



# 2025 Pioneer EDA Convention

**November 16-19, 2025**  
**Holiday Inn • Fargo, ND**

**\*\*\*TENTATIVE as of 7/3/25\*\*\***

## SUNDAY, NOVEMBER 16, 2025

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 17, 2025

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 Jacob Willenbring, Paynesville, MN**

10:45 A.M. - 12:00 Noon.....Pioneer EDA Convention SUPER SESSION  
**“Leadership and Accountability When It Matters”**  
**Commander Kirk Lippold**  
**U.S. Navy (Ret.), Washington, D.C.**

12:15 P.M. - 1:45 P.M.....Dealer/Employee Luncheon  
**Annual Business Meeting, Election of Officers and Directors**  
**“Chairman’s Report”**  
Jacob Willenbring, Pioneer EDA Chairman, Paynesville, MN  
**“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  
**The “Ations” of Agriculture**  
**Damian Mason**  
**Damian Mason: Business - Agriculture, Huntington, IN**

(continued)

**MONDAY, NOVEMBER 17, 2025 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,  
Chairman • Passing of the Gavel  
Joe Cole “Evening of Magic & Entertainment!”  
– 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)  
Casino Night! – Sponsored by Pioneer Promo**

**TUESDAY, NOVEMBER 18, 2025**

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: **“Talk Like a Leader: Finding Your “It Factor””**  
**Anthony Huey / President  
Reputation Management, Savannah, GA**

Session 2: **“Developing Self-Awareness for High Performing Teams”**  
**Tim Hagen / Chief Coaching Officer  
Progress Coaching, Cedarburg, WI**

Session 3: **“Loss Challenges for Dealers and Best Practices to Reduce Risk”**  
**Dean Rhoades / First Vice President Director of Special Projects – Risk Management  
Federated Ins., Phoenix, AZ**

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**TUESDAY, NOVEMBER 18, 2025, cont'd.**

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

Session 1: **“Making Your Messages Memorable”**  
**Anthony Huey / President**  
**Reputation Management, Savannah, GA**

Session 2: **“How to Use Feedback to Motivate Teams”**  
**Tim Hagen / Chief Coaching Officer**  
**Progress Coaching, Cedarburg, WI**

Session 3: **TBD**  
**Speaker Name / Title**  
**Eide Bailly, City, State**

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

**Sponsor Recognition & Awards**

**“Economic Forecast: A Look at 2026”**  
**Dr. Chris Kuehl / Managing Director**  
**Armada Corporate Intelligence, Lawrence, KS**

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

Session 1: **“Crisis! Are You Ready”**  
**Anthony Huey / President**  
**Reputation Management, Savannah, GA**

Session 2: **“Coaching a Highly Motivated Team”**  
**Tim Hagen / Chief Coaching Officer**  
**Progress Coaching, Cedarburg, WI**

Session 3: **“Purchasing/Repairing/Selling Modified Equipment and the EPA”**  
**Aaron Levy / Partner & Attorney**  
**Shipman & Goodwin, Hartford, CT**

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 18, 2025, cont'd.**

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  
**Join Pioneer Promo 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 (Jacob Willenbring)

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

**WEDNESDAY, NOVEMBER 19, 2025**

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 10/10/2025 to receive room block rate of \$118!

### **Registration / Extra Tickets:** Atrium

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

### **Registration Fees**

Dealer Attendees: \$250, Associate Members: \$350. Provides full admittance to all functions.

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

Available in advance or onsite at the registration desk.

