

MONDAY: October 6th, 2025

12:00 PM – 5:00 PM | Registration (*Mezzanine Foyer*)

Get checked in and collect your conference badge and materials.

12:00 PM – 4:30 PM | Expert Lounge (*Platte River Room*)

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

6:00 PM – 8:00 PM | Welcome Reception (*Mezzanine Foyer*)

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

TUESDAY: October 7th, 2025

7:00 AM – 8:15 AM | Breakfast Buffet (*Mezzanine Foyer + Confluence A*)

Enjoy a full breakfast sponsored by Avalara before sessions begin.

8:30 AM – 9:00 AM | CEO Welcome (*Confluence A*)

 Matt Harris, CEO

9:00 AM – 9:45 AM | Growing Texada's Equipment Growth Platform (*Confluence A*)

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 (*Lawrence A*)

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 (*Ensley A*)

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 & Mark Dearborn

CRM | Beyond the Basics: Unlocking Top Gear Performance (*Ensley B*)

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 | Visit the Expert Lounge or check out another track

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

Rental | Visit the Expert Lounge or check out another track

Service CD | You Don't Know What You Don't Know - Value of PRO (*Ensley A*)

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

 Paul Phillips, Mark Dearborn

CRM | Visit the Expert Lounge or check out another track

Service Management | Digital Service Excellence (*Lawrence B*)

What is the Texada Rental Board? Barb and Steve will walk you through how to create a full-screen presentation of your Assets, enabling you to see their current status at-a-glance

 Steve Vierra, Barb Thompson

12:00 PM – 12:50 PM | SenSaas! sponsored Lunch & Expert Lounge (*Mezzanine Foyer & Confluence A*)

12:30 PM – 1 PM | Avalara Gold Sponsorship Presentation (*Confluence A*)

1:00 PM – 1:45 PM | Breakout Sessions

Rental | Get Rid of The Clipboard (*Lawrence A*)

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 | Visit the Expert Lounge or check out another track

CRM | Round Table Discussion (*Ensley B*)

Break off into round table discussions with other dealer and Texada experts to cover important topics for you.

 Peter Le Mare, David Vuong

Service Management | Visit the Expert Lounge or check out another track

1:45 PM – 2:00 PM | Break

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

This keynote will examine the 2025–2026 Economic Outlook with a focus on material handling, construction, and equipment rental. We'll explore the “good, bad, and ugly” of today's economy—covering costs, tariffs, supply chain shifts, and sector demand changes. Attendees will gain insights into investment trends, labor, and infrastructure activity, leaving with strategies to navigate uncertainty and uncover growth opportunities.

 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 (*Confluence A*)

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 | Inauro sponsored Happy Hour (*Mezzanine Foyer*)

5:45 PM – 5:50 PM | Meet to board buses to Empower Field (*Mezzanine Foyer*)

6:30 PM – 10:30 PM | Offsite at Mile High Stadium

WEDNESDAY: October 8th, 2025

7:00 AM – 8:30 AM | Breakfast Buffet (*Mezzanine Foyer & Confluence A*)

Enjoy a full breakfast sponsored by GlobalPayments before sessions begin.

8:30 AM – 9:00 AM | GlobalPayments Gold Sponsorship Presentation (*Confluence A*)

9:00 AM – 9:50 AM | CX Vision (*Confluence A*)

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 | Visit the Expert Lounge or check out another track

Service CD | CAT Service Excellence 2.0 (*Ensley A*)

"Back to Work" data and processes, and roundtable discussions on service best practices.

 Paul Phillips & Mark Dearborn

CRM | Roadmap & Recent Deliveries (*Ensley B*)

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

 Peter Le Mare, David Vuong

Service Management | Roadmap & Recent Deliveries (*Lawrence B*)

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 (*Lawrence A*)

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

 John Hellens

OEM Roundtables

CAT | OEM Roundtable (*Ensley AB*)

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 (*Confluence A*)

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 (*Confluence A*)

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 (*Confluence A*)

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.

Hyster-Yale | OEM Roundtable (*Confluence A*)

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 (Mezzanine Foyer & Confluence A)

1:00 PM – 2:00 PM | Breakout Sessions

Rental | Guided Product Discovery Panel (*Lawrence A*)

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 (*Ensley A*)

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

 Mark Dearborn, Paul Phillips

CRM | Visit the Expert Lounge or check out another track

Service Management | Visit the Expert Lounge or check out another track

2:05 - 3:05 PM | Keynote: Technology Leadership & the Future of Equipment (Confluence A)

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 (Confluence A)

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 | Modern sponsored Happy Hour (*Mezzanine Foyer*)

6:00 PM – 8:00 PM | Dinner (*Ensley AB*)