenets he followed throughout his life to which he ascribed his success? How did he recover from the first truly hostile takeover and build an empire that spanned the globe?

This is the original rags to riches story, but which also shows a basic and practical philosophy which can be applied today to any business situation. You will thoroughly enjoy listening as Rex reveals the building-blocks that were the foundation of Astor's success. He highlights the specific techniques and practices used by this Godfather of American Business.

Rex is an extraordinary character. The son of a logger, he has worked as a professional photographer and cinematographer - for which he won an Emmy 1993. As a young man he traveled solo through Central and South America ultimately settling in a small rural village in the mountains of Mexico for two years. Upon returning to the United States he had to learn to wear shoes and speak English again.

The Oregon Historical Society has named Rex a Distinguished Historian on three separate occasions, more than any other historian.



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Market Forces at Work

Bill Howard, Fastline Publications

Wednesday, February 22nd @ 8:00 AM to 12 Noon



William G. Howard is the founder and CEO of Fastline Publications LLC, Buckner, Kentucky, which publishes 22 farm equipment publications serving farmers and dealers in the U.S., Mexico and Brazil.

After graduating from the University of Dayton (Ohio) with a BS in Business in 1969, Bill went to work for Reynolds and Reynolds selling computer systems to automotive dealers.

Bill then joined his family business, working for *Construction Digest* (a publication for the construction industry) in Indianapolis, Indiana, prior to starting his own company in Kentucky in 1978.

Here, he launched *Bluegrass Trucker*, a publication for heavy-duty truck company owners and operators in Kentucky. He subsequently launched numerous other trucking publications throughout the Southeast.

Howard entered the farm equipment publishing business in 1986 when he purchased the *Farmers Fastline* publications (two publications serving farm equipment buyers in Indiana and Ohio). He purchased the MCW Printing plant in 1996 as he began to expand the Fastline publications. By 2001, Fastline was publishing regional magazines for equipment buyers and dealers throughout the continental U.S.

Today, Fastline publishes 22 farm equipment magazines throughout the continental U.S., as well as *Fastline de Mexico* and *Trator Brazil*.

Bill and his wife, Jill, live in Buckner, Kentucky; and have four sons and three grandchildren.

Bill is very active in his community, having served on the boards of several organizations, including the National FFA Sponsors Board and Stars Judge, American Red Cross, Boy Scouts, Dollars for Scholars, LaGrange Rotary, Metro United Way, The Bank-Oldham County and many others.

Over the years, Bill has received numerous awards, including the Distinguished Service Citation from the National FFA Foundation, the Boy Scouts of America Silver Beaver Award and the Sam Walton Business Leadership Award.

FASTLINE

Distracted Driving

Steve Almanza, Account Executive

Federated Insurance Company

Wednesday, February 22nd @ 12 Noon



Steve Almanza currently resides in Sacramento California and has been with Federated for 5 years. Steve works in Federated's Association Risk Management Services Department for the Far West and Mountain States regions. Steve began his Federated career as a marketing development trainee at Federated home office in Owatonna Minnesota, where he trained for nine months. Steve then became a marketing representative for Federated in Southern California for 3 years before being promoted into his current role.

DISTRACTED DRIVING - Federated's Distracted Driving initiative focuses on the dangers associated with distracted driving. Distractions have been a safety issue for drivers ever since the first automobiles hit the road. Today, however, your drivers may be faced with a wide variety of distractions that compete for their attention and impact their ability to safely operate your company vehicles. This program provides businesses with information to help educate their drivers on the distractions they face while driving, how to handle those distractions, and what steps a business can take to implement a distraction free driving policy.

SAVE UP TO \$30 *per Employee Screening*

Federated's employment screening package for clients is \$9.95 and includes:

- Criminal SuperSearch
- Sex Offender Registry
- SSN Validation/Address History
- Terrorist Search
- Most Recent Single-County Criminal Search

Retail cost of similar services averages \$40.



Now That's What I Call Value!

Mergers & Acquisitions

Curtis A. Kleoppel, CPA, CVA, SouthWestern Association

&

Lance Formwalt, Seigfreid, Bingham, Levy, Selzer & Gee, P.C.

Wednesday February 22n @ 1:45 PM



Curt has worked with regional associations in the farm equipment industry for 30 years. He has been involved in over 50 mergers with total assets of over 1 billion dollars being merged and total combined sales volume of over 4 billion. He is currently the Treasurer of Southwestern Association and President of SWA Financial Consulting, P.C. SouthWestern Association contracts with this firm to provide accounting, audit, valuation and tax services to association members.

In this session Curt and Lance will address the reasons, needs and method of valuing your business for merger or acquisition. Curt will discuss the information needed to complete the valuation, the processes involved, minority interest discount if applicable, marketability discount AND he will share what real life experiences have shown him in recent and past mergers and acquisitions.

Educational and professional designations:

Certified Public Accountant – 1986

Certified Valuation Analyst –2003

The SouthWestern Association has three **Certified Valuation Analysts (CVA)** on staff to provide business valuation services for member companies and others. By using certified valuation procedures, we can establish the value of your hardware store, lumber yard, or equipment dealership. A certified valuation is valuable for succession planning, liquidation and reorganization, buy/sell agreements, mergers/acquisitions, divorce, financing and many other areas of need.

For specific accounting information, contact [Bob Charbonneau, CPA, CVA](mailto:Bob.Charbonneau@swa.org) (816-561-5323 x117); or [Curt Kleoppel, CPA, CVA](mailto:Curt.Kleoppel@swa.org) (816-561-5323 x116)

SWA Financial Consulting, P.C.

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Mergers & Acquisitions

Curtis A. Kleoppel, CPA, CVA, SouthWestern Association

&

Lance Formwalt, Seigfreid, Bingham, Levy, Selzer & Gee, P.C.

Wednesday February 22n @ 1:45 PM



Lance Formwalt serves as legal counsel to several equipment dealer associations, including the North American Equipment Dealers Association, and also represents many individual equipment dealerships. He has been a key advisor to the Pacific Northwest Hardware & Implement Association. Lance assists dealers and their associations in a wide variety of matters, including the negotiation of dealer agreements and related financing arrangements, drafting and enforcement of fair dealership statutes, merger and purchase/sale transactions between dealerships and succession planning.

Lance will discuss the following:

1. Key Components of a Dealership Transaction, including a discussion of types of transactions, tax implications and financing
2. Succession Planning, including a discussion of the key issues that need to be addressed in any dealership owner transition
3. Managing Manufacturer Relations when considering a sale of the business or a transition to a new generation of ownership/leadership

He was previously Associate General Counsel for Applebee's International, Inc. where he was responsible for corporate transactions, domestic franchise matters and management of the company's trademark portfolio. He served as lead in-house counsel for the negotiation of the \$1.9 billion securitization structure which was used to finance Applebee's acquisition by IHOP Corp. He also served as lead in-house counsel for the establishment of a re-franchising program involving more than 400 company-owned restaurants. Additionally, Lance served as General Counsel for the international division of Applebee's, a role that included responsibility for franchise matters and oversight for the establishment of Applebee's company-owned operations in China.

Education

J.D., with high distinction, University of Iowa, 1997 Order of the Coif

B.A., summa cum laude, Wartburg College, 1994



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