


# CLASS TITLES & DESCRIPTIONS

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# LEADERSHIP SESSIONS

| Class Title | Instructor(s) |
|---|---|
| A Digital Strategy Designed for Dealer Success | Sheri Barta, Sarah Clausen, Matt Schaapveld, Chris Young |
| Accelerating Technology Adoption Roundtable | Daniel Madison |
| The AI Advantage for Your Dealership | Brett Figgins, Shelia Humprey, Rishabh Varshney |
| Customer Org Health & Partner Overview (A&T Only) | Kathy Amos, Mark Dolson |
| Customer Org Health & Partner Overview (C&F Only) | Kathy Amos, Mark Dolson |
| Digital Customer Experienced | Alexis Barnes, Ryan Tapscott |
| Driving Growth Through Dealer Specialization | Shannon Haas, Ashlee Sorensen |
| Industry Trends – AI | TBD |
| Leading with Care: Understanding Mental Health Ad | Haley DeGreve |
| Mental Health Advocacy: Real-World Scenarios and | Haley DeGreve |
| Maximizing Value with JDDO | Brian Coffman, Amanda Radar |
| Right Message, Right Channel, Right Time | Talitha Cole, MacKenzie Frieden, Travis Schieltz, Valerie Vorwald, Amy Westbay, |
| Successful Change Management | Ann Palm |
| Unlock and Leverage Capacity for Dealership Growth | Douglas Felter, Brad Tolbert |

**A Digital Strategy Designed for Dealer Success**
The John Deere Digital Strategy is more than technology. It is a connected approach to helping dealerships operate more efficiently, serve customers more effectively, and build capabilities for the future. Built on a foundation of quality, simplicity, and integration, the strategy brings together Dealer Business Systems, Lifecycle Solutions, AI, and data to reduce complexity, eliminate rework, and unlock capacity across your dealership.

Hear from John Deere leaders on how the Digital Dealer Experience is taking shape across real dealership workflows, from attracting customers and selling equipment to supporting and retaining them throughout the ownership journey. Learn how dealers are already capturing value and what they are doing differently to succeed.

Leave with a clear understanding of where John Deere's digital strategy is headed and the actions your organization can take to maximize its impact.

**Division:** A&T, C&F
**Primary Track:** Leadership

*** Dealer presenter names are ***bold and italics***

Company Use

**Accelerating Technology Adoption Roundtable**
At John Deere, we want to help our customers to do more with less. Join this session for roundtable and group discussions on how we can accelerate technology adoption for our customers.

We will also share some of our learnings from market research and how we are applying those learnings to data to help meet customers where they are on their technology journey.

The roundtable discussions will focus on the following topics:

- What are the barriers to technology adoption for your customers?
- What is the customer perspective on the value of technology?
- What are some of the things you are doing at your dealership to accelerate customer technology adoption?
- What are the most important signals we should be thinking about to help identify technology adoption opportunities?
- What are the things that cause a customer to not just activate technology, but utilize it and renew their subscription the next year?
- Where do dealers need support in accelerating technology adoption?

Participants in the roundtable discussions will select someone at their table to summarize and share their learnings back with the larger group.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Marketing, Parts, Sales, and Service

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**The AI Advantage for Your Dealership**
Artificial intelligence (AI) is transforming dealership operations, connecting end-to-end processes, and enabling assistants and agents to automate routine work. In the face of competitive pressures and resource constraints, early AI adopters will have the advantage. Learn how your dealership can use AI to amplify human capability and create a more connected, trusted, and high-performing dealership.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** IT/Digital Security

**Customer Org Health & Partner Overview**
Customer adoption of technology does not happen by accident. Learn how Org Health helps dealers identify which customers are positioned for success with the John Deere technology ecosystem and which customers may need additional support. We will explore how Org Health metrics in Partner Overview provide visibility into customer setup, onboarding, engagement, and readiness for advanced precision agriculture technologies. Attendees will learn how to use these insights to prioritize customer outreach, identify next best actions, drive technology adoption, and create more productive customer conversations. Through real-world examples, we will examine how dealers can use Org Health to support guidance, connected machines, Operations Center engagement, precision technology utilization, and progression toward higher levels of technology adoption. We will also share lessons learned from dealer validation efforts, how Org Health was built, what it means to have a healthy Ag & Turf organization, where the solution is headed, and how dealers can use these insights to deliver greater customer value.

**Division:** A&T Only
**Primary Track:** Leadership
**Additional Track:** IT/Digital Security, Integrated Solutions

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**Customer Org Health & Partner Overview**
Customer adoption of technology does not happen by accident. Learn how Org Health helps dealers identify which customers are positioned for success with the John Deere technology ecosystem and which customers may need additional support. We will explore how Org Health metrics in Partner Overview provide visibility into customer setup, onboarding, engagement, and readiness for connected construction technologies. Attendees will learn how to use these insights to prioritize customer outreach, identify next best actions, drive technology adoption, and create more productive customer conversations. Through real-world examples, we will examine how dealers can use Org Health to support machine connectivity, digital customer engagement, telematics utilization, equipment monitoring capabilities, and adoption of connected jobsite solutions. We will also share lessons learned from dealer validation efforts, how Org Health was built, what it means to have a healthy Construction & Forestry organization, where the solution is headed, and how dealers can use these insights to deliver greater customer value.

**Division:** C&F Only
**Primary Track:** Leadership
**Additional Track:** IT/Digital Security, Integrated Solutions

**Digital Customer Experience**
Customers expect connected, intuitive experiences throughout the ownership journey. Learn how dealerships can leverage Shop.Deere.com, Operations Center, Equipment Mobile, and other digital experiences to strengthen customer relationships, improve operational efficiency, and drive aftermarket growth.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Marketing, Parts, Sales, Service

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**Digital Growth Through Dealer Specialization**
Discover how Dealer Specialization can help unlock new opportunities for growth while delivering greater value to your customers. In this session, we will provide an overview of the Specialization program, including learning path in systems and product diagnostics, precision technology, parts, and sales.

Hear directly from dealers who have successfully embraced Specialization, including Certified Dealer Instructors (CDIs) and dealers actively engaged in specialization. Through an open discussion, they will share their experiences, lessons learned, and the business impact they've seen.

Learn how investing in advanced skills can enhance customer confidence, improve service quality, and drive increased sales, labor, and parts revenue by ensuring equipment is sold and supported by highly skilled professionals.

Session Takeaways

- Understand the value and structure of Dealer Specialization paths.
- Learn how other dealers are leveraging Specialization to strengthen their business.
- Explore practical strategies for developing technical and sales expertise within your dealership.
- Participate in an open discussion and ask questions of dealers successfully navigating the specialization journey.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Finance, Human Resources, IT/Digital Security, Marketing

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**Industry Trends - AI**
What are the most significant AI trends shaping the industry, and what future capabilities or innovations should we be preparing for?

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** IT/Digital Security

**Leading with Care: Understanding Mental Health Advocacy**
Mental health challenges can affect anyone, regardless of role, industry, or background. This educational session provides a foundation for understanding mental health advocacy, including common mental health concerns, warning signs that someone may be struggling, and the role we can all play in supporting others. Participants will learn practical strategies for starting conversations, addressing stigma, and connecting people with appropriate resources. Attendees will leave with greater awareness, knowledge, and confidence to recognize when support may be needed.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Finance, Human Resources, IT/Digital Security, Sales

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**Mental Health Advocacy: Real-World Scenarios and Action Planning**
Knowledge is only the first step. In this interactive workshop, participants will put the principles learned in Session 1 into practice through realistic workplace scenarios. Working through guided discussions and hands-on exercises, attendees will explore effective ways to respond, support others, and navigate challenging situations. The session concludes with the development of a personalized action plan, helping participants identify specific steps they can take to strengthen mental health awareness, advocacy, and support within their teams and communities.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Finance, Human Resources, IT/Digital Security, Sales

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**Maximizing Value with JDDO**
Unlock the full potential of your dealership by harnessing the power of the JDDO ecosystem. In this session, we will connect the dots across JDSO, JDSMO, JDFO, Dealer Data Lake, AI and supporting Power Apps—showing how these capabilities come together to create a more seamless, data-driven experience for your team.

Beyond core JDDO Products, we will highlight how Deere-on-Deere integrations are evolving to meet dealers where they are today—aligning with your existing processes while simplifying workflows and reducing friction across systems. You will see how the Dealer Data Exchange is transforming the way information flows, bringing critical insights directly to you so your team can make faster, more informed decisions—without the need to navigate multiple tools.

Join us to explore how a connected, insight-driven ecosystem can elevate performance, drive efficiency, and position your dealership for growth.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Finance, Sales

**Right Message, Right Channel, Right Time.**
Walk out knowing where to look, what to sign up for, and what to check first when something goes wrong. Dealer Systems communicates through several channels, and each one has a job: JD Notify, Dealer Center, Status.Deere.com, Viva Engage, and more. In this session, you will see what each channel delivers, when it delivers it, and how to set up your subscriptions so critical information reaches you the first time it's sent. You will leave knowing exactly where to look, what to sign up for, and how to keep your team informed without digging.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Integrated Solutions, IT/Digital Security, Marketing

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**Successful Change Management**
The only constant is change...but does your organization manage it well? Join us as we share a STAR model and how you can utilize it to create an environment where proposed changes will be successful.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Human Resources

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**Unlock and Leverage Capacity for Dealership Growth**
Show how dealers are implementing the Dealer Capability Imperatives to free up capacity in their organizations and turn into growth and improved performance.

**Division:** A&T Only
**Primary Track:** Leadership
**Additional Track:** Marketing, Parts, Sales, Service

Return to Leadership Session list

# HUMAN RESOURCES SESSIONS

| Class Title | Instructor(s) |
|---|---|
| HR Kickoff Meeting | ***Ann Palm, 21st Century Equip***<br>***Jeneen Tucker, Virginia Maryland Tractor*** |
| DIY Leadership Development | ***Jeneen Tucker, Virginia Maryland Tractor*** |
| Employment Law Update | Matt Stefany, Allen Norton & Blue, P.A. |
| HR Roundtable | ***Ann Palm, 21st Century Equip***<br>***Jeneen Tucker, Virginia Maryland Tractor*** |
| The HR Transition | TBD |
| Strategic Workforce Planning | ***Ann Palm, 21st Century Equip***<br>***Jeneen Tucker, Virginia Maryland Tractor*** |

**HR Kickoff Meeting**
Welcome to JDUG 2027! Start your experience off on the right foot with your HR colleagues. We will have introductions, share track information, and gather ideas for the roundtable discussion. See you there!

**Division:** A&T, C&F
**Primary Track:** Human Resources

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**DIY Leadership Development**
Need to train your leaders but do not have a big budget? See how your peers have created and executed their leadership development strategies in their dealerships.

**Division:** A&T, C&F
**Primary Track:** Human Resources
**Additional Track:** Leadership

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**Employment Law Update**
Join Matt Stefany as he outlines important employment law changes for 2027. This is an interactive session, so bring any questions that you may have.

**Division:** A&T, C&F
**Primary Track:** Human Resources

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**HR Roundtable**
Join us for an interactive sharing session for all things HR. Topics that were identified at the opening mixer will be discussed in this session. This is your chance to hear how HR objectives are getting met at other dealerships and identify best practices to take home.

**Division:** A&T, C&F
**Primary Track:** Human Resources

*** Dealer presenter names are ***bold and italics***

Company Use

**The HR Transition**
How do you move from the traditional HR space to the strategic HR space? Come hear from CEO's and HR Leaders to learn the steps they took to achieve this strategic imperative.

**Division:** A&T, C&F
**Primary Track:** Human Resources
**Additional Track:** Leadership

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**Strategic Workforce Planning**
Bring your CEO/COO to this session to find out how this strategic initiative is being rolled out at dealerships across the country. We will be discussing WHAT Strategic Work Planning (SWP) is, WHY it is important, and HOW to get started.

**Division:** A&T, C&F
**Primary Track:** Human Resources
**Additional Track:** Leadership

Return to Hurman Resources Session list

# INFORMATION TECHNOLOGY (IT) & DIGITAL SECURITY SESSIONS

| Class Title | Instructor(s) |
|---|---|
| IT/Digital Security Mixer | ***TBD*** |
| AI Foundation: Basics of AI to get you going | Jeremy Ballou |
| AI Innovation Roundtable | Jeremy Ballou |
| Behind the Scenes, Security Tell All Panel | David Burns |
| Beyond Clicking a Malicious Link | Brandon Larson |
| Consolidated Print Management | Josh Ballou |
| Dive into Dealer Data Lake: New Opportunities | Nevin Kroeker |
| From API to ROI: Turning Data into Dealer Value | Janette Koepke, Keegan Roth |
| IT and Security Roundtable Discussion | Josh Ballou |
| Microsoft Intune Roundtable | Chad Widener |
| Microsoft Intune Tips, Tricks and Best Practices | Chad Widener |
| Take the Red Pill, Improving Security Acceptance | David Burns |
| Threat Detection, Containment, and Recovery TTX | Brian Waugh |
| Vendor Management with UpGuard | Matty Clark |
| Wanta Be a Prepper – Your Survival Guide | Michael Sisler |

**IT/Digital Security Mixer**
Meet Dealer IT peers and Deere security leaders in a casual networking event.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security

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**AI Foundation: Basics of AI to Get You Going**
Artificial Intelligence is rapidly transforming how businesses operate, make decisions, and serve customers. This introductory course is designed specifically for John Deere, dealer IT and Security professionals who want to build a practical understanding of AI and how it can be used safely and effectively within their dealership.

Through real-world examples and practical exercises, attendees will learn the fundamentals of modern AI, how generative AI tools work, and techniques for creating effective prompts. The course also covers AI security, governance, and risk management considerations to help organizations adopt AI responsibly. Participants will leave with a foundational understanding of AI technologies and practical ideas for applying them within dealer operations.

Key Topics Include:

- AI fundamentals, Generative AI, and Large Language Models (LLMs)
- Prompt engineering best practices
- AI security, governance, and risk management
- Practical AI opportunities within dealer operations

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership

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**AI Innovation Roundtable**
Experience with Artificial Intelligence (AI) is different for all dealers. You could be using AI to streamline administrative work, others are improving customer interactions, automating processes, enhancing employee productivity, or discovering entirely new ways to operate their business.

This interactive roundtable is designed to bring dealership leaders, innovators, and technology champions together to openly share how they are experimenting with and implementing AI within their organizations. Rather than a traditional classroom experience, this session creates a collaborative environment where participants learn directly from one another's successes, challenges, lessons learned, and future ambitions.

The objective is simple: learn from what others are doing, inspire new ideas, and accelerate AI innovation across the dealer network.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership

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**Behind the Scenes, Security Tell All Panel**
What really happens when a dealership experiences a cybersecurity incident?

In this unique and candid panel discussion, dealership leaders and technology professionals share their firsthand experiences navigating a real-world security event. Participants will hear directly from dealers who are willing to pull back the curtain and openly discuss what happened, how the incident was discovered, the decisions made during the response, the challenges they encountered, and the lessons they learned along the way.

Attendees will have the opportunity to ask questions, engage directly with panel members, and gain valuable perspectives that can help them strengthen their own cybersecurity preparedness.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership

**Beyond Clicking a Malicious Link**
For years, cybersecurity awareness has focused on one message: "Don't click suspicious links." While that's still important, today's attackers have evolved far beyond traditional phishing emails.

This eye-opening session explores the modern attack techniques cybercriminals use to gain access to organizations, steal data, compromise accounts, and exploit trust. Participants will discover how breaches occur through social engineering, compromised vendors, weak passwords, stolen credentials, AI-powered scams, business process abuse, shadow IT, oversharing, and other often-overlooked attack vectors.

This course shifts the conversation from "don't click" to "understand the bigger picture."

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership

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**Consolidated Print Management**
Universal Print is a cloud-based printing solution in Microsoft Azure that allows organizations to manage printers without on-prem print servers, using Entra ID for authentication. In this class we will walk through assigning licenses, registering printers (either natively or via the Universal Print connector), share them with users, and optionally deploy them through Intune. Once configured, users can securely discover and print to available printers from any location using their Azure-connected devices.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership

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**Dive into Dealer Data Lake: New Opportunities**
The Dealer Data Lake has grown and so have its sailors. As new data streams and capabilities continue to flow into the lake, the opportunities to discover insights and drive value have never been greater.

Join us as we explore the latest additions to the John Deere data ecosystem and learn how to navigate an ever-expanding sea of information. Through demonstrations and real-world examples, you will discover new ways to connect data sources, model information, and create powerful analytics that help guide better decisions.

Whether you are a seasoned captain or an experienced crew member looking to sharpen your skills, this class will EQUIP you to navigate new currents, uncover hidden opportunities, and confidently chart your course through the next generation of Dealer Data Lake analytics. Let us set sail and see where the data takes us.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership, Marketing

**From API to ROI: Turning Data into Dealer Value**
Many dealers know John Deere offers APIs, but understanding what is available and how to use it can be challenging. This session will explore the current API catalog, the information available through each API, access and permission requirements, and practical ways dealers can integrate secured data into dealership systems. Learn how APIs can reduce manual work, improve access to information, connect business processes, and create measurable value for the dealership.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security

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**IT and Security Roundtable Discussion**
This round table class will explore IT and security topics across both Azure cloud management and on-premises environments, focusing on how to effectively secure and manage hybrid infrastructures. Participants will discuss real-world approaches to identity protection, access control, and threat mitigation spanning Entra ID, Azure resources, and traditional on-prem systems. The session will promote collaboration and shared best practices to strengthen overall security posture across cloud and on-prem environments.

Come with questions you have about IT / Security related topics that you would like other dealers to input on; this is a great discussion to get new ideas as well as share your innovative ideas.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security

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**Microsoft Intune Roundtable**
This round table discussion will be on Microsoft Intune focused on real-world device management strategies. This class will include enrollment methods, policy configuration, and application deployment. Participants are encouraged to share experiences with security controls such as Conditional Access, compliance policies, and endpoint protection. The discussions will also highlight common challenges, best practices, and future improvements for managing modern cloud-based environments with Intune.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security

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**Microsoft Intune Tips, Tricks, and Best Practices**
This class on Azure Intune will cover how to effectively manage devices, applications, and security policies in a modern cloud environment. Attendees will learn practical tips and tricks for streamlining device enrollment, automating deployments, and improving compliance with built-in security features. The session will focus on real-world scenarios and best practices to help administrators maximize efficiency and get the most value out of Intune.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security

**Take the Red Pill, Improving Security Acceptance**
Security teams are most effective when they are viewed as business partners, not roadblocks. As organizations rapidly adopt AI, cloud services, automation platforms, SaaS applications, and emerging technologies, security professionals have a unique opportunity to influence outcomes by engaging early, understanding business objectives, and helping teams make informed risk decisions.

This course is designed for security professionals, IT leaders, and technology champions who want to move beyond simply identifying risks and become trusted advisors within their organization.

Rather than saying "no," attendees will learn how to say, "yes, and here's how we can do it securely."

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Integrated Solutions, Leadership, Marketing

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**Threat Detection, Containment, and Recovery TTX**
Cyberattacks continue to target dealerships of all sizes, making preparedness essential to protecting business operations, customer data, and revenue. This interactive tabletop exercise places dealer leadership and key stakeholders in a realistic cyber incident scenario, challenging participants to identify threats, make timely decisions, coordinate response actions, and lead recovery efforts.

Through a guided discussion and simulated events, participants will practice their response to a cybersecurity incident from initial detection through containment, eradication, recovery, and post-incident communication. The exercise is designed to expose gaps in processes, improve cross-functional coordination, and strengthen the dealership's overall cyber resilience.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership

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**Vendor Management with UpGuard**
Vendors are increasingly becoming targets for cyberattacks, making vendor risk management a critical component of a dealership's cybersecurity strategy. This course teaches participants how to leverage UpGuard to continuously monitor vendor security posture, identify vulnerabilities, prioritize risks, and engage vendors in meaningful conversations that result in measurable security improvements.

You will learn how to become compliant with the new DSCF controls, how to use the vendor UpGuard scores, and conversations you should be having with your vendors to help them improve their security controls.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership

**Wanta be a Prepper – Your Survival Guide**
Just like emergency preparedness is not something you start after the storm arrives, preparing for an identity, data and system migration requires planning before the transition begins.

This practical session is designed for organizations preparing to adopt the John Deere Dealer Operations (JDDO) and integrate with the Microsoft Azure tenant. Participants will learn what it means to become "migration ready," why identity and access, data and network management matter more than ever, and how preparation today can prevent disruption tomorrow.

You will learn about activities you can do now to be prepared for your migration to JDDO from dealers who have gone before you.

**Division:** A&T, C&F
**Primary Track:** IT/Digital Security
**Additional Track:** Leadership, Parts, Sales, Service

Return to IT/Digital Security Session list

# MARKETING SESSIONS

| Class Title | Instructor(s) |
|---|---|
| Marketing Mixer | ***Katzee Reese, Yellowhouse Machinery***<br>***Heather Ripp, Riesterer & Schnell*** |
| Content that Connects | ***Michelle Monkovich, Quality Equipment***<br>***Hannah Ross, 4 Rivers Equipment*** |
| Digital Compliance: Ask the Experts | Jen Floyd<br>Erin Scupham<br>Kelly Van Veldhuizen<br>Cheryl Kung |
| Email Marketing That Works | ***Sonia Cox, Murphy Tractor***<br>***Tracy Parker, Midwest Machinery*** |
| How to conquest your AOR: Compact Utility Tractors | ***Katzee Reese, Yellowhouse Machinery*** |
| Hot Topics in Marketing, An Interactive Roundtable | Jenni Badding, Gail Dawes, Amie Jacobs, Kelli Sullivan |
| Lead Generation to Closing the Deal | ***Alex Lista, Five Star Equipment***<br>***Denham Rogers, Hutson, Inc.*** |
| Marketing in the Age of AI | Liz Tidman, VML<br>Kevin Wu, VML |
| Marketing Feedback Session | ***Katzee Reese, Yellowhouse Machinery***<br>***Heather Ripp, Riesterer & Schnell*** |
| Marketing Workflows: Tools, Platforms, and Apps | ***Katzee Reese, Yellowhouse Machinery*** |
| Navigating Deere Marketing Resources | ***Katzee Reese, Yellowhouse Machinery*** |
| Social media That Actually Sells Equipment | ***Adam Grillot, Koenig Equipment***<br>***Jill Sambol, Coastline Equipment***<br>Matt Finley, VML |
| Shop.Deere.com: Tool Time | Kyle DeSmith |
| Using Incentives to Build Customer Loyalty | TJ Salyers |

**Marketing Mixer**
Join fellow dealership marketers for an interactive networking session to kick off JDUG 2027. Designed to help you make connections, share ideas, and learn from peers across the John Deere network, this session is the perfect opportunity to expand your professional circle and exchange best practices.

You will also get an overview of the JDUG Marketing Track, including featured topics, learning opportunities, and what to expect throughout the conference. Whether you are a first-time attendee or a JDUG veteran, come ready to connect, collaborate, and be inspired by fellow marketers.

**Division:** A&T, C&F
**Primary Track:** Marketing

*** Dealer presenter names are ***bold and italics***

Company Use

**Content That Connects**
Behind every great piece of content is a creative process. Join dealer marketers, designers, photographers, and videographers as they share how ideas become finished campaigns. Explore content planning, production workflows, creative collaboration, asset management, editing, approvals, and the tools that help teams stay organized from concept to delivery. Whether you're creating content on your own or working alongside a larger creative team, you'll gain practical ideas to improve your workflow and create more impactful content.

**Division:** A&T, C&F
**Primary Track:** Marketing

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**Digital Compliance: Ask the Experts**
Accessibility. Cookies. AI. Privacy. Customer consent. The digital compliance landscape is getting more complex, but you don't have to navigate it alone.

Join a panel of John Deere subject matter experts as they break down the key things dealers should know across today's most important digital compliance topics. Each expert will share practical considerations and advice, followed by an open Q&A where dealers can bring their questions directly to the experts.

Come with questions and leave with a clearer understanding of what your dealership should be thinking about in today's evolving digital landscape.

**Division:** A&T, C&F
**Primary Track:** Marketing

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**Email Marketing that Works**
A seamless customer experience depends on a strong partnership between John Deere and its dealers. This interactive discussion brings Deere representatives and dealership marketers together to explore how customers move from Deere to the dealership, where communication gaps exist, and how the handoff process can be improved. Share challenges, discuss best practices, and help shape a more connected customer journey that benefits customers, dealerships, and John Deere alike.

**Division:** A&T, C&F
**Primary Track:** Marketing

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**How to conquest your AOR: Compact Utility Tractors**
Compact Utility Tractor customers do not always look like traditional equipment buyers. This session explores how dealerships are successfully identifying new audiences, tailoring their messaging, leveraging digital marketing and local events, and creating customer experiences that grow compact equipment sales. Hear practical insights from John Deere and fellow dealers on strategies that are expanding market share in this highly competitive segment.

**Division:** A&T Only
**Primary Track:** Marketing

**Hot Topics in Marketing: An Interactive Roundtable**
Join an open discussion on the biggest opportunities and challenges facing dealership marketing today. From local sponsorships to marketing automation, John Deere partnerships, and emerging technologies, this facilitated roundtable gives attendees the opportunity to share ideas, ask questions, and help shape future collaboration between Deere and its dealer network. Sponsorships - Jenni Badding | Marketing Automation - Kelli Sullivan |Marketing Resources - Amie Jacobs & Gail Dawes

**Division:** A&T, C&F
**Primary Track:** Marketing

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**Lead Generation to Closing the Deal**
Join a panel of dealer marketers as they discuss how their teams manage leads from first touch to final outcome. Explore how Deere-generated and dealer-sourced leads are received, routed, assigned, nurtured, and handed off to sales, then discover how dealerships are measuring success by tracking opportunities won, lost, and everything in between. Whether you are building a lead management process from the ground up or refining an existing system, you'll gain practical ideas to help connect marketing efforts with measurable business results.

**Division:** A&T, C&F
**Primary Track:** Marketing
**Additional Track:** Sales, Rental

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**Marketing in the Age of AI**
Search is changing. Customers are increasingly turning to AI-powered tools for answers, while marketers are using AI to create content faster than ever before. Learn how dealerships can prepare for the future by optimizing websites and content for AI-driven search (AEO), leveraging AI to generate high-quality marketing content, and understanding the evolving role of artificial intelligence in dealership marketing. Walk away with practical ideas that will help improve visibility, efficiency, and long-term digital relevance.

**Division:** A&T, C&F
**Primary Track:** Marketing

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**Marketing Feedback Session**
Help shape the future of the JDUG Marketing Track by joining this interactive feedback session. As the final marketing session of JDUG 2027, this is your opportunity to share insights, discuss what worked well, identify opportunities for improvement, and suggest topics for future conferences.

Whether you are a first-time attendee or a longtime participant, your feedback is valuable. Join fellow marketers and track leaders as we gather ideas and recommendations to continue building a stronger, more relevant experience for dealership marketers in the years ahead.

**Division:** A&T, C&F
**Primary Track:** Marketing

**Marketing Workflows: Tools, Platforms, and Apps**
Every marketing team has projects to manage, content to produce, approvals to collect, and deadlines to meet, but no two dealerships organize their work the same way. Join dealers as they share the tools, platforms, apps, and workflows they rely on to manage requests, prioritize projects, track performance, and keep their teams aligned. Whether you are a one-person marketing department looking to do more with less or part of a larger team coordinating across multiple locations, you'll discover practical ideas and systems you can adapt to improve your own marketing operations.

**Division:** A&T, C&F
**Primary Track:** Marketing

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**Social Media That Actually Sells Equipment**
BRING COMPUTERS AND PHONES - Creating great content is only half the battle. Being seen is where the real impact begins. In this interactive workshop, attendees will collaborate to create a piece of social media content from concept to publication while exploring practical strategies for planning, capturing, and sharing content that engages customers. The session will also cover employee advocacy, customer advocacy, and ambassador programs that help extend your dealership's reach through authentic voices. Walk away with a finished piece of content, fresh ideas, and practical tactics you can begin using immediately. testing out different platforms**.**

**Division:** A&T, C&F
**Primary Track:** Marketing

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**Shop.Deere.com: Tool Time**
Utilize the high-powered marketing tools, powered by Binford, to improve your marketing ROI.

**Division:** A&T, C&F
**Primary Track:** Marketing
**Additional Track:** Parts

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**Using Incentives to Build Customer Loyalty**
Incentives are one of the most powerful tools dealers have to influence customer behavior, increase share of wallet, and drive aftermarket growth. This session will examine today's aftermarket incentive landscape, highlight successful dealer strategies, and explore how targeted offers, rewards programs, and customer insights can be used to create lasting customer relationships. Learn what is working today, what's coming next, and how to turn incentives into a competitive advantage for your business.

**Division:** A&T
**Primary Track:** Marketing
**Additional Track:** Rental, Sales

Return to Marketing Session list

# FINANCE SESSIONS

| Class Title | Instructor(s) |
|---|---|
| Finance Mixer | ***Andrea Carlin, Truland***<br>***Meghan Roach, King Ranch Ag & Turf*** |
| Advanced JDSC Recon Dealer Panel (A&T Only) | Traci Osborne |
| Advanced JDSC Recon Dealer Panel (C&F Only) | Traci Osborne |
| AI in Finance | ***Meghan Roach, King Ranch Ag & Turf*** |
| Finance Roundtable – ***EQUIP™*** | ***Andrea Carlin, Truland***<br>***Meghan Roach, King Ranch Ag & Turf*** |
| Finance Roundtable – General Session | ***Andrea Carlin, Truland***<br>***Meghan Roach, King Ranch Ag & Turf*** |
| Finance Roundtable – Wrap Up Session | ***Andrea Carlin, Truland***<br>***Meghan Roach, King Ranch Ag & Turf*** |
| JDDO Insights for Finance & Accounting | Traci Osborne |
| JDF Payment Solutions – Across the Deere Ecosystem | Ryan Galles, Tony Nichols |
| JDFO Roundtable: Hear from Dealers Who've Made the Leap | Aimee DeGrauwe, Traci Osborne |
| JDSC Roundtable – Canada | Traci Osborne, Kristen Rybnick |
| The Margin in the Middle: Query, BI & Automate | ***Haley Rodriguez, Tellus Equipment*** |
| Pinion - TBD | Marc Johnson, Pinion Global |
| Roundtable – IntelliDealer | ***Meghan Roach, King Ranch Ag & Turf*** |

**Finance Mixer**
The conference starts here! Join fellow finance and accounting professionals for an hour of networking, conversation, and community-building before the sessions begin. Together, we will set the stage for a great week of learning, collaboration, and shared success.

**Division:** A&T, C&F
**Primary Track:** Finance

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**Advanced JDSC Recon Dealer Panel (A&T Only)**
This training session covers dealer lead reconciliation activities and industry best practices designed to improve the accuracy and efficiency of JDSC-to-dealer General Ledger (GL) reconciliation.

**Division:** A&T
**Primary Track:** Finance

**Advanced JDSC Recon Dealer Panel (C&F Only)**
This training session covers dealer lead reconciliation activities and industry best practices designed to improve the accuracy and efficiency of JDSC-to-dealer General Ledger (GL) reconciliation,

**Division:** C&F
**Primary Track:** Finance

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**AI in Finance**
Panel with dealers discussing AI implemented at their dealerships.

**Division:** A&T, C&F
**Primary Track:** Finance

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**Finance Roundtable – *EQUIP*™**
This roundtable brings together finance and accounting professionals from across the dealer network to discuss challenges, share best practices, and help one another solve real-world business issues. Bring your toughest EQUIP questions, learn how other dealerships approach similar situations, and take-home ideas that can improve processes, reporting, and overall efficiency at your dealership.

**Division:** A&T, C&F
**Primary Track:** Finance

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**Finance Roundtable – General Session**
Connect with fellow finance and accounting professionals for a candid conversation about the opportunities and challenges facing dealership finance and accounting teams today. This open forum encourages participants to ask questions, share experiences, and learn from peers across different dealerships and business systems.

Whether you are interested in improving processes, benchmarking practices, discussing accounting guidance application, or solving a specific challenge, you'll leave with fresh perspectives, new connections, and actionable ideas to implement at your dealership.

**Division:** A&T, C&F
**Primary Track:** Finance

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**Finance Roundtable – Wrap Up Session**
The conference may be ending, but the conversation does not have to! Join this final roundtable to connect with other dealers, ask lingering questions, share lessons learned to take back to your dealership. Bring your questions, challenges, and ideas as we close out the event together and prepare for the road ahead.

**Division:** A&T, C&F
**Primary Track:** Finance

**JDDO Insights for Finance & Accounting**
Through real-world dealer examples, you will see how finance teams are leveraging the JDDO experience in JDSO, JDSMO, DIT, and other applications. Whether you are just getting started or looking to expand your use of JDDO, this session will provide practical ideas and lessons learned that you can take back and apply at your dealership.

**Division:** A&T, C&F
**Primary Track:** Finance

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**JDF Payment Solutions – Across the Deere Ecosystem**
Learn how JDF Payment Solutions connects in-person and digital payments across the Deere ecosystem, helping dealers better manage payment costs, streamline operations, and deliver a consistent, integrated customer experience.

**Division:** A&T, C&F
**Primary Track:** Finance
**Additional Track:** Leadership

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**JDFO Roundtable: Hear from Dealers Who've Made the Leap**
Thinking about JDFO? Get the perspective of dealers who have been there. This open roundtable is your opportunity to ask current JDFO dealers about their journey, from deciding to make the change through implementation and operating on JDFO today. Explore what's different, what's better, what they've learned, and what they wish they had known before getting started. Bring your questions and join in a candid conversation designed to help you better understand what a move to JDFO could mean for your finance team.

**Division:** A&T, C&F
**Primary Track:** Finance

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**JDSC Roundtable - Canada**
This session is designed specifically for Canadian dealers and their recent JDSET to JDSC journey. Bring your questions, share your experiences, and hear how other dealerships are approaching JDSC Equipment, Accounts, ATD and more.

**Division:** A&T, C&F
**Primary Track:** Finance

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**The Margin in the Middle: Query, BI & Automate**
Discover how finance leaders can use Power Query, Power BI, and Power Automate to streamline reporting, reduce manual effort, and turn ERP data into actionable insights. After reviewing dealership use cases, we will walk through a real-world Power Query solution, exploring how the data was transformed and structured before being visualized in Power BI. You will leave with practical techniques you can apply to improve reporting and decision-making within your dealership.

**Division:** A&T, C&F
**Primary Track:** Finance

**Pinion - TBD**
**TBD**

**Division:** A&T, C&F
**Primary Track:** Finance

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**Roundtable - IntelliDealer**
Skip the formal presentation and join a collaborative conversation centered on real dealership challenges and solutions. This roundtable is driven by attendee questions and experiences, giving participants the opportunity to crowdsource ideas from finance and accounting professionals who use IntelliDealer every day.

**Division:** A&T, C&F
**Primary Track:** Finance

Return to Finance Session list

# SERVICE SESSIONS

| Class Title | Instructor(s) |
|---|---|
| Monday Morning Rise & Connect Service Mixer | ***David Heath, Quality Equipment, LLC Sabrina Thompson, American Implement*** |
| Advancing the Service Center Plan Experience | Tom Chiles, Elydia Thomas |
| The Alphabet Soup of Aftermarket | ***Dan Inglima, Everglades Equipment James Lucas, Quality Equipment*** |
| Building the Workforce of the Future | Kelly Greer, Edward Kunka |
| ExpertConnect™ Panel | ***David Heath, Quality Equipment, LLC Sabrina Thompson, American Implement*** |
| JDPS OEM Engine Network | Jessica Frank |
| JDSO Views and Dashboards 101 | Pam Garner |
| Service Center and JDSO: Enabling Efficiency | Brian Coffman, Nicholas Godwin |
| Service Center: Driving Future Enhancements | Lauren Harbaugh, Delaney Kolberg |
| Service Roundup | ***David Heath, Quality Equipment, LLC Sabrina Thompson, American Implement*** |
| Service Roundtable | ***David Heath, Quality Equipment, LLC Sabrina Thompson, American Implement*** |
| Shaping the Future of Dealer Connections | Dan Johnson, Austin Sawyer |
| The Alphabet Soup of Aftermarket | ***Dan Inglima, Everglades Equipment James Lucas, Quality Equipment*** |

**Monday Morning Rise & Connect Service Mixer**
Come set the tone for your JDUG experience. Mingle with other dealer groups, share session plans and make sure you set yourself up to get the most out of your JDUG experience.

**Division:** A&T, C&F
**Primary Track:** Service

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**Advancing the Service Center Plan Experience**
This advancing aftermarket opportunities class will provide an overview of the latest PoPS integration with Service Center and highlight key enhancements to Aftermarket Opportunities, including the addition of Lifecycle Services. Participants will also learn about the new Custom Program capability, which enables dealers to more effectively identify and target machine populations for aftermarket growth initiatives.

**Division:** A&T, C&F
**Primary Track:** Service
**Additional Track:** Parts

**The Alphabet Soup of Aftermarket**
TC, CDI, CPIA, MMS—today's aftermarket environment is filled with new programs, processes, and acronyms. As expectations continue to evolve, dealerships have had to adapt, expand their capabilities, and find new ways to support their customers while navigating these changes.

**Division:** A&T, C&F
**Primary Track:** Service
**Additional Track:** Parts

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**Building the Workforce of the Future**
Finding qualified technicians is challenging—but retaining them is even more critical. Join us for a deep dive into the issues surrounding technician recruitment, development, and long-term retention.

This session will feature insights directly from technicians as they share what attracted them to the industry, what keeps them engaged in their current roles, and what factors influence their career decisions. By hearing firsthand perspectives from the people doing the work every day, dealerships can better understand how to create an environment that attracts top talent and encourages them to stay.

Learn how dealerships are adapting their hiring, training, career development, and workplace culture strategies to build a strong, sustainable workforce that is prepared to support customers for years to come.

**Division:** A&T, C&F
**Primary Track:** Service
**Additional Tracks:** Human Resources, Leadership

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**ExpertConnect™ Panel**
Join us for an interactive dealer-led panel focused on real-world experiences with Expert Connect. Participants will share how they are utilizing the platform today, the processes and best practices that have worked for their dealerships, and their plans for expanding its use in the future. The Deere team will also touch on quality updates that have been made.

This session is designed to be a collaborative discussion, giving you the opportunity to learn directly from your peers, exchange ideas, and ask the questions that matter most to your dealership. Whether you are just getting started or looking to take your Expert Connect usage to the next level, this roundtable will provide valuable insights and practical takeaways.

**Division:** A&T, C&F
**Primary Track:** Service
**Additional Track:** Parts

**JDPS OEM Engine Network**
How dealers can win with non-deere equipment.
John Deere dealers routinely encounter equipment powered by John Deere engines that fall outside traditional Ag and C&F support models-yet many are unsure how to support these opportunities or where to turn for help. This session demystifies the John Deere Power Systems (JDPS) OEM engine network and equips dealers with the knowledge and confidence to service engines installed in non-Deere equipment.

**Division:** A&T, C&F
**Primary Track:** Service
**Additional Track:** Parts

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**JDSO Views and Dashboards 101**
JDSO users bring your laptops and learn to set up charts, use out of the box reporting, and set up dashboards in real time.

**Division:** A&T, C&F
**Primary Track:** Service
**Additional Track:** IT/Digital Security

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**Service Center and JDSO: Enabling Efficiency**
See how Service Center and JDSO work together as John Deere's Deere on Deere service solution. Explore integrated workflows, Standard Jobs, inspections, and future capabilities designed to reduce complexity, improve efficiency, and deliver a unified dealership service experience.

**Division:** A&T, C&F
**Primary Track:** Service

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**Service Center: Driving Future Enhancements**
Help shape the future of Service Center in this interactive dealer roundtable. We will review highlights from the past year, share early concepts and mockups for upcoming enhancements, and discuss key topics that are influencing our direction. Bring your feedback, ideas, and experiences as we explore what's next and preview work on the horizon.

**Division:** A&T, C&F
**Primary Track:** Service

**Service Roundtable**
Join your fellow service professionals for an open and interactive roundtable discussion focused on the current challenges, opportunities, and trends impacting dealership service operations.

This session provides a valuable opportunity to exchange ideas, share best practices, and learn how other dealerships are addressing common issues in areas such as technician development, workflow efficiency, customer support, service profitability, and emerging technologies.

Bring your questions, experiences, and insights as we collaborate to identify solutions and discuss strategies for strengthening service operations and delivering exceptional customer support.

**Division:** A&T, C&F
**Primary Track:** Service
**Additional Track:** Leadership

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**Service Roundup**
Let's finish strong! Recap of the JDUG and key takeaways. Next steps and plan for JDUG 2028

**Division:** A&T, C&F
**Primary Track:** Service

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**Shaping the Future of Dealer Connections**
Help Shape the Future of Dealer Connections. This interactive session will provide a brief overview of current Dealer Connections capabilities before shifting to a discussion with you. We want to hear what's working well today, where you are seeing value, and how the platform can continue to evolve to better support your dealership. Beyond service requests, we will explore what other dealer and customer communications could be managed through Dealer Connections and gather your input on future opportunities. Join the conversation and help define the vision for a more connected digital experience.

**Division:** A&T, C&F
**Primary Track:** Service
**Additional Track:** Leadership

Return to Service Session list

# SALES/RENTAL SESSIONS

| Class Title | Instructor(s) |
|---|---|
| Sales & Rental Mixer | ***Heather Brunner, Beard Equipment Company***<br>***Brenden Honebrink, Midwest Machinery***<br>***Andrew Hemp, Dobbs Equipment***<br>***Tara Winterquist, RDO Equipment*** |
| Advanced Rental Processes | ***Andrew Hemp, Dobbs Equipment***<br>***Tara Winterquist, RDO Equipment*** |
| Anti-Money Laundering (AML) in Canada: One Year In | Steve Watson |
| Beyond the Sale: Driving Customer Value | Alex Carson |
| Business Intelligence Storytelling | ***Austin Gordon, Hutson, Inc.***<br>***Brenden Honebrink, Midwest Machinery*** |
| Channel Connect | Kevin Lawrence |
| The Connected Lead Journey | Alex Wallway, Eric Ware |
| Customer Experience Focused Financing | Kevin Lawrence, Matthew Meyer |
| Integrated Rental – Dealer Roundtable | ***Mark Favetti, 4 Rivers Equipment***<br>***Preston McGhee, James River Equipment*** |
| Intro to Microsoft/JDDO Rental | Bill Howe |
| Introduction to the new DFR Application | Steve Determan |
| JDSC Sales Tools: Quote/Incentives/Finance/SA | Steve Determan, Gretchen Strah, Sheryl Stampfli, David Swisher |
| John Deere Protect | Mark Fincham, Lindsay Pilgrim |
| | |
| Legal Issues Related to JDF (US Only) | Libby Ream, Samantha Walls |
| MachineFinder™Pro: What's New & Best Practices | Mark Clark |
| Maximizing Value from JDSMO Deal Workflow | Eric Ware |
| Network PAR-TEE Build Connections to Drive Success | ***Heather Brunner, Beard Equipment Company*** |
| Optimizing JDSMO: Dealer Roundtable | Alex Wallway, Eric Ware |
| Sales Manager Roundtable | ***Heather Brunner, Beard Equipment Company***<br>***Brenden Honebrink, Midwest Machinery*** |
| Total Cost of Ownership – Stop Competing on Price | Jody Newkirk |
| Unit Budget Tool (UBT): Best Practices for Better Business Decisions | Todd Frye |
| Unlocking DIT's Full Potential | Ryan Carney |

*** Dealer presenter names are ***bold and italics***

Company Use

**Sales & Rental Mixer**
The Sales & Rental Mixer is designed to welcome attendees, build relationships across dealerships, help first-time conference participants get comfortable, and provide an overview of JDUG classes and learning opportunities available throughout the conference.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Rental
**Recommended For:** Sales Leadership, Sales Operations, Inventory

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**Advanced Rental Processes**
To provide a deeper understanding of Rental processes and rental purchases:

- Depreciation practices
- Invoicing approaches (upfront billing vs. arrears)
- Fleet planning, equipment lifecycle, replacement timing, and disposal strategy
- Current best practices and future process direction
- Rental rate strategy, discount authority, competitive benchmarking, and rate governance
    - Fleet utilization, profitability, and return on investment by equipment category
    - Cash/Credit Card rentals
    - R&M Tracking / Capitalization
    - Rental contract standards, insurance requirements, credit limits, fraud prevention, and compliance
    - Check In / Check Out Process – Automation to make more efficient
    - Reservation management, equipment availability, overbooking prevention, and branch-to-branch transfers
    - Damage Recovery
    - Rental Call Off / Return to Ready
    - NPS / NLS – Voice of the Customer
    - John Deere Rental Scorecard

**Division:** A&T, C&F
**Primary Track:** Rental
**Additional Track:** Sales

**Anti-Money Laundering (AML) in Canada:  One Year In**
It's been nearly a year since Canada's enhanced AML requirements took effect. Join us as we share key learnings from the first year, discuss common dealer and customer experiences, review enhancements made to the verification process, and highlight best practices for supporting customers while meeting compliance requirements. Whether you're looking for a refresher or want to learn what's changed since implementation, this session will provide practical insights you can apply right away.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Leadership
**Recommended For:** Sales Leadership, Sales Operations

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**Beyond the Sale: Driving Customer Value**
Beyond the Sale explores how connected customers create value across your dealership. Hear from Deere on how digital connectivity benefits Sales, Parts, and Service, and learn how recent system integrations have made it easier than ever to connect customers and unlock the value within Operations Center.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Parts, Service
**Recommended For:** Sales Leadership, Sales Operations

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**Business Intelligence Storytelling**
This course focuses on transforming business data using Power BI into meaningful insights that drive decision-making. Participants will learn how to analyze market share trends, interpret key performance indicators (KPIs), and develop compelling data-driven narratives using business intelligence tools and reports.

Key topics include:

- Understanding market share metrics, industry benchmarks, and competitive positioning.
- Analyzing sales, customer, and operational data to identify trends, opportunities, and risks.
- Creating and interpreting dashboards, scorecards, and management reports.
- Using data visualization techniques to communicate insights clearly and effectively.
- Developing storytelling skills that connect data findings to business objectives and actionable recommendations.
- Presenting business performance updates to managers and leadership teams with confidence and clarity.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** IT/Digital Security/Leadership
**Recommended For:** Sales Leadership, Sales Operations, Inventory
**Channel Connect**

Learn how you can manage your John Deere Financial retail portfolio using Channel Connect, including using the latest enhancements. This session will provide an opportunity to learn how other dealers are using the tool and provide feedback on what you would like to see in Channel Connect in the future.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Finance
**Recommended For:** Sales Leadership, Sales Operations

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**The Connected Lead Journey**
Learn how Deere and dealer-sourced leads are brought together through the Dealer Data Lake and delivered directly into JDSMO, creating a seamless lead management experience. We will explore how dealerships are managing leads today, both with and without JDSMO, and share best practices for improving visibility, follow-up, and conversion.

See how dealers can quickly qualify leads and create a JDSC quote without leaving JDSMO, reducing manual effort and keeping the sales process moving. This session highlights Deere-on-Deere solutions designed to meet dealers where they are today while providing a clear path to a more connected and efficient sales workflow.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Marketing
**Recommended For:** Sales Leadership, Sales Operations

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**Customer Experience Focused Financing**
This class will focus on JDF's continued journey to fast and convenient financing solutions for your customers. Join us for a review of dealer led financing proposals that can be digitally shared with your customer and subsequently turned into a customer led credit application with embedded identity verification. During this review we will share more about the latest developments in JDF's quest for lower friction identify verification as we continue to develop tools that reduce the burden on both dealers and customers. We look forward to active engagement from you as our first priority remains developing solutions that work for you and your customers. See you in San Diego!

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Finance
**Recommended For:** Sales Leadership, Sales Operations

**Integrated Rental – Dealer Roundtable**
A roundtable discussion led by a few dealers that are using Integrated Rental in their rental operations. Discuss best practices and helpful hints on how to best utilize this rental software.

**Division:** A&T, C&F
**Primary Track:** Rental

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**Intro to Microsoft/JDDO Rental**
Learn how to increase your rental process efficiency, streamline your equipment turnaround times and improve the accuracy & speed of your invoicing with JDDO Rental! We will demonstrate the app and highlight how it could be used by employees involved in the rental process at your dealership. We will also review our current priorities/roadmap and implementation timelines.

**Division:** A&T, C&F
**Primary Track:** Rental

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**Introduction to the new DFR Application**
Join us for an engaging session on the new DFR application, designed to replace the previous DRM and SDA systems within John Deere Sales Center (JDSC). This class offers a unique opportunity to learn directly from dealers who are successfully utilizing the new application to enhance their request and approval processes.

During this session, you will:

- Hear firsthand accounts from dealers about their experiences with the new DFR application.
- Discover how the application has streamlined their workflows and improved efficiency in handling requests.
- Participate in a live demonstration showcasing the JDSC Quote functionality, specifically tailored to assist with your DFR request submissions.
- Engage in open discussions to address your questions and explore best practices for utilizing the DFR application effectively.

This class is specifically designed for users of the new DFR application. You will gain essential insights and practical knowledge to help you get started with DFR within the JDSC platform. Don't miss this chance to build your skills and improve your operational processes from the ground up!

**Division:** A&T, C&F
**Primary Track:** Sales
**Recommended For:** Sales Leadership, Sales Operations, Inventory

**JDSC Sales Tools: Quote/Incentives/Finance/SA**
Join us to learn about the progress of the JDSC Sales Process, we will focus on products like Quote, Retail Incentives, Retail Finance, and the mobile application Sales Assistant. We will review where these products are on their respective roadmaps and demo current functionality.

**Division:** A&T, C&F
**Primary Track:** Sales
**Recommended For:** Sales Leadership, Sales Operations, Inventory

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**John Deere Protect**
Learn how the John Deere Protect portfolio is evolving to help dealers deliver greater value throughout the equipment lifecycle. This session will provide a brief overview of the portfolio while highlighting how each solution supports customer uptime, equipment care, and ownership confidence.

One primary focus will be on a new solution designed to compete in the competitive landscape with Cat CVAs, Komatsu Care, Fendt GoldStar, amongst others. By combining proactive maintenance, machine monitoring, connected machine intelligence, and data-driven repair strategies, this offering is intended to help customers reduce downtime with predictable operating costs.

This class is recommended for corporate level sales managers as this product offering will serve a niche customer base.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Leadership

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**Legal Issues Related to JDF (US Only)**
Protect your dealership from legal risks. Hear from John Deere Financial legal experts on top legal topics to ensure you have quality processes in place at your dealership. Topics will include eSignature and identity authentication, as well as an update on upcoming data collection requirements. This session includes content from previous years' classes as well as new information.

**Division:** A&T, C&F
**Primary Track:** Leadership
**Additional Track:** Sales
**Recommended For:** Sales Leadership, Sales Operations

**MachineFinder™Pro: What's New & Best Practice**
Discover the latest MFPro enhancements and learn practical tips to boost your dealership's efficiency. This session covers new/upcoming features, proven Dealer best practices, and the MFPro mobile application.

**Division:** A&T, C&F
**Primary Track:** Sales
**Recommended For:** Sales Leadership, Sales Operations, Inventory

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**Maximizing Value from JDSMO Deal Workflow**
JDSMO Deal Workflow helps dealerships create consistent, repeatable sales processes while providing flexibility to support unique business needs. In this session, we will explore how workflows drive visibility, accountability, and efficiency across the deal lifecycle. Learn how dealerships can configure workflows to align with both standard and customized processes, automate key activities, and improve team collaboration. Hear how dealers are leveraging Deal Workflow today and discover best practices for maximizing adoption and business value.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Marketing
**Recommended For:** Sales Leadership, Sales Operations, Inventory

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**Network PAR-TEE Build Connections to Drive Success**
Step onto the green and into meaningful conversations at a networking PAR-TEE, a fun and interactive networking session designed exclusively for Deere Golf Dealers. Whether you are new to the dealer network or a seasoned professional, this session provides the perfect opportunity to connect with fellow dealers, share best practices, exchange ideas, and build relationships that extend far beyond the course or dealership.

Through engaging activities and relaxed conversation, you will strengthen your professional network, discover innovative approaches to common challenges, and gain valuable insights from peers across the Deere Golf community. Come ready to collaborate, learn, and make connections that will help your business stay above par.

What can you gain?

- Expand your network with Deere Golf dealers from across the region.
- Share experiences, challenges, and proven strategies.
- Discover new ideas and business opportunities through peer collaboration.
- Build lasting relationships in a fun, casual atmosphere.

No golf expertise required. Just bring your enthusiasm, your business cards, and your willingness to connect.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Tracks:** Finance, Parts Service, Rental
**Recommended For:** Sales Leadership, Sales Operations, Inventory

**Optimizing JDSMO: Dealer Roundtable**
Join this interactive roundtable where the agenda is driven by you. Share experiences, explore dealer-selected JDSMO capabilities, and discuss real-world processes, challenges, and success stories with fellow dealers and JDSMO Product Managers. Whether you are looking for new ideas, best practices, or ways to get more value from JDSMO, this session provides a collaborative forum to learn from peers, exchange insights, and discover practical optimization strategies you can take back to your dealership.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Marketing
**Recommended For:** Sales Leadership, Sales Operations, Inventory

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**Sales Manager Roundtable**
This interactive roundtable session brings Sales Managers together to collaborate on topics including sales forecasting, lead time management, lease/rental return opportunities, customer expectations, and cross-functional coordination to achieve sales objectives. The session will also provide an opportunity to review key takeaways and insights from JDUG 2027, share successful approaches, and discuss how to apply those learnings within dealerships to enhance sales performance and customer satisfaction.

**Division:** A&T, C&F
**Primary Track:** Sales
**Recommended For:** Sales Leadership, Sales Operations, Inventory

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**Total Cost of Ownership- Stop Competing on Price**
Start using Total Cost of Ownership tool to show value of equipment and stop competing on price. This tool allows you to show costs per hour of equipment and highlight value.

We will share some of the improvements and our planned enhancements for the coming year.

This is your chance to learn a new selling tool and shape how it is improved.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Marketing
**Recommended For:** Sales Leadership, Sales Operations

**Unit Budget Tool (UBT): Best Practices for Better Business Decisions**
Get more value from the Unit Budget Tool (UBT) by learning practical best practices that can help turn planning information into more informed business decisions. This interactive session will bring dealers and their Account Sales Leads together to **share real-world approaches, discuss what's working, and learn from one another**. Attendees will leave with practical ideas for using UBT more effectively in their planning and decision-making processes.

**Division:** A&T Only
**Primary Track:** Sales
**Additional Track:** Leadership
**Recommended For:** Sales Leadership, Sales Operations, Inventory

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**Unlocking DIT's Full Potential**
Dealer Inventory Tracking (DIT) continues to evolve with new capabilities that improve inventory visibility and operational efficiency. Join us to learn about the latest DIT enhancements, upcoming integrations, and future roadmap plans. We will also hear from dealers who are optimizing processes, reducing manual work, and driving better inventory management through DIT. Leave with practical ideas and best practices you can apply in your dealership.

**Division:** A&T, C&F
**Primary Track:** Sales
**Additional Track:** Finance, Service, Rental
**Recommended For:** Sales Leadership, Sales Operations

Return to Sales/Rental Session list

# PARTS SESSIONS

| Class Title | Instructor(s) |
|---|---|
| Parts 0: Mixer, Orientation, Networking | ***Bobbie LeFevre, Coastline Equipment*** ***Michael McKenna, United Ag & Turf NE*** |
| Parts 1: MLPF – From Data to Decisions | Taylor Axelson, Chad Lien, Julie Spears |
| Parts 2: JDPO (Parts Modern) – What's Next? | TBD |
| Parts 2: Claims, Cores, Returns, Oh My! | Casie Cisse |
| Parts 3: F&O Parts Backend Deep Dive | TBD |
| Parts 3: John Deere Essentials | Evan Hopkey, Brandon Wyant |
| Parts 3: Shop.Deere.com | Ethan Gibbons |
| Parts 4: 2027 Promotions & Redemptions | Mark Brokaw |
| Parts 5: Open Parts Roundtable | ***Bobbie LeFevre, Coastline Equipment*** ***Michael McKenna, United Ag & Turf NE*** |
| Reimagining the Future of the Dealer Parts Journey | Justin Verschoore |

**Parts 0: Mixer, Orientation, Networking**
This session serves as the kickoff networking and orientation event for JDUG 2027 participants. Attendees will have the opportunity to connect with peers, build relationships across dealerships, and gain an understanding of the program structure and expectations. The session will also encourage active participation throughout the conference by introducing upcoming roundtable discussions and providing guidance on submitting discussion topics and questions in advance.

**Division:** A&T, C&F
**Primary Track:** Parts

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**Parts 1: MLPF – From Data to Decisions**
Operations Center has evolved far beyond machine monitoring. In this session, you will learn Join fellow parts professionals, Deere and RPM analysts for a discussion on MLPF and its impact on dealership parts operations. Attendees will explore how MLPF recommendations are being used, discuss approaches to measuring success, share dealership experiences, and exchange ideas for improving inventory strategies and customer support.

Class Objective: Encourage peer-to-peer discussion and knowledge sharing around MLPF implementation, utilization, and best practices.

**Division:** A&T, C&F
**Primary Track:** Parts
**Additional Track:** Leadership

**Parts 2: JDPO (Parts Modern) – What's Next?**

John Deere continues to transition its Parts Distribution Centers to the Modern Parts Ordering (JDPO) platform, creating changes that impact dealership parts operations. This session will provide updates on the JDPO roadmap, including lessons learned from the Milan conversion, expectations for future warehouse conversions such as Grimsby, and upcoming system enhancements. Participants will have the opportunity to discuss operational impacts, share experiences from completed conversions, learn about available resources, and understand how the weekly JDPO meetings can help dealerships stay informed and prepared as additional facilities transition too Modern.

Class Objective: Provide dealers with an understanding of the JDPO warehouse conversion roadmap, share lessons learned from completed implementations and discuss resources and best practices to help dealerships prepare for future transitions.

Note: If your dealership has already been converted to Modern Parts Ordering (JDPO) and is comfortable with current processes, this session may be less relevant, as the primary focus will be on upcoming warehouse conversions and associated changes.

**Division:** A&T, C&F
**Primary Track:** Parts

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**Parts 2: Claims, Cores, Returns, Oh My!**
Claims, core returns, and parts returns continue to be key areas of focus for dealership parts operations. This session will bring together dealers and John Deere representatives to discuss current best practices, common challenges, and opportunities for process improvement. Deere will provide updates on upcoming changes and enhancements within JDPO, including impacts on claims, returns, and core management processes. Attendees will have the opportunity to ask questions, share experiences, and gain a better understanding of how evolving processes may affect dealership operations.

Class Objective: Provide dealers with insight into upcoming JDPO-related process changes, facilitate discussion around claims, cores, and return best practices, and identify opportunities to improve efficiency, compliance, and overall process effectiveness.

**Division:** A&T, C&F
**Primary Track:** Parts

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**Parts 3: F&O Parts Backend Deep Dive**
As John Deere continues to develop the Finance & Operations (F&O) platform, understanding the parts back-office functionality will be critical for dealership success. This interactive session will provide a deeper look into the parts controls and processes being developed within F&O, including inventory controls, pricing controls, costing methods, and purchase order creation and management. Attendees will gain insight into the future direction of the platform, hear updates on planned functionality, and have the opportunity to ask questions and provide feedback to help shape discussions around dealership operational needs.

**Division:** A&T, C&F
**Primary Track:** Parts

**Parts 3: John Deere Essentials**

John Deere continues to expand its portfolio of products designed to provide customers with additional options across parts, fluids, and aftermarket solutions. This session will explore key offerings such as Essentials by John Deere™, Hy-Gard Flex, and other emerging products that support Deere's strategy of providing customers with the right solution for their equipment, application, and budget. Attendees will learn about product positioning, customer value propositions, portfolio strategy, and how these offerings fit within dealership parts operations. The session will also provide updates on future portfolio developments and offer an opportunity for discussion on how dealerships can effectively communicate these options to customers.

**Division:** A&T, C&F
**Primary Track:** Parts

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**Parts 3: Shop.Deere.com**
See how Shop.Deere.com is evolving to better serve dealerships and their customers. This session highlights new platform capabilities, the DCP-to-Shop transition for John Deere parts purchasing, and operational improvements that help dealership teams work more efficiently while creating a more connected and convenient customer experience. Attendees will also have the opportunity to share experiences, ask questions, and learn about enhancements that may impact dealership operations.

**Division:** A&T, C&F
**Primary Track:** Parts

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**Parts 4: 2027 Promotions & Redemptions**
Stay ahead of what is coming in 2027 as John Deere shares plans for upcoming parts promotions, incentive programs, and redemption processes. This Deere-led session will provide updates on promotional strategies, program changes, and operational impacts that dealerships should be aware of as they prepare for the upcoming year. Attendees will gain insight into updated redemption procedures, key process changes, and best practices for maximizing program effectiveness while minimizing administrative challenges. Ample time will be reserved for questions and discussion, allowing dealers to better understand how upcoming programs may affect their parts operations and customer engagement efforts.

**Division:** A&T, C&F
**Primary Track:** Parts
**Additional Track:** Marketing

**Parts 5: Open Parts Roundtable**
The Open Parts Roundtable is an opportunity for dealers to engage directly with John Deere and key industry partners in an open, interactive discussion focused on the topics that matter most to today's parts operations. Representatives from areas such as the Parts Distribution Center, JDFO, EQUIP, CDK and dealer business systems will participate in a moderated forum designed to encourage candid conversation, answer dealer questions, and discuss current challenges, upcoming initiatives, and opportunities for improvement.

Discussion topics will be driven by dealer-submitted questions collected before and during the conference, ensuring the session reflects the most relevant issues facing dealerships. Attendees will collaborate, share ideas and experiences with peers, and participate in larger group discussions with subject matter experts.

Class Objective: Create a direct channel of communication between dealerships and John Deere by providing a forum for open discussion, knowledge sharing, and feedback on current and future part-related processes, systems, and initiatives. Attendees will leave with answers to key questions, a broader understanding of industry trends, and valuable insights from both Deere representatives and fellow dealers.

**Division:** A&T, C&F
**Primary Track:** Parts
**Additional Track:** Leadership

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**Reimagining the Future of the Dealer Parts Journey**
The parts experience today is often fragmented across customer channels, within the dealership, and between dealers and Deere creating inefficiencies and missed opportunities. The Unified Parts Experience is Deere’s strategy to reshape the dealer parts experience by better connecting the entire ecosystem.

**Division:** A&T, C&F
**Primary Track:** Parts

Return to Parts Session list

# EXHIBITOR SESSIONS

| Class Title | **Instructor(s)** |
|---|---|
| XXX | XXX |

**XXX**
XXX

Return to Exhibitor Session list

*** Dealer presenter names are ***bold and italics***