



EMDA 2023 Spring Management Workshop

The Postcard Inn

84001 Overseas Hwy, Islamorada, FL 33036

March 30 & April 1, 2023

The Equipment Marketing & Distribution Association (EMDA) is the international trade association for independent wholesaler-distributors and manufacturers representatives of ag and related industry equipment. EMDA members sell product from various manufacturers for distribution to their dealer networks.

EMDA's Spring Management Workshop is the perfect opportunity to connect with industry colleagues (and friends!) and have open discussions with those who face the same situations you deal with on a daily basis. Business leaders can step out of their day-to-day responsibilities to devote time to learning and connecting. By making the decision to invest your time in attending this workshop, you'll get educated, get inspired, and build relationships with industry peers.

Thursday, March 30, 2023

8:00a – 12:00p Board of Directors Meeting
6:00p – 7:00p Welcome Reception for all registrants

Friday, March 31, 2023

8:30a – 9:00a Breakfast for Business Program registrants
9:00a – 10:15a **Can Your Business Keep Up With A Changing Threat Landscape?**
Tarek Salem and Jay McLaughlin of RBS IT Solutions



Attack surfaces are massive – and significantly different than they were in the past. Not long ago, organizational cybersecurity was like defending a building – a relatively straightforward, one-dimensional task. But companies today have evolved and workforces are now decentralized, with ever-changing borders. Yet, in many ways, many organizations are still defending this new, broader attack surface as they did more than a decade ago. The strongest strategies are built around the right combination of technology, service, people, and processes. With more than a decade of experience helping distributors with IT/Security and Network Ransom/Wire Fraud, Tarek and Jay can spot potential security risks before they emerge, ensuring your business assets are continually protected.

10:30a – 11:45a **Think your Insurance covers a Ransomed Network? Think Again –**
Jerry Leemkuil, Equipment Dealer Specialist with Federated Insurance



Most businesses have a risk management plan in place to cover general physical risks. But what about electronic ones? No business is immune to cybercrime – do you have the necessary precautions in place to help prevent one wrong click from hurting your business? The depth and breadth of cybercrime means that any business that is connected to the internet or stores information digitally is at risk. Understanding common types of cybercrime is the first step in protecting your business. Some of these include: card skimming, ransomware, wire fraud, false pretense and conversion, phishing/spoofing, and denial of service. With so many ways criminals can attack your business, it makes sense to create and implement a cybersecurity risk management plan. Ask yourself: what is in the best interest of the overall well-being and safety of your company's electronic information? No single coverage protects from all types of theft – Jerry will help you make sure your policy accounts for your unique risks.

12:00p – Afternoon free to enjoy the Islamorada area
6:30p – 9:30p Reception & Dinner for all registrants



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Saturday, April 1, 2023

8:30a – 9:00a

Breakfast for Business Program registrants

9:00a – 9:45a

EMDA Market Intelligence project (*tentative session*)



EDA

The EMDA Board has been working with Randall-Reilly to put together a Market Intelligence program and has invited EDA to join our meeting to finalize this valuable new service for EMDA members.

10:00a – 10:45a

E-Commerce from a Different Perspective: Business Strategy & ROI

Michael Bird, CEO, Spindustry



While it's easy to get lost in technical details, Spindustry's experiences over the past few years in this industry have shown that it's really important to talk about goals, business concerns, and ROI when thinking about E-Commerce. Following this lead topic, Michael will share additional lessons learned and advice based on spending another year serving the ag community on its digital transformation journey. Topics will include: Supporting dealers digitally; ERP/business system integration; and Connecting the need for branding updates with your digital initiatives.

11:00a – 11:45a

Member Spotlight: Farm Show Council

Chip Blalock, Sunbelt Ag Expo



Trade shows are always a hot topic and managing trade show activities is an important part of every EMDA member's marketing efforts. Chip will share how the council and the individual member shows strive to improve their value through education, communication and evaluation, and how they provide the best possible marketing showcase for exhibitors of agricultural equipment and related products to the farmer/rancher/producer customer.

1:00p

Afternoon free to enjoy the Islamorada area

6:00p – 7:00p

Closing Reception for all registrants