



# 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>Hill Country Room B</b>
<b>4:00 – 6:00</b>	<b>Registration</b> <i>Event items and details</i>	<b>Hill Country Foyer</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>Hill Country Rooms E-G</b>
<b>8:15 – 8:30</b>	<b>Opening Remarks</b> <i>Darold Dunham   Power Distributors</i>	<b>Hill Country Room D</b>
<b>8:30 – 8:45</b>	<b>Treasurer Report</b> <i>Scott Rutledge   Medart Engine</i>	
<b>8:45 – 9:30</b>	<b>Myths, Fairytales, and facts in the OPE Market</b> <i>Dave Johnson &amp; Eric Johnson   Constellation Dealership Group</i>	
<b>9:30 – 9:45</b>	<b>Networking Break</b>	
<b>9:45 – 10:30</b>	<b>Views from the Dealers: OPPAA Survey &amp; Analysis</b> <i>Greg Boeder   Power Products Marketing</i>	
<b>10:30 – 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>Hill Country Rooms E-G</b>
<b>8:15 – 8:30</b>	<b>Opening Remarks</b> <i>Darold Dunham   Power Distributors</i>	<b>Hill Country Room D</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>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>Hill Country Rooms E-G</b>
<b>7:15 – 9:30</b>	<b>Memorial Banquet</b>	<b>Hill Country Rooms 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.

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

In his current role, Dan 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.

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

With a 20-year history of developing partnerships with OEMs, Manufacturers, Distributors and Solution Providers in several industries. In his time with CDK Global, he launched successful programs with American Honda, Harley-Davidson, Yamaha Motor Co, Polaris Industries, BRP and many other premier brands. Dave's focus in OPE is the health of the industry in general creating awareness of the market data and integrations that can make dealers efficient and profitable. In his current role with Constellation, Dave is driven with the goal of developing innovative partnerships and data solutions ensuring future strength and growth for all members of OPE market.

### **Eric Johnson – Constellation Dealership Group**

A three-time winner of the American Honda Premier Partner Award for his work creating innovative reports and OEM specific reporting programs. He has 25 years of experience developing data driven solutions providing unrepresented visibility for OEMs on their dealers, their products and their competition. Eric has hands-on experience as the manager of the Parts and Service departments of two Powersports dealerships in Salt Lake City. In his current role as Data Architect, he is focused on advanced automated solutions for our OPE OEMs, partners and dealers.

### **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.

### **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.

### **Greg Boeder – Power Products Marketing**

Trained mechanical engineer who has spent more than 12 years investigating companies and market segments for leading international clients as part of his market research career. Boeder also has a MBA with an emphasis on venture strategy and marketing from St. Thomas University, a leading Midwest business school. In 2001, Boeder co-founded Power Products Marketing, Minneapolis, with his long-time associate Dave Crocker, who also specialized in research and analysis of power-related equipment companies. Boeder lives in Minnesota with his wife and two children. He is an avid snowmobiler and boater, and active with youth sports and church activities throughout the year.



## **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. Please call 210-647-1234 for assistance and details.

### **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
- Pearl District – Downtown – Shops, Brewery and Hotel Emma for a Cocktail and people watching
- Texas Rangers Museum
- Buckhorn Saloon
- Japanese Tea Gardens
- Historic Hill Country towns of Boerne, Fredericksburg, Gruen and Kerrville
- Town of Helotes – shops, BBQ at B-Daddy's, or a glass of wine at Wine - 101
- Dining options both at the hotel and surrounding area

City Sightseeing of San Antonio – Tour Bus that visits several points of interest; guests can hop on and off throughout the city. If you stay on the bus and do not get off, the ride is about an hour. Buses leave from staging area, half a block from the Alamo, in downtown San Antonio.

Please call City Sightseeing at: 202-224-8687 for more information or visit their website at: [www.Citysightseeingsanantonio.com](http://www.Citysightseeingsanantonio.com) for a detailed tour menu and time schedules.