



## Agenda

### Saturday, May 2

12:00 pm – 4:00 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 – 5:00 pm MHEDA Registration Desk  
 9:00 am – 5:00 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 Newcomer's 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**  
**5 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 Power 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  
 Break  
**3:00 pm – 3:15 pm Two Session Options**  
**3:15 pm – 4:15 pm**  
 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



## 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

Power Break

**1:30 pm – 2:45 pm**

**Four Session Options**

1. **Community Conversation – Industrial Truck**

**Silos to Alignment:** Strengthening Cross-Department Performance in the Dealership – Steve McClatchy + Member Panel

2. **Community Conversation – Storage & Handling**

**The Business of Permits:** Protecting Profitability & Project Success – Rebecca Butao

3. **Community Conversation – Systems Integrators**

**Outside-In Insights:** Market Signals, Emerging Risks & the Future of Integration – Wanda Johnson & Yassir Al-Refaie

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