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***For Immediate Release***

**FWEDA Announces 2023 Leadership Exchange in Las Vegas**

The Far West Equipment Dealers Association (FWEDA) is excited to announce its 2023 Leadership Exchange at the Flamingo in Las Vegas, Nevada January 18th - 20th. Equipment dealers and business owners will convene for three days of professional development, networking, and entertainment.

"Now more than ever, our industry must leverage its collective power through events like this. The 2023 FWEDA Leadership Exchange will provide the framework for company owners in our industry to improve their leadership skills and team engagement,” said Joani Woelfel, FWEDA President and CEO. “Strong leaders mean better companies and a healthier industry that supports its emerging leaders and a culture of growth.”

FWEDA has partnered with Victory Strategies for professional development for a full day January 19th. Victory strategies is a leadership firm comprising Elite Military Members, Fortune 500 Executives, High-Impact Entrepreneurs, and Top-Performing Athletes to lead immersive sessions that help dealerships improve organizational culture, alignment, and efficiency through training and team engagement. Their keynote session featuring team principal Jacob Werksman was a fan favorite during the 2021 FWEDA Annual Conference. His candid and authentic perspective on leadership is a can’t miss event.

The Leadership Exchange is open to all members and non-members, and will feature plenty of entertainment and networking opportunities. Attendees will have the chance to learn from industry experts and their peers about the latest trends and best practices in the industry. Woelfel explains, "Our intent is to help business owners answer the question: What does the future look like for the industry and how can we be prepared for success?"

For more information, and to register, please visit <https://fweda.com>/2023-leadex

Far West Equipment Dealers Association is a not-for-profit trade association representing the business interests of agricultural, industrial, material handling, hardware, outdoor power, and rental equipment dealers in Arizona, California, Colorado, Hawaii, Nevada, Utah, and Wyoming.

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