



Rental & Used Conference

Thursday October 23rd, 2025

Atlanta, Georgia

About the Conference

Join MHEDA for a day of insights and collaboration focused on maximizing success in Rental and Used equipment operations. The program includes sessions on creating stronger alignment between these departments, exploring strategies for smarter fleet purchasing, inventory management, and pricing. You'll gain a fresh perspective on what drives success in rental beyond just owning equipment, highlighting the importance of sales strategy, internal synergy, and passion for the industry. The conference also covers how to navigate today's changing used equipment market, including approaches to value management, warranties, and tiered sales strategies. Beyond the presentations, enjoy roundtable discussions, a facility tour, and networking opportunities to connect and share ideas with peers.

Who Should Attend

This conference is ideal for dealership professionals involved in rental and used equipment operations, including branch managers, department leaders, and sales teams. Anyone looking to strengthen cross-department collaboration, improve inventory and fleet strategies, and gain insight into today's evolving rental and used equipment markets will benefit from these expert-led sessions.

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

8:00 am – 8:30 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.

8:30 am – 9:00 am **Registration & Continental Breakfast**

Stop by the reg desk for your name badge, then enjoy some hot coffee and delicious continental breakfast.

9:00 am – 9:15 am **Welcome & Introductions**

Conference Moderator John Gelsimino, President of All Lift Service Company and former Chairman of MHEDA will welcome attendees. You will have the opportunity to introduce yourself to fellow conference attendees, a great way to start the day!

9:15 am – 10:00 am **A Revolutionary Partnership for the Used and Rental Department**

Presented by Robin P. Currie, President of Currie Management Consultants

The Currie Team is focused on strengthening collaboration between Used Equipment and Rental Departments by breaking down internal silos and creating more aligned, efficient operations. Phase V of the Currie Model emphasizes smarter fleet purchasing, improved inventory management, and unified pricing strategies that support the success of both departments. This approach is designed to help dealerships operate more strategically and thrive in a changing marketplace.

Key Takeaways:

- Review how aligning Used and Rental boosts profit and efficiency.
- Tools to drive growth and manage risk.
- Sales Process for used equipment and rentals

10:00 am – 10:15 am **Break**

10:15 am – 11:00 am **A Revolutionary Partnership for the Used and Rental Department (Continued)**

Presented by Robin P. Currie, President of Currie Management Consultants,



11:00 am – 11:15 am **Break**

11:15 am – 12:00 pm **Morning Roundtable Discussions**

Your opportunity to discuss what you have learned and share your knowledge, opinions and experience with industry peers.

12:00 pm – 1:00 pm **Lunch**

1:00 pm – 1:45 pm **Rental: It's Not What You Think**

Presented by MHEDA Member, Bruce DeFord, Branch Manager, National Lift Truck

This presentation challenges traditional views of equipment rental, showing that success relies on passion, strategic sales, and teamwork. It highlights how a strong rental operation drives revenue and supports other departments like maintenance, safety, and equipment sales.

Key Takeaways:

- Why a genuine passion for equipment and the rental process crucial for sustained success.
- The fundamental importance of a sales-driven approach in building a profitable rental business.
- How a thriving rental division can create opportunities and drive growth across your entire material handling operation.

1:45 pm – 2:00 pm **Break**

2:00 pm – 2:45 pm **The Used Equipment Landscape: Post Supply Chain Disruption**

Presented by MHEDA Member, David Morrison, CEO of Morrison Industries

Since 2021, the used equipment market has seen dramatic highs and lows, booming during new equipment shortages, then steadily declining since mid-2023. This session will explore strategies to navigate today's shifting landscape, including tiered sales approaches, warranty best practices, and how to manage current used equipment values.

Key Takeaways:



- Ways to execute on a “Good, Better, Best” used forklift sales strategy.
- Successful approaches to Used Equipment Warranty.
- Options for tough decisions on current used equipment values.

2:45 pm – 3:00 pm **Break**

3:00 pm – 3:45 pm **Afternoon Roundtable Discussions**
Enjoy more time discussing the ideas presented in the afternoon.

3:45 pm – 4:00 pm **Program Wrap-Up**

4:00 pm – 5:00 pm **Tour of Toyota Material Handling Systems**
Enjoy a guided tour of MHEDA Member Toyota Material Handling Systems.

5:00 pm – 6:00 pm **Happy Hour & Wrap-Up Networking**
Unwind and reconnect with peers in a relaxed setting during Happy Hour!

6:00 pm **Bus Transportation to Courtyard Atlanta Lithia Springs (Lithia Springs, GA)**
MHEDA will provide transportation back to the hotel.

Learn from the Best

Robin P. Currie - President and Owner of Currie Management Consultants
Robin P. Currie is President & Owner of Currie Management Consultants, a legacy firm serving industrial equipment distributors. She leads Best Practices Groups, executive training, and The Currie Charitable Fund. A passionate anti-trafficking advocate, Robin founded the Central MA Freedom Coalition and directs Not For Sale Central Massachusetts.

Bruce DeFord - Branch Manager, National Lift Truck
Bruce DeFord brings 28+ years in material handling and leads operations at National Lift Truck, Inc. in Chicago. He manages a major rental fleet, drives efficiency and growth, and is known for data-driven leadership, team development, and operational excellence. He holds 10+ LinkedIn leadership certifications.



David Morrison - CEO of Morrison Industries

David Morrison, a third-generation dealer principal at Morrison Industrial Equipment, has held key roles across the company, including rental, branch management, and five years as used equipment manager. He now serves as CEO of Morrison Industries, continuing the family legacy of leadership and growth.