



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
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

3:00 pm – 3:15 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
3:15 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