



Agenda of Events

Saturday, May 2

1:00 pm – 5:00 pm MHEDA Registration Desk

Sunday, May 3

7:00 am – 2:00 pm MHEDA Foundation Scholarship Golf Tournament at Hermitage Golf Course, General's Retreat (Optional Activity)
 9:00 am – 11:30 am Greenway Bike Tour (Optional Activity)
 9:00 am – 6:00 pm MHEDA Registration Desk
 9:00 am – 6:00 pm Re-Charge Lounge
 12:00 pm – 4:00 pm Exhibitor Showcase Set-Up
 2:00 pm – 3:00 pm NextGen Networking Reception
 3:30 pm – 4:30 pm Women in Industry Networking Reception
 5:00 pm – 6:00 pm Newcomers' Welcome Reception
 6:30 pm – 9:30 pm Honky-Tonk Hangout at Category 10 – Opening Party

Monday, May 4

7:00 am – 8:00 am Breakfast
 7:00 am – 5:00 pm MHEDA Registration Desk
 7:00 am – 5:00 pm Re-Charge Lounge
8:00 am – 9:30 am **MHEDA Annual Business Meeting & Keynote Presentation**
Five Strategies to Songwriting: Building Valuable Relationships – Jimmy Yeary
9:30 am -12:30 pm **Exhibitor Showcase**
 10:30 am – 12:30 pm Custom Cowboy Hat Bar (Optional Spouse/Guest Activity)
 12:30 pm – 1:30 pm Lunch
 1:30 pm – 2:00 pm After-lunch Break
2:00 pm – 3:00 pm **Two Session Options**
 1. **2026 Material Handling Business Trends** Roundtable Discussions
 2. **Go From A to THE®:** Leading and Motivating in Our Shifting Market – Ryan Avery
 3:00 pm – 3:15 pm Break
3:15 pm – 4:15 pm **Two Session Options**
 1. **Navigating the Geopolitics and Economics of Cold War Two** – Jason Schenker
 2. **The Competitive Edge:** Spot Trends and Thrive in the Future of Work – Crystal Washington
 4:15 pm – 5:15 pm Exhibitor Showcase Happy Hour
 5:15 pm – 6:15 pm Sponsored Receptions
 6:15 pm Open Evening for Convention Attendees



Agenda of Events

Tuesday, May 5

7:00 am – 5:00 pm

MHEDA Registration Desk

7:00 am – 5:00 pm

Re-Charge Lounge

7:30 am – 8:30 am

Breakfast

8:30 am – 9:30 am

General Session: Employalty: How to Ignite Commitment and Keep Top Talent in the New Age of Work – Joe Mull

9:30 am – 9:45 am

Morning Break

9:45 am – 11:00 am

Three Session Options

1. **AI & the Future of Everything** – Dan Chuparkoff

2. **The Language of Leadership: How Words Shape Performance** – Ryan Avery

3. **From Commodity to Category of One: How to Immediately Boost Your Reputation, Referrals and Revenue** – Brittany Hodak

10:00 am – 2:30 pm

Grand Ole Opry Tour + Lunch at Paula Deen's Kitchen (Optional Spouse/Guest Activity)

11:00 am – 11:15 am

Morning Break

11:15am – 12:15 pm

General Session: Thriving in a Changing Economy – Connor Lokar

12:15 pm – 1:15 pm

Lunch

1:15 pm – 1:30 pm

After-lunch Break

1:30 pm – 2:45 pm

Four Session Options

1. **Industrial Truck Community Conversation - From Silos to Collaboration: Driving Dealership Success** – Steve McClatchy + Member Panel

2. **Storage & Handling Community Conversation - The Business of Permits: A Customer Centric Approach** – Rebecca Butao

3. **Systems Integrators Community Conversation - Topic Details Coming Soon!**

4. **AI & the Future of Everything** – Dan Chuparkoff

2:45 pm – 3:00 pm

Afternoon Break

3:00 pm – 4:00 pm

General Session: The Power of One – John O'Leary

4:00 pm – 5:00 pm

MHEDA Gives Back

7:00 pm – 10:00 pm

Nashville Nights Finale – Closing Party

Wednesday, May 6

8:00 am – 9:00 am

Farewell Breakfast