



# OPPAA

Outdoor Power Parts & Accessories Association



**2023 Annual Meeting  
February 4-6**

**Hyatt Regency Hill Country Resort  
San Antonio, Texas**

# 2023 Annual Meeting Agenda

## **Saturday** **February 4<sup>th</sup>**

<b>2:00 – 5:00</b>	<b>Board of Directors Meeting</b>	<b>Bandera Room B</b>
<b>4:00 – 6:00</b>	<b>Registration</b> <i>Event items and details</i>	<b>Fredericksburg Foyer E</b>
<b>6:00 – 8:00</b>	<b>Dave Errick Welcome Reception</b>	<b>Courtyard Deck</b>

## **Sunday** **February 5<sup>th</sup>**

<b>7:30 – 8:15</b>	<b>Breakfast</b>	<b>Fredericksburg Foyer D</b>
<b>8:30 – 8:45</b>	<b>Opening Remarks</b> <i>Darold Dunham   Power Distributors</i>	<b>Fredericksburg Foyer E-G</b>
<b>8:45 – 9:00</b>	<b>Treasurer Report</b> <i>Scott Rutledge   Medart Engine</i>	
<b>9:00 – 9:45</b>	<b>Myths, Fairytales, and facts in the OPE Market</b> <i>Dave Johnson &amp; Don Miller   Constellation Dealership Group</i>	
<b>9:45 – 10:00</b>	<b>Networking Break</b>	
<b>10:00 – 10:45</b>	<b>Retailer Channel Trends</b> <i>Ryan Miller   Cleveland Research Group</i>	
<b>10:45 – 11:15</b>	<b>Beyond 2023: OPE Forecast</b> <i>Evan Barrington   TraQline</i>	
<b>11:15 – 11:45</b>	<b>State of Dealer Network Panel Discussion</b> <i>Presenters and Invited Guests</i> <i>Led by Darold Dunham   Power Distributors</i>	
<b>11:45 – 12:00</b>	<b>Closing Remarks</b> <i>Darold Dunham   Power Distributors</i>	

### **Afternoon/Evening**

*Open for individual activities*

*\*Agenda/Speaker lineup subject to change*

**Monday  
February 6<sup>th</sup>**

<b>7:30 – 8:15</b>	<b>Breakfast</b>	<b>Fredericksburg Foyer D</b>
<b>8:15 – 8:30</b>	<b>Opening Remarks</b> <i>Darold Dunham   Power Distributors</i>	<b>Fredericksburg Foyer E-G</b>
<b>8:30 – 9:15</b>	<b>How Landscaper and Homeowners views towards Battery Powered OPE are changing</b> <i>Grant Farnsworth   The Farnsworth Group</i>	
<b>9:15 – 10:00</b>	<b>OPE Regulatory &amp; Policy Updates</b> <i>Dan Mustico   Outdoor Power Equipment Institute</i>	
<b>10:00 – 10:15</b>	<b>Networking Break</b>	
<b>10:15 – 11:30</b>	<b>OPE Dealer Awareness</b> <i>Sara Hey   Bob Clements International</i>	
<b>11:30 – 11:50</b>	<b>Member Resources</b> <i>Brandon Martin   OPPAA Liaison</i>	
<b>11:50 – 12:00</b>	<b>Closing Remarks</b> <i>Darold Dunham   Power Distributors</i>	
	<b>Afternoon/Evening</b>	
<b>1:00 – 5:30</b>	<b>Lee Woodcock/Wayne Roger Memorial Golf Tournament</b> <i>Hyatt Hill Country Golf Club</i> <i>*Reservation Required</i>	
<b>6:30 – 7:15</b>	<b>Cocktail Reception</b>	<b>Fredericksburg Foyer E-G</b>
<b>7:15 – 9:30</b>	<b>Memorial Banquet</b>	<b>Fredericksburg Foyer E-G</b>

*\*Agenda/Speaker lineup subject to change*

# Speaker Profiles

## **Sara Hey – Bob Clements International**

## ***Keynote Presenter***

Energetic, personable, and competitive are just a few adjectives that describe Sara Hey, VP of Business Development at Bob Clements International.

In 2011, Sara joined the BCI team to help build social media and marketing efforts. Soon after, she began to take on the management of special events for BCI. As a keynote speaker and presenter at National Meetings, and expos, Sara helps owners and managers discover and implement growth strategies in every department.

In addition to conducting webinars and traveling to national events, Sara works with key manufacturers and leads BCI's product development. Working with manufacturers with dealer channels, she oversees the development of customized training programs for their dealers. And in keeping with the mission of BCI, she consistently works to create new training materials and programs that can be delivered to dealers in affordable and accessible ways.

Sara is an engaging and commanding speaker and will share proven ways to help you move your business forward to create a strong and profitable dealership.

Sara graduated from North Park University, earning a degree in Psychology. After living in Chicago for several years, she and her husband, Austin, now reside in Liberty, Missouri, with their three daughters. Sara likes to run, read, and spend time with her family in her spare time.

## **Ryan Miller – The Cleveland Research Group**

As a Market Research Associate for Cleveland Research Company specializing in industry trends among home centers, homebuilders, building products, and new construction industry. Prior to joining CRC, Ryan interned with J.P. Morgan as an Operations Analyst supporting data management, client reporting, trade processes, and problem resolution.

## **Dave Johnson – Constellation Dealership Group**

With a long history of working directly with manufacturers and dealers to identify areas for business improvement. His goal is bringing time saving integrations and performance reporting to the OPE industry providing better visibility on important key performance indicators and streamlining processes for the dealer. Dave's focus is on dealer profitability and his commitment to the industry has won him the American Honda Premier Partner award as well as the recognition as a valuable business partner from several manufacturers and professional organizations.

### **Don Miller – Constellation Dealership Group**

Don Miller is a Senior Consultant for Constellation and has a 30-year history of working with hundreds of dealers across the nation. Don has served as a General Manager, Sales Manager, F&I Manager and Trainer with several major auto dealerships. For the last 20 years Don has been providing consulting, training, and analytical services to dealers across the nation. During that time, he has developed some impressive custom data analytics tools and reports that have help dealers spot trends and stay ahead of the curve. Don is an expert at using data to analyze and solve industry problems. He is constantly visiting dealers in the RV, Marine, Tractor and OPE markets. This gives Don a very unique insight on the key performance indicators dealers should be watching.

### **Grant Farnsworth – The Farnsworth Group**

The Farnsworth Group has conducted customized research for Fortune 100 companies to start-ups that provides data-based insights to help them improve strategies related to their customer, product, brand, and overall market. For over 15 years, Grant has consulted on qualitative and quantitative research projects for a variety of manufacturers and retailers in the building products and home improvement industry. Grant continues to gain industry knowledge through efforts with organizations like Harvard's Joint Center for Housing and the Home Improvement Research Institute. As a long time drummer, Grant still practices music. His creativity is an often-utilized resource in the company and with clients.

### **Evan Barrington – TraQline**

Dr. Barrington works with a diverse set of clients in various durable goods industries, including appliances, transportation, consumer durables, and housing. He has over thirty years of experience in forecasting and industry analysis and is retained by the OPEI to work with their members of the Market Statistics Committee.

Dr. Barrington earned his Ph.D. in Economics at MIT and his undergraduate degree at Brigham Young University. Dr. Barrington has served as a member of the Board of Directors of the Kentucky Economics Association, is a former Board Member of the National Association for Business Economics, and is a member of the National Business Economic Issues Council.

### **Dan Mustico – Outdoor Power Equipment Institute**

In his current role, Mr. Mustico manages the association's efforts to provide an industry voice on public policy matters before Federal, state, and foreign governments. Included in these efforts are issues before both legislators and regulators involving environmental protection, product safety, product standards, labor & workforce, chemicals, and foreign trade. Dan also manages OPEI's efforts to collect and forecast industry market data.

Prior to 2011, Dan spent 20 years representing the tire & elastomer industries working for the Washington-based Rubber Manufacturers Association. Originally from upstate New York, Dan attended the State University of New York at Cortland. Dan currently lives in Cabin John, Maryland with his wife Kerry and twins Sam and Claire.



**-2023 ANNUAL MEETING REGISTRATION FORM-**

February 4-6, 2023

Hyatt Regency Hill Country Resort

San Antonio, TX

\_\_\_\_\_  
**FULL NAME**

\_\_\_\_\_  
**SPOUSE or COMPANION NAME**

\_\_\_\_\_  
**COMPANY**

\_\_\_\_\_  
**STREET**

\_\_\_\_\_  
**CITY**

\_\_\_\_\_  
**STATE**

\_\_\_\_\_  
**ZIP**

\_\_\_\_\_  
**TELEPHONE**

\_\_\_\_\_  
**E-MAIL**

**REGISTRATION FEES**

- Corporate Registration **\$875** \*after 12/1 - \$915
- Addl. Person/Same Company Registration **\$775** \*after 12/1 - \$815  
(Please make an additional copy of this form for each person attending)
- Spouse/Guest Registration **\$425** \*after 12/1 - \$465  
(Includes Opening Reception, Breakfasts, Reception/Banquet)
- Non-Member Registration **\$995** \*after 12/1 - \$1035
- Child Registration (age 18 & under) **\$245** \*after 12/1 - \$265  
(Includes Opening Reception, Breakfasts, Reception/Banquet)
- BILL NELSON SCHOLARSHIP CONTRIBUTION** \$50 \_\_\_ \$100 \_\_\_ \$150 \_\_\_ Other \$ \_\_\_  
\*This contribution replaces the Silent Auction Fundraiser
- Golf Tournament (Reservation Required for each person) \_\_\_\_\_ **\$200.00**
- Club Rental Fee: \_\_\_\_\_ **\$90.00**
- \*Mulligan's: Total # \_\_\_\_\_ **\$25.00 ea.**

**Total Amount Enclosed:** \$ \_\_\_\_\_

**REGISTRATION IS DUE BY JANUARY 4, 2023**

**\*DISCOUNTED REGISTRATION UNTIL 12/1/22 - PRICE INCREASE AFTER 12/1/22**

*Please make check payable to **OPPAA** and send to:*

**OPPAA – Att: Marla Popkin – 1605 King Street, Alexandria, VA 22314**

*If paying by Credit Card: (VISA, MC), please complete information below:*

**Name on Card:** \_\_\_\_\_ **Card Type:** \_\_\_\_\_ **Total:** \_\_\_\_\_  
**Card Number:** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_ **Security Code:** \_\_\_\_\_  
**Card Holder Billing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Cancellation Policy: Cancellations before 11/1/22 - 100% refund**  
**Cancellations before 12/15/22 - 50% refund. NO refunds after 1/4/2023**



**REGISTRATION FORM**

*(Please make additional copies of this form for each player)*

**LEE WOODCOCK/WAYNE ROGERS MEMORIAL GOLF TOURNAMENT**

Monday, February 6, 2023 – 1:00 pm Tee Time

*Hyatt Hill Country Golf Club*

\_\_\_\_\_  
**Full Name** **Company**

\_\_\_\_\_  
**Street** **City/State** **Zip**

\_\_\_\_\_  
**Telephone** **Email**

**Please indicate your skill level:** 78-80 \_\_\_\_ 81-90 \_\_\_\_ 91-100 \_\_\_\_ 101+ \_\_\_\_

**Score:** \_\_\_\_\_ **Handicap:** \_\_\_\_\_

**\*Club Rental: \$90:** \_\_\_\_ Right hand \_\_\_\_ Left hand \_\_\_\_

**# Of Mulligan's:** \$25.00 each QTY: \_\_\_\_\_

Proceeds go to the BNSE Scholarship Fund

*(Please indicate number of Mulligan's purchased for **each player**)*

**Greens Fee Cost:** \$200.00 Per Person – Includes:

Transportation, Greens Fee, Cart Fee, Box Lunch, Taxes, Gratuities

*(\*club rental is additional)*

**Greens Fee** \$200.00

**Club Rental** \$90.00

**Mulligans** \$ 25.00 each

**TOTAL** \$ \_\_\_\_\_



## **HOTEL RESERVATIONS**

***RESERVE YOUR ROOM TODAY***  
***HOTEL ROOMS ARE THE RESPONSIBILITY OF EACH PERSON***

**Hyatt Regency Hill Country  
9800 Hyatt Resort Drive  
San Antonio, TX 78251**

**For reservations:**  
**Call 800-233-1234 or 210-647-1234**

**-or-**

**<https://www.hyatt.com/en-US/group-booking/SANHC/G-OPEI>**

**Please be sure to mention that you are with the Outdoor Power Parts & Accessories Association (OPPAA) to receive the special negotiated room rate of \$229.00 per night, plus tax.**

Rooms are available on a first come, first served basis, for the reserved room block, until block is filled.

**RSVP BY JANUARY 4, 2023**

*Reservations made after the cut-off date will be based on hotel availability and current room rate.*

## **CAR RENTAL**

Please check your preferred car rental agency for rates and fees.

## **Other Transportation**

**Private sedan service can be reserved by contacting GoenSouth (Hotel preferred vendor), at: 210-736-5006 or [sanhc@goensouth.com](mailto:sanhc@goensouth.com)**

The Hyatt Regency Hill Country Resort & Spa is 16 miles (estimated 25 minutes) from the San Antonio International Airport.

*Taxi (estimated \$45 one way), Uber or Lyft are other transportation options to consider.*





## **ACTIVITIES TO EXPLORE -IN YOUR FREE TIME-**

The hotel concierge staff can help arrange other tours and offer additional information on points of interest in town and at the hotel.

### **On Property:**

- Windflower Spa – on property offering 21 treatment rooms and a full menu of spa services. Please call 210-767-5577 to schedule an appointment.
- Guided nature walks on the property are offered – check with the concierge to schedule
- Tennis and complimentary bikes for guest use on property
- Jogging and Bike Trails on property
- Health Club on property

### **Nearby Attractions:**

- The Alamo
- San Antonio Missions National Historic Park
- The River Walk
- El Mercado – the largest Mexican market north of the border
- San Antonio Museum of Art
- Historic Hill Country towns of Boerne, Fredericksburg, Gruen and Kerrville
- Dining options both at the hotel and surrounding area