



PACIFIC NORTHWEST ASSOCIATION

2012 Owners & Managers Annual Conference

February 21-22, 2012

Schedule of Events

Monday February 20th

Arrival Day

Tuesday February 21st

ROOM

8:00 am	Registration Opens	Pine Room II
9:00 am	Case IH Dealer Meeting	Cedar I
10:00 am	John Deere Dealer Meeting	The Firs
10:30 am	Kubota Dealer Meeting	Cedar II/III
10:30 am	New Holland Dealer Meeting (TBA)	Pine I
12 noon	Manufacture Luncheons Kubota CaseIH	Cedar II/III Cedar I
1:30 – 2:30 pm	Supersonic Survivor Brian Udell	The Spruce
2:45 – 3:45 pm	State of the Northwest Economy Bill Conerly, Conerly Consulting LLC	The Spruce
3:45 - 4:00 pm	Break	The Pine II
4:00 – 5:00 pm	“ProfitFIRST” David Greenberg, Iron Solutions	The Spruce
7:00 pm	Dinner “John Jacob Astor: The Godfather of American Business” Rex Ziak	Spruce & Oak

Wednesday February 22nd

8:00 – 12 noon	“Marketing: The obvious is sometimes the most difficult to see.” Bill Howard, Fastline	The Spruce Room
10:00 – 10:15 am	Break	Pine Room II
12 nn – 1:30 pm	Lunch Annual Business Meeting “Distracted Driving” Steve Almanza, Federated Insurance Co.	Oak Room
1:45 – 4:00 pm	Mergers & Acquisitions Curtis A. Kleoppel, CPA, CVA, Association Treasurer, President- SWA Financial Consulting P.C. Lance Formwalt, Seigfreid, Bingham, Levy, Selzer & Gee, P.C.	The Spruce Room
	Adjourn	