



GREAT PLAINS DEALER ASSOCIATION CABO 2025

Business Meeting Agenda

Date	Start	End	Description
Monday, April 14	7:00am	7:15am	Safety and Agenda
	7:15am	8:30am	Dealer Discussion Topics
	8:30am	8:45am	<i>Break</i>
	8:45am	9:00am	CATD – John Bowman
	9:00am	10:00am	Dealer Discussion Topics
	10:00am	10:45am	Dealer Principal Meeting
Tuesday, April 15	7:00am	7:15am	Safety & Agenda
	7:15am	7:45am	Caterpillar 2025 Priorities – Must Wins for 2025 <i>Bob De Lange / Jason Kaiser / Tony Fassino</i>
	7:45am	8:25am	CI Services Growth – Rebuilds, Wear Products, CVA Fulfillment, Services Commitment <i>Damien Giraud / Steph Downing</i>
	8:25am	9:05am	CI Retail Growth – Quality Participation, Sales Funnel Mgt., Digital Coverage, CX <i>Tony Fassino / Rod Shurman</i>
	9:05am	9:20am	<i>Break</i>
	9:20am	10:00am	Digitally Enabling Growth – Customer Onboarding, Digital Adoption, Dealer ERP <i>Bob De Lange / Ogi Redzic</i>
	10:00am	10:40am	CI Rental Growth – Investing to Grow (Caterpillar & Dealer), Covering Metro Opportunity <i>Tony Fassino / Phil Kelliher</i>
	10:40am	11:20am	Electric Power Growth – Grid Support, Data Center Expansion, Rental Power <i>Jason Kaiser / Melissa Busen</i>
	11:20am	11:30am	Close & Meeting Logistics



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Business Meeting Agenda (cont.)

Date	Start	End	Description
Wednesday, April 16	7:30am	7:45am	Safety & Agenda
	7:45am	8:30am	Caterpillar Strategic Priorities – Key Priorities for 2025 & Beyond <i>Joe Creed</i>
	8:30am	9:00am	Sustaining CI Services Growth <i>Mustang Cat</i>
	9:00am	9:30am	Sustaining CI Retail Growth <i>Foley Equipment</i>
	9:30am	9:45am	Break
	9:45am	10:15am	Maximizing Impact of Digital <i>Holt</i>
	10:15am	10:45am	Investing to Grow Power <i>MacAllister</i>
	10:45am	11:20am	Caterpillar Executive Leader Panel – Includes Joe, GPs & SVPs <i>Ann Konecny / Aris Michaelides</i>
	11:20am	11:30am	Close & Meeting Logistics