



OPPAA

Outdoor Power Parts & Accessories Association

2024 OPPAA Annual Meeting February 3-5, 2024



Zota Beach Resort
Longboat Key, Florida

2024 Annual Meeting Agenda

Saturday, February 3rd

2:00 – 5:00	Board of Directors Meeting	Zara North Room
4:00 – 6:00	Registration <i>Event items and details</i>	
6:00 – 8:00	Dave Errick Welcome Reception	Viento Terrace

Sunday, February 4th

7:15 – 7:55	Breakfast	Viento Terrace
8:00 – 8:15	Opening Remarks <i>Scott Rutledge Medart Engine</i>	Zara Zota Ballroom
8:15 – 8:30	Treasurer Report <i>Jim Depolo VP Racing Fuels</i>	
8:30 – 8:45	Resources and Dealer Survey Results <i>Brandon Martin OPPAA Liaison</i>	
8:45 – 9:45	Speaker Session I <i>Colin Hurd Mach Inc.</i>	
9:45 – 10:00	Networking Break	
10:00 – 11:15	Speaker Session II <i>Gene Marks The Marks Group, P.C.</i>	
11:15 – 11:45	Panel Discussion <i>Colin Hurd, Gene Marks, Clayton Bruce</i>	
11:45 – 12:00	Closing Remarks <i>Scott Rutledge Medart Engine</i>	
1:00 – 5:00	Boat Tour – Rhythm on The Bay Cruise <i>*Reservation Required</i>	

Afternoon/Evening

Open for individual activities

**Agenda/Speaker lineup subject to change*

**Monday,
February 5th**

7:15 – 7:55	Breakfast	Viento Terrace
8:00 – 8:05	Opening Remarks <i>Scott Rutledge Medart Engine</i>	Zara Zota Ballroom
8:05 – 8:50	Speaker Session I <i>Clayton Bruce Kohler</i>	
8:50 – 9:20	OPE Regulatory & Policy Updates <i>Outdoor Power Equipment Institute</i>	
9:20 – 9:35	Networking Break	
9:35 – 10:20	Speaker Session II <i>Eric Voyer TraQline</i>	
10:20 – 11:25	Speaker Session III <i>Judy Guido Guido Associates</i>	
11:25 – 11:30	Closing Remarks <i>Scott Rutledge Medart Engine</i>	
12:00 – 5:30	Lee Woodcock/Wayne Roger Memorial Golf Tournament <i>Palm Aire Country Club Course</i> <i>*Reservation Required</i>	
12:30 – 5:00	Tour – The Ringling Museum Experience <i>*Reservation Required</i>	
6:30 – 7:00	Cocktail Reception	Zara Zota Ballroom
7:00 – 9:30	Memorial Banquet <i>*Tropical Themed for the closing reception and dinner – Resort Casual.</i>	Zara Zota Ballroom

**Agenda/Speaker lineup subject to change*

Speaker Profiles

Colin Hurd – Mach Inc.

Colin Hurd serves as the CEO at Mach Inc., a leading provider of autonomous and automated technologies to OEMs in the off-highway machinery industry. Colin brings to Mach his extensive experience in agricultural technology, business, innovation and the equipment industry. Exiting two prior agriculture startups, he has spent his professional career leading innovative tech companies. His specific expertise spans hardware and machinery development, digital agriculture, off-road automation, self-driving technology, and more. Colin serves on several boards aimed at advancing the technological capabilities of companies in agriculture. As a co-director of the Ag Startup Engine, the Midwest's premier startup program for technology, he recognizes the challenges growing tech startups face, providing help to tackle those challenges.

Gene Marks – The Marks Group, P.C.

A former daily columnist for both the New York Times and Washington Post, Gene now writes weekly on small business, public policy and technology for The Guardian, The Washington Times, The Hill, The Philadelphia Inquirer, Forbes (where he writes the popular On CRM column), Entrepreneur and Accounting Today. Gene regularly appears on Fox News, Fox Business, MSNBC and CNBC. Gene's columns reach hundreds of thousands of readers each week and he has an online following of more than 600,000 on Twitter, Facebook, LinkedIn and YouTube.

Gene owns and operates The Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses. The Marks Group PC, launched in 1994, has grown to help more than 600 companies and thousands of individuals throughout the country.

Eric Voyer – TraQline

Eric is an industry veteran of OPE and will present findings from four of TraQline's OPE products: Durable IQ™, Hybrid POS™, SKU Metrix™, and Dealer+™. Mr. Voyer is formerly a Research Analyst who spent his time designing, executing and analyzing primary and secondary research. He uses these skills to help key customers understand and maximize their use of TraQline by understanding market share dynamics, consumer preferences, and industry trends. In his current role, Mr. Voyer combines his passion for marketing, data, and his customers to improve TraQline and help demonstrate value. He is a regular speaker at OPE and Home Improvement industry events and webinars!

Cont.

Clayton Bruce – Kohler

Clayton is a seasoned professional with nearly two decades of experience spanning product management, engineering, and strategic account management. Clayton currently manages a Product Management team at Kohler Co., he champions the technological advancement of engines, focusing on electrification and digital solutions. At Kohler, Clayton also distinguished himself as a Senior National Account Manager, enhancing the brand's prominence through winning placements and advocating for new innovations. Before Kohler, he was with Stanley Black & Decker, where he streamlined product lines and played a pivotal role in the Craftsman brand's re-launch. His 12-year journey with Husqvarna Group saw him innovating global product lines and developing go-to-market strategies. With foundational expertise in industrial manufacturing and Lean principles, Clayton has a deep-seated knowledge of quality improvement and engineering solutions. He complements his rich industry experience with an MBA from the University of South Carolina's Darla Moore School of Business and a B.S. in Mechanical Engineering & Technology from the University of Toledo. Clayton seamlessly integrates academic insights with practical expertise, positioning him as a strategic leader in delivering new innovations to market.

Judy Guido – Guido & Associates

Guido is a Green Industry Hall of Fame Executive, recipient of the 2020 Lawn & Landscape Leadership Award and a Thought Leader who helps grow people, profits & company valuations. A sought-after executive coach and consultant, business advisor, board member, facilitator, speaker, author & trainer Guido has helped grow some of the leading companies in the country including ValleyCrest [now BrightView] LandCare & Yellowstone. She took LandCare public on the New York Stock Exchange [NYSE] and has been involved in 90+ mergers & acquisitions, consolidations, as well as company and professional associations re-brandings and multiple successful product launches. She's a leader in scaling up profitable companies, building high performance teams and recruiting and coaching A-talent into field and leadership position in the Green Industry. She has worked with the entire value chain of the green industry including contractors, distributors, manufacturers, associations, growers, schools, private-equity, municipalities, and end-users.



2024 ANNUAL MEETING REGISTRATION FORM

February 3-5, 2024
Zota Beach Resort
Longboat Key, FL

FULL NAME

SPOUSE FULL NAME (If applicable)

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 fill out this form for each additional 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)

ADDITIONAL ACTIVITIES:

- OPPAA Scholarship Fund Contribution: **\$50** **\$100** **\$150** **Other \$**
- Rhythm on the Bay Cruise: (Reservation Required) – **Sunday** – Total #: \$90.00 ea.
- Golf Tournament: (Reservation Required) – **Monday** – Total #: \$250.00 ea.
- Club Rental Fee(s): Total #: \$50.00 ea.
*Mulligan’s: (Proceeds supports the OPPAA Scholarship Fund) Total #: \$25.00 ea.
- The Ringling Tour: (Reservation Required) – **Monday** – Total #: \$85.00 ea.

Total Amount Enclosed: (Payment via check or credit card) \$

CREDIT CARD DETAILS: Check here if name, email, and telephone number are same as registration information.

Name on Card: **Card Type:** **TOTAL \$:**

Card Number: **Expiration:** **Security Code:**

Card Holder Billing Address (with Zip Code):

Card Holder Email: **Card Holder Telephone:**

REGISTRATION IS DUE BY JANUARY 1, 2024

***DISCOUNTED REGISTRATION UNTIL 12/1/2023 - PRICE INCREASES AFTER 12/1/2023 -**

If Paying by Check : Please make check payable to OPPAA and send to:
OPPAA – Att: Marla Popkin – 1605 King Street, Alexandria, VA 22314

Cancellation Policy: Cancellations before 11/1/2023 - 100% full refund.
Cancellations before 12/15/2023 - 50% refund. **NO refunds after 1/1/2024.**

LEE WOODCOCK/WAYNE ROGERS MEMORIAL GOLF TOURNAMENT



GOLF REGISTRATION FORM

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

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:** \$50.00/rental Right hand ____ Left hand ____

Of Mulligan's: \$25.00 each Total #: _____
(Please indicate number of Mulligan's purchased for each player)

Greens Fee Cost: \$250.00/person
Includes: Transportation, Greens Fee, Cart Fee, Box Lunch, Taxes, Gratuities
*(*club rental is additional)*

Greens Fee **\$250.00**
Club Rental **\$50.00**
Mulligans **\$25.00 each** *(Proceeds supports the OPPAA Scholarship Fund)*

SUBTOTAL \$ _____ *(Please include subtotal with Registration Form total cost)*

- REGISTRATION IS DUE BY JANUARY 1, 2024 -

*If Paying by Check : Please make check payable to OPPAA and send to:
OPPAA – Att: Marla Popkin – 1605 King Street, Alexandria, VA 22314*

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HOTEL RESERVATIONS:

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

RSVP BY JANUARY 1, 2024

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

**Zota Beach Resort
4711 Gulf of Mexico Drive
Longboat Key, FL 34228
Phone – 941-383-2451 (Hotel)**

**For reservations:
Call 855-335-1102**

-or-

[OPPAA Reservation Link](#)

Please be sure to mention that you are with the Outdoor Power Parts & Accessories Association (OPPAA) to receive the special negotiated room rate per night:

\$269.00 (Resort View); or
\$289.00 (Pool or Premium Resort View);
Plus tax and \$20 resort fee.

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

TRANSPORTATION:

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

-Other-

Private sedan service can be reserved by contacting:

**Dolphin Transportation
239-530-0100**

-or-

**Gulf Coast Destinations
941-927-3737**

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

Hotel Distance

- 14 miles from Sarasota Bradenton International Airport (SRQ)
- 55 miles from Tampa International Airport (TPA).



Tour & Golf Details

*** Advanced Reservation is Required ***

Sunday, February 4, 2024 - Rhythm on The Bay Cruise - \$90.00 per person

(Transportation and Cruise Admission included in \$90.00)

***Full Bar and Light Snacks are Available for Purchase – Individual Pay**

***No Outside Food or Beverage Allowed on Board – NO SMOKING**

***Sunscreen, Hat, Sunglasses, Comfortable Clothing & Sneakers Recommended**

Schedule

1:00 pm – Depart Hotel – transportation provided

1:30 pm – Check in at Dock

2:00 – 4:00 pm – Cruise Sarasota Bay

4:30 – 5:00 pm – Return to Hotel

- Enjoy a lazy Sunday afternoon as you sit back and relax with a drink or snack as we cruise around Sarasota Bay. Imagine you are on vacation listening to the sounds of a steel drum. Let the music take you away to the Rhythm on the Bay.

Monday, February 5, 2024 – Group Golf at Palm Aire Country Club - \$250 per person

(Includes transportation, Greens Fees, Box Lunch, Taxes, Gratuities)

Club Rental \$50

*** Golf Attire with Collared Shirt, Golf Shoes, Sunscreen, Hat, Sunglasses Recommended**

Schedule

12:00 pm – Depart Hotel – transportation provided

1:00 – 5:00 pm – Group Golf (estimated)

5:30 pm – Return to Hotel (estimated)

- Sitting on the Manatee/Sarasota County line, Palm Aire is a privately owned Country Club. The club offers two 18-hole courses and multiple teeing areas to provide a level of challenge to fit any golfer.

Monday, February 5, 2024 – The Ringling Tour Experience - \$85.00 per person

(Transportation and Admission included in \$85.00)

***Sunscreen, Hat, Sunglasses, & Comfortable Walking Shoes Recommended**

Schedule

12:30 pm – Depart Hotel – transportation provided

1:00 – 4:00 pm – Tour of Art Museum, Circus Museum, Ca d'Zan Mansion (Home of John & Mable Ringling), Asolo Theatre, and Bayfront Gardens

4:30 – 5:00 pm – Return to Hotel

- Established in 1927 as the legacy of John & Mable Ringling for the people of Florida, The Ringling is a unique experience for art lovers and of course, for those who love the circus. You will get to see the private art collection of Mr. & Mrs. Ringling, along with their mansion, Ca d'Zan, and a glimpse into their lifestyle. In addition to the art, there is also a tribute to the greatest show on earth – the circus! View costumes, props, equipment and so much more from days gone by. For the nature lover, there are the gardens to tour too. So, prepare to enjoy, and step right up for a great afternoon!



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 941-383-2451 to connect to the concierge.

On Property:

- Fitness Center
- Pool
- Beach Front
- Dining Options

Nearby Attractions:

- St. Armand's Circle – Dining and Shopping
- Golf Courses
- Water Sport Rentals
- Mote Marine Laboratory & Aquarium
- South Florida Museum
- Classic Car Museum
- Ringling Museum
- Marie Selby Botanical Gardens
- Sarasota Jungle Gardens
- Manatee Village Historical Park
- Myakka River State Park
- Dining Options in Area (*see attached list*)
- *Fishing Charters – Charter Companies to Consider:

Captain Nate's – 941-932-5609

Sarasota Bay Fishing Charters – 941-952-8312

Fishburger Charters – 941-539-8877

*Please contact charter company directly to get information/ pricing and options for individual booking. *Note: February is a busy time in Florida – It is strongly recommended to book at least one month to six weeks ahead of date of charter.*

Nearby Area Restaurants				
Name	Location	Address	Phone #	Food Category
Beach Bistro	Anna Maria Island	6600 Gulf Dr, Holmes Beach, FL 34217	(941) 778-6444	Seafood, American
Beach House	Bradenton Beach	200 Gulf Dr N, Bradenton Beach, FL 34217	(941) 779-2222	Seafood, American
Café L'Europe	St. Armand's Circle	431 St Armands Cir, Sarasota, FL 34236	(941) 388-4415	American
Chart House	Longboat Key	201 Gulf of Mexico Dr, Longboat Key, FL 34228	(941) 383-5593	Seafood, Steak, Salad Bar
Columbia Restaurant	St. Armand's Circle	411 St Armands Cir, Sarasota, FL 34236	(941) 388-3987	Cuban, American
Crab & Fin	St. Armand's Circle	420 St Armands Cir, Sarasota, FL 34236	(941) 388-3964	Seafood
Dry Dock	Longboat Key	412 Gulf of Mexico Dr, Longboat Key, FL 34228	(941) 383-0102	Seafood
Euphemia Haye	Longboat Key	5540 Gulf of Mexico Dr, Longboat Key, FL 34228	(941) 383-3633	American
Harry's	Longboat Key	525 St Judes Dr, Longboat Key, FL 34228	(941) 383-0777	Continental, Seafood
Lazy Lobster	Longboat Key	5350 Gulf of Mexico Dr, Longboat Key, FL 34228	(941) 383-0440	Seafood
Mar Vista	Longboat Key	760 Broadway St, Longboat Key, FL 34228	(941) 383-2391	Seafood, American
Mediterraneo	Sarasota- Downtown	1470 Main St, Sarasota, FL 34236	941-365-4122	Italian
Selva Grille	Sarasota- Downtown	3545 Main St, Sarasota, FL 34236	941-362-4427	Peruvian, American
Shore	Longboat Key	800 Broadway St, Longboat Key, FL 34228	(941) 259-4600	American
Shore	St. Armand's Circle	465 John Ringling Blvd #200, Sarasota, FL 34236	(941) 296-0301	American
Tommy Bahama	St. Armand's Circle	300 John Ringling Blvd, Sarasota, FL 34236	941-388-2888	American
Speaks Clam Bar	St. Armand's Circle	29 N Blvd of Presidents, Sarasota, FL 34236	941-232-7633	Seafood, Italian, American
La Norma	Longboat Key	5370 Gulf of Mexico Dr, Longboat Key, FL 34236	941-383-6262	Italian