

## MONDAY: October 6th, 2025

**12:00 PM – 5:00 PM** | Registration

*Get checked in and collect your conference badge and materials.*

**12:00 PM – 4:30 PM** | Expert Lounge

*Connect with Texada experts for quick answers, and personalized guidance in a relaxed setting.*

**6:00 PM – 8:00 PM** | Welcome Reception

*Kick off the conference with partner booths, appetizers & drinks, and networking.*

---

## TUESDAY: October 7th, 2025

**7:00 AM – 8:15 AM** | Breakfast Buffet

*Enjoy a full breakfast before sessions begin.*

**8:30 AM – 9:00 AM** | CEO Welcome

 Matt Harris, CEO

**9:00 AM – 9:45 AM** | Growing Texada's Equipment Growth Platform

*Get an exclusive look at what's new in Texada's Equipment Growth Platform.*

 Ben Cox, CPO

---

**9:45 AM – 10:00 AM** | Break

---

**10:00 AM – 11:00 AM** | Breakout Sessions


**Rental** | Digital Customer Engagement

*Learn how Texada's eCommerce and payment processing solutions empower your customers to reserve and manage their own rentals 24/7.*

 Steve Vierra

**Service CD** | SAQ - CVA Lifecycle

*Join Paul on the life cycle of a Service Agreement from nurturing a lead (or even looking at the low hanging fruit in CRM) to quoting multiple units, to the WIN of the quote to the creation of contracts to scheduling the PM Events to actioning the PM Event to reviewing the contract.*

 Paul Phillips

**CRM** | Beyond the Basics: Unlocking Top Gear Performance

*Shift into high gear with proven best practices and hidden tricks for maximizing your dealership's sales suite effectiveness.*

 Peter Le Mare, David Vuong

**Service Management** | Free Hour


---

**11:00 AM – 12:00 PM | Breakout Sessions**

**Rental | Free Hour**

**Service CD | You Don't Know What You Don't Know - Value of PRO**


*Learn how our PC PROs can help you solve your problems with functionality already in your system that you just don't know about.*

 John Fennell

**CRM | Free Hour**

**Service Management | Digital Service Excellence**

*Description coming soon!*

 Steve Vierra, Barb Thompson

---

**12:00 PM – 12:50 PM | Lunch & Expert Lounge**

---

**1:00 PM – 1:45 PM | Breakout Sessions**

**Rental | Get Rid of The Clipboard**

*In this hands-on session, we'll introduce powerful new functionality in Texada Mobile that allows you to check equipment in and out of your yard—right from your mobile device*

 Barb Thompson

**Service CD | Free Hour**

**CRM | Round Table Discussion**

*Topics coming soon!*

 Peter Le Mare, David Vuong

**Service Management | Free Hour**

---

**1:45 PM – 2:00 PM | Break**

---

**2:05 - 3:05 | Keynote: Economic Outlook and View on 2025 & Beyond**

*Explore trends in equipment technology leadership and innovation.*

 Richard Branch, Former Chief Economist at DODGE Construction

---

**3:05 PM – 3:25 PM | Break**

---

**3:30 - 4:30 | CCO Panel: The X-Factor in Driving Digital Transformation**

*This panel dives into how Gen X, Millennials, and Gen Z can unite around training, tools, and workflows that work across generations. Learn from leaders rethinking onboarding, learning, and digital adoption to build a culture that connects and inspires every employee.*

 Bonnie Crawford, CCO

---

**4:30 PM – 5:30 PM | Happy Hour**

---

**6:30 PM – 9:00 PM | Offsite at Mile High Stadium**

## WEDNESDAY: October 8th, 2025

**7:00 AM – 8:15 AM** | Breakfast Buffet

*Enjoy a full breakfast before sessions begin.*

**9:00 AM – 9:50 AM** | Growing Texada's Equipment Growth Platform

*Texada Chief Customer Officer Bonnie Crawford will share how Texada's new Customer Center is helping users get more value, faster. She'll share real-world success stories and highlight the results our customers are achieving through smarter support, streamlined onboarding, and deeper insights.*

 Bonnie Crawford, CCO


---

**10:00 AM – 11:00 AM** | Breakout Sessions

**Rental** | Free Hour

**Service CD** | Round Table Discussion

*Topics coming soon!*

 Paul Phillips

**CRM** | Roadmap & Recent Deliveries

*Explore the strategic vision and upcoming advancements for your sales teams.*

 Peter Le Mare, David Vuong

**Service Management** | Roadmap & Recent Deliveries

*Explore the strategic vision and upcoming advancements for your service teams.*

 Adam Kropf, John Hellens

---

**11:00 AM – 12:00 PM** | Breakout Sessions

**Rental** | Roadmap & Recent Deliveries

*Explore the strategic vision and upcoming advancements for your rental teams.*

 TBD

**CAT** | OEM Roundtable

*Break off into candid round table discussions with fellow dealers by OEM around expectations that affect your future strategy, challenges to your business growth, and other important topics.*

**Volvo** | OEM Roundtable

*Break off into candid round table discussions with fellow dealers by OEM around expectations that affect your future strategy, challenges to your business growth, and other important topics.*

**Kubota** | OEM Roundtable

*Break off into candid round table discussions with fellow dealers by OEM around expectations that affect your future strategy, challenges to your business growth, and other important topics.*

**CNH** | OEM Roundtable

*Break off into candid round table discussions with fellow dealers by OEM around expectations that affect your future strategy, challenges to your business growth, and other important topics.*

---


**12:00 PM – 12:50 PM | Lunch & FinTech Panel**

---

**1:00 PM – 2:00 PM | Breakout Sessions**

**Rental | Guided Product Discovery Panel**

*John will take your hand and escort you on a guided journey of discovery as you explore the possible with Service Management. Bring hiking boots and your best ideas.*

 John Hellens

**Service CD | Roadmap & Recent Deliveries**

*Explore the strategic vision and upcoming advancements for your enterprise service teams.*

 Mark Dearborn, Paul Phillips

**CRM | Free Hour**

**Service Management | Free Hour**

---

**2:05 - 3:05 | Keynote: Technology Leadership & the Future of Equipment**

*Explore trends in equipment technology leadership and innovation.*

 Bryan Long, AWS Enterprise Technologist

---

**3:05 PM – 3:25 PM | Break**

---

**3:30 - 4:30 | CPO Panel: AI You Can Actually Use**

*A panel of industry and technology experts will discuss what works (and what doesn't) in using AI to drive impact in heavy equipment businesses*

 Ben Cox, CPO

---

**4:30 PM – 6:00 PM | Happy Hour**

---

**6:00 PM – 8:00 PM | Dinner**