

# WDPSA 2026 Agenda

Western Dealers Product Support Association

Hosted by Wagner Equipment Co.

**Where:** Gaylord Rockies Resort – 6700 North Gaylord Rockies Blvd, Denver, CO, 80019

**When:** 4/12/2026 - 4/14/2026



Sunday April 12th	Activities	Location	Presenter
3:00pm – 4:00pm	Committee & Presenter Meeting	Adams B-C	N/A
3:00pm – 5:00pm	Registration Desk Open	Adams B-C	N/A
6:00pm – 7:00pm	Registration Desk Open	Mountain Pass Sports Bar	
6:00pm – 10:00pm	Welcome Reception + Cornhole	Mountain Pass Sports Bar	N/A
Monday April 13th	Activities	Location	Presenter
7:00am – 8:00am	<b>Breakfast</b>	<b>Adams D</b>	N/A
8:00am – 8:10am	Welcome/Hotel Safety	Adams B-C	Justin Doty
8:10am – 8:30am	Wagner President Message	Adams B-C	Braden Wagner
8:30am – 8:45am	Meeting Purpose/Agenda Overview	Adams B-C	Justin Doty
8:45am – 9:15am	Safety Presentation	Adams B-C	Steve Kiley
9:15am - 10:00am	Services Commitment 2.0 Panel	Adams B-C	Craig Banyard Ryan Shaughnessy Josh Colbert
10:00am - 10:15am	<b>Break - Snacks and Drinks</b>	<b>Adams B-C Foyer</b>	N/A
10:15am – 11:00am	ASPN – Sales Funnel Mgmt Power BI Tool	Adams B-C	Lukasz Klukowski Jonathan Tantas
11:00am – 11:30am	Wear Sales (GET/UC)	Adams B-C	Casey Clingan Tim Passoni
11:30am – 12:00pm	Segment Growth Council / DDC	Adams B-C	ChaiFunn Simmons

Monday April 13th	Activities	Location	Presenter
12:00pm – 12:45pm	<b>Lunch</b>	<b>Adams D</b>	N/A
12:45pm – 2:30pm	Breakout Sessions:	N/A	N/A
12:45pm – 1:30pm	Service: Case & Workforce Mgmt Service Communication	Adams B-C	Russ Peterson
1:30pm – 2:15pm	Service: Technician Retention / Development Programs	Adams B-C	Jared Carr
12:45pm – 1:15pm	Sales: Onboarding for AI	Willow Lake 4	Andrew Pringle
1:15pm – 1:45pm	Sales: GTM - CAT Detect Safety Technology	Willow Lake 4	Kim Lightfoot
1:45pm – 2:30pm	Sales: PSSR Compensation Plans for Growth	Willow Lake 4	Jonathan Tantas Justin Relaford Ryan Shaughnessy
12:45pm – 1:20pm	Parts: NLS QR Code / Customer Dashboard	Willow Lake 5	Billy Kope
1:20pm – 1:55pm	Parts: Warehouse Mgmt System – Parts Automation Stocking	Willow Lake 5	Jon Wager
1:55pm – 2:30pm	Parts: Counter Reps converted into ISRs	Willow Lake 5	Corey Kettner
2:30pm – 2:45pm	<b>Break - Snacks and Drinks</b>	<b>Adams B-C Foyer</b>	N/A
2:45pm – 3:15pm	Summary of Breakout Sessions	Adams B-C	All Presenters
3:15pm – 4:15pm	Special Guest Speaker: Sterling Hawkins	Adams B-C	Sterling Hawkins
4:15pm – 4:30pm	Close out Day 1/ Instructions for Evening Event	Adams B-C	Justin Doty
5:30pm – 10:00pm	<b>WDPSA Reception Cocktails (5:30pm) &amp; Dinner (6:30pm)</b>	Mountain View Pavilion	N/A

Tuesday April 14th	Activities	Location	Presenter
7:00am – 8:00am	<b>Breakfast</b>	<b>Adams D</b>	N/A
8:00am – 8:30am	Safety Presentation	Adams B-C	Justin Relaford
8:30am – 9:30am	Dealer Specific CAT AI Tools	Adams B-C	Benoit Gaillard
9:30am -10:30am	SITECH / CAT Technology Support Structure	Adams B-C	Tom Terteling
10:30am – 10:45am	<b>Break - Snacks and Drinks</b>	<b>Adams B-C Foyer</b>	N/A
10:45am – 11:45am	Customer Share – ESI / Fiore & Sons Inc.	Adams B-C	Tim Ulmer/ Brennan Westendorf
11:45am – 12:15pm	Labor Growth Strategy / Cap & Cap	Adams B-C	Scott Tolley
12:15pm – 12:20pm	Conference Wrap-Up & Acknowledgements	Adams B-C	Justin Doty
12:20pm – 12:30pm	Dealer Only Meeting	Adams B-C	Justin Doty / Steve Utter
12:30pm	<b>Boxed Lunch Available</b>	<b>Adams B-C Foyer</b>	N/A

**Thank You & Safe Travels!**

