



NEWS RELEASE

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“Committed to building the best business environment for North American equipment dealers.”



Biography – John Schmeiser

John Schmeiser is the North American Equipment Dealers Association’s (NAEDA) Vice President of Government Relations for Canada. He is also the Executive Vice President and Chief Executive Officer of the Canada West Equipment Dealers Association (CWEDA).

As NAEDA’s Vice President of Government Relations for Canada, Schmeiser coordinates all federal lobbying activities in Canada for NAEDA and its affiliated provincial and regional associations.

He is a graduate of the University of Saskatchewan with a BA in Political Science. He is also a graduate of the Worker’s Compensation College at the University of Arizona and has a Diploma in Broadcasting from Western Academy Broadcast College. Following his post-secondary education, Schmeiser served in various provincial and federal governmental and political roles including chief of staff to cabinet ministers in the province of Saskatchewan.

As the executive vice president and CEO of the Canada West Equipment Dealers Association, Schmeiser oversees CWEDA’s efforts to support and represent farm, industrial and outdoor power equipment dealers in Canada’s four western provinces. With more than 400 members, Canada West is the largest equipment dealer association in Canada and is one of 18 organizations that make up the North American Equipment Dealers Association.

He is a past chairman of the board for IRON Solutions L.L.C.; a Nashville, TN-based technology company, and a past president of the North American Equipment Association Executives (NAEAE). He also serves as the treasurer for the Canada Equipment Dealers Foundation and was recently appointed to the Board of the Saskatchewan Opportunities Corporation, which oversees the research and technology initiatives in the province.

Schmeiser joined Canada West in 1996. He and his wife, Leandra, and daughter, Rachel, live in Chestermere, Alberta.