

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

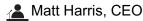
Kick off the conference with partner booths, appetizers & drinks, and networking.

TUESDAY: October 7th, 2025

7:00 AM - 8:15 AM | Breakfast Buffet

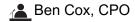
Enjoy a full breakfast before sessions begin.

8:30 AM - 9:00 AM | CEO Welcome



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.



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

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

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: Al You Can Actually Use

A panel of industry and technology experts will discuss what works (and what doesn't) in using Al 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