



2026 Pioneer EDA Convention

November 15-18, 2026
Holiday Inn • Fargo, ND

*****TENTATIVE as of 8/27/26*****

SUNDAY, NOVEMBER 15, 2026

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 16, 2026

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 Chairperson Twylah Blotsky, Fargo, ND

10:45 A.M. - 12:00 NoonPioneer EDA Convention SUPER SESSION
“The Intelligence Divide – AI, the Dealership, and the Next 36 Months”
Todd Smith / Founder and CEO
QoreAI, Orlando, FL

12:15 P.M. - 1:45 P.M.Dealer/Employee Luncheon
Annual Business Meeting, Election of Officers and Directors
“Chairperson’s Report”
Twylah Blotsky, Pioneer EDA Chair, Fargo, ND
“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
“Stay Ahead of Cyber Threats: Insights from Morgan Stanley”
Prashanth Challa / Managing Director
Morgan Stanley Wealth Management, Chicago, IL

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MONDAY, NOVEMBER 16, 2026 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,
Chair • Passing of the Gavel
Deuces Wild Dueling Pianos – 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 17, 2026

7:30 A.M. - 8:30 A.M..... Buffet Breakfast
Available for All Fully Registered Attendees

8:30 A.M. - 9:45 A.M.....Dealer/Employee Training

Session 1: **“Building Your Bench: Developing the Leaders Your Dealership Needs Next”**

**Teresa King & Rebecca Gebhardt
Purpose & Performance Group, Minot, ND**

Session 2: **“Managing Your Cyber Risk”**

**Dean Rhoades / First Vice President Director of Special Projects – Risk Management
Federated Ins., Phoenix, AZ**

Session 3: **“Online-to-Sales Customer Journey”**

**Tim Whitley / CEO & Co-Founder
tractru, Dallas, TX**

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TUESDAY, NOVEMBER 17, 2026, cont'd.

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

Session 1: **“From Firefighting to Thriving: Leading in the Chaos of the Dealership World”**

**Teresa King & Rebecca Gebhardt
Purpose & Performance Group, Minot, ND**

Session 2: **“Lease Types, Buy-vs-Lease Considerations, and Current Market Forces Influencing Farmers’ Decisions”**

**Brittany DeMolée / CPA, Partner
Eide Bailly, Fargo, ND**

Session 3: **“Are You Showing Up in AI? SEO, AEO, and the New Discovery Path for Equipment Dealers”**

**Tim Whitley / CEO & Co-Founder
tractru, Dallas, TX**

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

Sponsor Recognition & Awards

“Economic Forecast: A Look at 2027”

**Dr. Chris Kuehl / Managing Director
Armada Corporate Intelligence, Lawrence, KS**

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

Session 1: **“Go All In Without Burning Out: The Energy Equation for Sustainable Leadership”**

**Teresa King & Rebecca Gebhardt
Purpose & Performance Group, Minot, ND**

Session 2: **“Purchasing/Repairing/Selling Modified Equipment and the EPA”**

**David J. Zoll / Partner
Lockridge Grindal Nauen, Minneapolis, MN**

Session 3: **“From the Shop to the Field – How Equipment Dealers Are Winning with AI”**

**Remi Schmaltz / CEO & Founder
Brilliant Harvest, Calgary, Alberta, Canada**

3:00 P.M. - 4:30 P.M.....Sponsor Networking Social

Social Activities • Beverages • Snacks • Qualify for Prize Drawings!

4:30 P.M. - 5:30 P.M.....Dealer Line Meetings

AGCO • Case IH / New Holland • John Deere

(continued)

TUESDAY, NOVEMBER 17, 2026, cont'd.

5:30 P.M. - 7:30 P.M.....Manufacturer Reception & Dinner
Join us for dinner sponsored by AGCO, Case IH / New Holland and John Deere!

Live Music by “Jackson Burns Trio featuring Sara Severson and Mike Miller”

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 (Twylah Blotsky)

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

WEDNESDAY, NOVEMBER 18, 2026

8:00 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 10/10/2026 to receive room block rate of \$121!

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.

