



2025 Pioneer EDA Convention

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

*****TENTATIVE as of 7/30/25*****

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 Platinum 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. - 3:15 P.M.....Dealer/Employee Seminar
The “Ations” of Agriculture
Damian Mason
Damian Mason: Business - Agriculture, Huntington, IN

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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: **“An Overview of the Big Beautiful Bill”**
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”**
Speaker Name / Title
Company, City, State

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 “Jackson Burns”

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 13th Ave. S.
Fargo, ND 58103
Phone: (701) 282-2700
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.

