



Automation Solutions Conference

Tuesday October 21st, 2025

Atlanta, Georgia

About the Conference

Join MHEDA for a full day of insights, strategy, and connection at the upcoming Automation Solutions Conference, hosted by MHEDA Member Toyota Material Handling Systems in Atlanta, GA. Topics include building your automation roadmap, avoiding implementation pitfalls, preparing future-ready sales teams, and creating a high-impact sales process, all designed to help you confidently navigate and grow in the evolving world of material handling automation. You'll also connect with peers during breakout sessions and networking opportunities to share experiences and explore new ideas. Whether you're just getting started or scaling automation efforts, this event will equip you with the tools, strategies, and partnerships needed to drive real results.

Who Should Attend

The Automation Solutions Conference is designed for small to mid-sized Storage & Handling distributor organizations who want to learn more about expanding their business offerings to include automated products and services. Please note: All MHEDA Members who are interested in learning more about Automation Solutions are welcome to register and participate!

Conference Location & Hotel Accommodations

Conference Location

The Conference will take place at MHEDA Member Toyota Material Handling Systems
Address: 6000 Plummer Rd SW, Atlanta, GA 30336

Hotel Accommodations

Hotel Accommodations are available at the Courtyard Atlanta Lithia Springs.

Address: 895 Bob Arnold Blvd, Lithia Springs, GA 30122

MHEDA has a group rate for \$149 per night through Oct. 1, 2025. Book your reservations online by [clicking here](#).



Detailed Agenda

7:30 am

Bus Transportation to Conference

MHEDA will provide transportation from Courtyard Atlanta Lithia Springs (Lithia Springs, GA) to Toyota Material Handling Systems. If you would like to take the bus with us, please indicate on reg form. You may also opt to drive yourself and meet us there!

8:00 am – 8:30 am

Registration & Continental Breakfast

Check in, grab your badge, and enjoy light breakfast while networking.

8:30 am – 8:45 am

Welcome & Introductions

8:45 am – 9:30 am

Beyond the Buzz – Building Your Automation Roadmap

Presented by Drew Eubank, Zion Solutions

A candid presentation on starting or scaling your automation journey. As part of this presentation, you will learn the different entry points and complexity of automation. Topics will include AMR's, AS/RS, Goods to Person, Robotic Sortation and Software. Additionally, you will learn about industry trends and what technology will stick around vs what technology may fade over time. If you are thinking about or are involved in automation, this presentation is for you.

Key Takeaways:

- Distinguish hype vs. real value.
- Identify low-barrier automation entry points.
- Understand sales strategies for handling growth and ROI Analysis.



9:30 am – 10:15 am

Panel Discussion: People, Partners, and Pitfalls

Presented by Chuck Frank, Zion Solutions and Scott Lee, Systems in Motion

Both Chuck and Scott have been involved in the industry for 30+ years, they both had to adapt to the need to sell and integrate technology. During this 45-minute panel discussion, they will talk through how they got started, how partners helped them achieve success and what pitfalls they wished they could have avoided.

This will be an interactive session! Chuck & Scott will begin by talking through their experience and knowledge around automation, we will then start a Q&A session to understand your goals and help answer any open questions.

Key Takeaways:

- How to get started in automation
- The value of strategic partnerships offering technology.
- Common pitfalls to be avoided when designing and/or implementing technology.

10:15 am – 10:30 am

Morning Break

10:30 am – 11:30 am

Building a Future-Ready Sales Team: Preparing for Automation Success

Presented by Lee Jones, Atlanta Fork Lifts, Inc.

As automation continues to reshape material handling, having the right team in place is more critical than ever. In this session, Lee Jones of Atlanta Fork Lifts, Inc. will walk you through how to build and prepare a sales team that is not only comfortable discussing automation but confident leading the conversation. From hiring and training strategies to the key traits of top-performing automation reps, you will learn how to turn your team into trusted advisors for your customers.

Lee will also share real-world practices for pre-visit preparation, discovery walkthroughs, and expectation setting that lead to better



customer engagement and project success. Today's top performers combine curiosity with consultative skills, thrive in long sales cycles, and focus more on solving problems than pushing product. Whether you are just beginning to explore automation or looking to scale your current efforts, this session will provide actionable tools and insights to help you take the next step with clarity and confidence.

Key Takeaways:

- How to identify, structure, and build a sales team that's truly prepared for the automation journey: from vision alignment to hiring strategies and role definition.
- The key traits and habits of top-performing automation sales professionals: including consultative selling, long-term thinking, and cross-functional collaboration.
- Actionable tools for pre-visit planning, on-site discovery, and setting customer expectations: to move prospects from automation-curious to automation-ready

11:30 am – 12:30 pm

Networking Lunch

Enjoy lunch while continuing conversations with fellow attendees.

12:30 pm – 1:30 pm

Discovery to Order: Creating a Sales Process that Delivers!

Presented by Brian Keiger, Conveyco

Creating proposals and a sales process that delivers impactful results requires a thoughtful and strategic approach. By understanding your audience, defining the problem, using storytelling techniques, providing actionable recommendations, keeping it simple, using a clear structure, using visual elements, including testimonials, and following up, you can create proposals that effectively communicate the value of your product or service and convert potential clients into paying customers.

Key Takeaways:

- How to clearly communicate the benefits of a project and related services/products to the client



- How to outline the necessary resources and structure required to ensure clarity and relevance
- How to provide a clear call-to-action (CTA) for the client to take the next step

1:30 pm – 2:00 pm

Roundtable: Breakout Session

During this breakout session, we will take time to discuss all the presentations throughout the day. The questions will be about technology, capabilities, sales teams, and processes. Getting started is always the hardest part, take this time to learn what others have done or are doing to make technology a standard offering.

2:00 pm – 3:00 pm

Toyota Tour/Demonstrations

The AMR/AGV Demo Tour will consist of real-world solutions featuring OTTO Autonomous Mobile Robots alongside the Linde L-Matic and P-Matic automated forklifts. OTTO AMRs provides a dynamic and proven automation platform, supporting everything from entry-level projects to large-scale, complex systems. Whether moving small parts or handling large, machine components, OTTO's unique portfolio can handle it all. Combined with the L-Matic and P-Matic, ideal for automated pallet and product handling, this event highlights flexible solutions to fit a wide range of material handling needs.

3:15 pm – 4:00 pm

Final Panel: What's Next? Driving Real Change

Presented by Jordan Frank, EVP and Co-Founder of Zion Solutions Group

In conclusion, the last session will recap all the learnings throughout the day. We will talk through meaningful steps of taking the learnings from today and passing on to your teams and implementing them in the near future. The goal of this presentation is to help all parties understand the value of technology, how to get started or continue your journey, identify the right partners, create the right sales team, have the right processes, and avoid some of the common pitfalls. Lastly, we will take a bit of time to talk about what's next. Where is the industry heading and what technologies may be like in the future.



Key Takeaways:

- Leave the session with actionable steps.
- Understand where to invest your time and resources to maximize your potential of becoming a technology integrator.
- What's next? What technologies are there to stay? And does it make sense for you to become an early adopter of evolving technology?

4:00 pm – 5:00 pm

Happy Hour & Wrap-Up Networking

Unwind and reconnect with peers in a relaxed setting.

5:00 pm

Bus Transportation to Courtyard Atlanta Lithia Springs (Lithia Springs, GA)

MHEDA will provide transportation back to the hotel.



Learn from the Best

Drew Eubank - Executive Vice President – Co-Founder, Zion Solutions Group

Drew Eubank is a seasoned logistics and supply chain executive with over 20 years of leadership experience. He leads the design and implementation of high-efficiency solutions that drive client success. His previous roles include senior leadership positions at AHS, Commonwealth Supply Chain Advisors, and Luxottica, as well as key operational roles at DHL, UPS, and FedEx. Drew brings deep expertise in operations strategy, supply chain optimization, and engineering execution.

Chuck Frank – Co-Founder, Zion Solutions Group

With over 30 years in the material handling industry, Chuck Frank has deep, lifelong experience in operations and leadership. He became President of AHS at 34, later acquiring and leading the company for over 20 years. After selling AHS in 2014 and continuing to lead under new ownership, Chuck and his team chose a new path as the company's direction shifted. He co-founded Zion Solutions Group with partners Jordan Frank, Drew Eubank, and Jim Shaw. Within 90 days, Zion was launched—and in just three years, it has become a recognized leader in innovative, sustainable supply chain solutions.

Jordan Frank - EVP and Co-Founder of Zion Solutions Group.

He is a sales executive specializing in system design. Using his experience and background, he guides senior leaders on the right mix of technology to complement any facility. He has led projects ranging in size from \$1M upwards of \$85M. Areas of expertise include robotics and technology, ROI and labor modeling, software design and integration, data analytics, high speed sortation, conveyor design and system development.

Brian Keiger – Chief Commercial Officer, Conveyco Technologies

Brian Keiger has over 35 years of supply chain experience and currently serves as CCO at Conveyco Technologies. He's an expert in warehouse automation, including robotics, AGVs/AMRs, and fulfillment systems. Brian is active in MHI, where he chairs the Mobile Automation Group and serves on several committees. He also advises the NCSCTE, UNC Charlotte's SEEM program and contributes as a thought leader with GLG and board member for Queen City Robotics Alliance.

Lee Jones – Corporate Systems Manager, Atlanta Fork Lifts, Inc.

Lee Jones began his material handling career in 2003 and has since held roles in sales, operations, and leadership. His hands-on experience and strategic mindset have driven growth in productivity, cost savings, and market share. Now Corporate Systems Manager at Atlanta Forklifts, he leads initiatives across Special Products, Racking & Automation, and Lean Consulting. Lee is known for his focus on innovation, team development, and delivering impactful solutions in the material handling industry.

Scott Lee – Founder & CEO, Systems in Motion (SIM)

Scott Lee has over 30 years in the material handling industry, starting on the customer side before launching his own conveyor and storage business in 1996. He became sole owner in 2012 and has led growth through acquisitions and innovation. In 2024, he formed Systems in Motion (SIM), a full-service integrator with nationwide staff and in-house capabilities. A former MHEDA board chair, Scott remains active through vendor councils and industry events.