

WDA 2022 | AT A GLANCE AGENDA



SUNDAY APRIL 3RD

Hotel Registration

4:00 p.m. | Fairmont

WDA Planning Committee and Presenter Pre-Meeting

5:00 p.m.

Welcome Reception

6:00 p.m. - 8:00 p.m. | Fairmont Outside Venue

Networking

8:00 p.m. - ??? | Fairmont Hotel Bar

MONDAY APRIL 4TH

Breakfast

6:30 a.m. - 8:00 a.m. | Main Conference Room

WDA Kick-Off

8:00 a.m. | Peterson Cat – Derek Pasut

Welcome to Peterson

8:10 a.m. - 8:30 a.m. | Peterson Cat – Duane Doyle Jr.

Safety Share

8:30 a.m. - 9:00 a.m. | Peterson Cat – Stephan Zalesky

Dealer Best Practices

9:00 a.m. - 10:00 a.m. | Team Event

Morning Break

10:00 a.m. - 10:15 a.m.

BCP Product Group Update

10:15 a.m. - 11:15 a.m. | Cat – Korey Coon

Dealer Best Practices

11:15 a.m. - 12:00 p.m. | Quinn Company
– Reservation Management

Lunch

12:00 p.m. - 1:00 p.m. | Conference Room Patio

Western Region Update

1:00 p.m. - 1:45 p.m. | Cat – Kristin Girard

Dealer Best Practices

1:45 p.m. - 2:30 p.m. | Cashman Equipment
– Sales & Marketing Collaboration

MONDAY APRIL 4TH continued

Afternoon Break

2:30 p.m. - 2:45 p.m.

Dealer Best Practices

2:45 p.m. - 3:30 p.m. | Peterson Cat – Lead Management

Open Discussion

3:30 p.m. - 4:00 p.m. | TAR Support, ST2 Alignment, Technology

Bus Departure to Winery

4:30 p.m.

Benziger Family Winery

5:00 p.m. - 8:30 p.m.

Bus Departure to Hotel

8:30 p.m.

Networking

9:00 p.m. - daylight | Fairmont Hotel Bar

TUESDAY APRIL 5TH

OPEX Recognition Ceremony (TEAMS Meeting)

5:00 a.m. - 6:00 a.m. | Main Conference Room

Breakfast

6:30 a.m. - 8:00 a.m. | Main Conference Room

Recap and Welcome

8:00 a.m. - 8:30 a.m. | Peterson Cat – Derek Pasut

Dealer Best Practices

8:30 a.m. - 9:15 a.m. | Empire Cat
– WT Sales Results from Retail Team

Marketing & Sales Excellence

9:15 a.m. - 10:00 a.m. | Cat – Rob Braby

Morning Break

10:00 a.m. - 10:15 a.m.

Dealer Best Practices

10:15 a.m. - 11:00 a.m. | Ziegler Cat – Team Selling

Closing Remarks

11:00 a.m. - 11:30 a.m. | Peterson Cat – Duane Doyle Jr.

Lunch

11:30 a.m. - 12:30 p.m. | Conference Room Patio

Golf

1:00 p.m. | Shotgun Start @ Sonoma Golf Club