



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Monday, August 16, 2010

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Industry & Manufacturing News

Farm production expenses fall for first time since 1986

[USDA >>](#)

Construction employment declines, industry's unemployment rate hits 17.3 percent

[AED >>](#)

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Events

August 17, 2010

SWA to host Coffman Group's Sandler Sales System Boot Camp
Overland Park, Kan.

SouthWestern Association will host a Coffman Group's Sandler Sales System Boot Camp Aug. 17 at Coffman's offices. It is an interactive face-to-face training session. Discounted registration rates are available for SWA members.

For more information contact:

SouthWestern Association
638 West 39th Street
Kansas City, MO 64111-2910
816/561-5323

www.swassn.com

August 19, 2010

FWEDA Colorado Area Meeting

For more information, contact FWEDA.

Far West Equipment Dealers Association

2355 North Lincoln Street
Dixon, CA 95620-9215
707/678-8859

Fax: 707/678-0125

1-800/576-8850

E-mail: fweda@fweda.com

fweda.com/events.html

August 23, 2010

SWA Golf Classic
Prairie Highlands Golf Course

SWA will hold its SWA Golf Classic at Prairie Highlands Golf Course Aug. 23. Proceeds will benefit the SWA Technician Program at Oklahoma State University's Institute of Technology, a two-year college level technician education program that leads to an AAS degree with a major in Industrial and Farm Equipment Technology.

For more information contact:

SouthWestern Association
638 West 39th Street
Kansas City, MO 64111-2910
816/561-5323

www.swassn.com

NAEDA issues hours-of-service exemption letter

NAEDA has submitted a comment letter to the Federal Motor Carrier Safety Administration (FMCSA) supporting the administration's proposed regulations that would change the terms and conditions of the agricultural hours-of-service (HOS) exemption for the transportation of anhydrous ammonia. As part of that letter, NAEDA also asked the administration to look at expanding the exceptions to additional agricultural inputs.

FMCSA had proposed a two-year limited exemption from the HOS requirements for drivers of property-carrying vehicles engaged in the distribution of anhydrous ammonia during the relevant planting and harvesting seasons. This limited exemption would extend the agricultural operations exemption from the federal HOS regulations to drivers used by motor carriers in the distribution system, provided that:

- 1) The driver is delivering anhydrous ammonia
- 2) None of the transportation movements within the distribution chain exceeds a 100 air-mile radius--whether from the retail or wholesale distribution point
- 3) The motor carrier using the driver has a "satisfactory" safety rating or is "unrated;" drivers for motor carriers with "conditional" or "unsatisfactory" safety ratings are prohibited from taking advantage of the exemption.

The exemption would allow drivers for "unrated" motor carriers and those with a satisfactory safety rating to use the HOS exemption when the drivers are delivering anhydrous ammonia from any distribution point to a local farm retailer or to the ultimate consumer as long as the transportation takes place within a 100 air-mile radius of the retail or wholesale distribution point. The two-year waiver would be effective upon publication in the Federal Register and would be valid for up to two years unless revoked earlier by FMCSA.

A copy of the NAEDA letter can be found [here](#).

Feds discuss concerns about rising deflation

The Federal Reserve met Aug. 10 about whether to abandon its presumption that the economy is gradually picking up steam and begin to consider new steps to keep the recovery from sputtering. [New York Times >>](#)

NAEDA is seeking to join Affordable Mail Alliance

NAEDA has requested to join the Affordable Mail Alliance (AMA) in response to proposed rate hike by the United States Postal Service (USPS). AMA has filed a motion with USPS to dismiss the rate hikes. AMA's motion argues that the rate hikes violate the cost controls Congress put into law to protect consumers and that the postal service needs to cut costs and modernize rather than raise rates an average of ten times the rate of inflation.

"Allowing the postal service to raise prices above the Consumer Price Index in this case would nullify the single most important safeguard for mailers and the public in the Postal Accountability and Enhancement Act of 2006 (PAEA)," AMA argues in its motion. Sen. Susan Collins (R-ME), an author of the 2006 law, has said the proposed increases do not qualify for an exception under the standards established by Congress.

If the rate hikes take effect Jan. 2, 2011, AMA says American businesses and consumers will be spending more on postal services and there will be less money for investment, payrolls and business growth.

For more information see the [AMA press release](#) or visit www.affordablemailalliance.org or e-mail affordablemailalliance@gmail.com.

NAEDA & Association News

Safety seminar attracts 22 dealers

Dealers representing 22 dealerships participated in a Designated Risk Manager (DRM) Training Program at the national headquarters of Federated Insurance in Owatonna, Minn. NAEDA risk management consultant Dave Cameron facilitated the two-day seminar for employees who are responsible for establishing insurance loss control procedures within their dealerships.

According to Cameron, Federated's risk manager – national accounts, the seminar introduced Federated's Shield NetworkSM, an online resource that offers a wide range of risk management materials, including a new drug- and alcohol-free workplace program. Other topics covered included how an underwriter views a dealership; how to screen employees before hiring; how to address issues related to e-commerce and identity theft; and how to tackle the growing problem of distracted driving. "Cell phones are being used constantly by our employees," said one dealer. "After participating in the distracted driving session, that is going to change."

The session also provided an opportunity for attendees to share their dealerships' best practices for risk management and loss prevention. "Utilizing information sent in prior to the seminar, each person was provided a loss analysis specific to his or her operation," said Cameron. "These analyses, along with meeting discussion, enabled attendees to develop action plans to take back to their companies for implementation."

To review or download a summary brochure about the seminar, click [DRM Training Program](#).

Note: Federated is NAEDA's endorsed provider of property and casualty insurance for dealers.

August 24-25, 2010

MEDA Summer Board of Directors' Meeting
Galena, Ill.

For more information, contact MEDA.

Midwest Equipment Dealers Association
5330 Wall St., Suite 100
Madison, WI 53718
608/240-4770
Fax: 608/240-2069
www.medaassn.com

August 31 - September 2, 2010

Farm Progress Show
Boone, Iowa

Click [here](#) for more information.

CEO Blog

"The game changer"

July/August 2010

Years ago, when biotechnology or "biotech" was emerging from a few laboratories across the world, the potential of this new science fascinated me. Later my work with the fertilizer, crop protection and biotech seed industry provided me with an up-close look at the enormous possibilities of biotechnology. Recently, Mike Williams of our staff attended a symposium sponsored by the Federal Reserve Bank. One of the speakers discussed the future of agriculture and referred to biotech as "the game changer" for the ag industry and the world.

The speaker said population experts believe that by 2050, another 3 billion people will inhabit the earth for a total of 9.1 billion people. He also said there will be tremendous growth in gross domestic product (GDP) in many countries. This combination of population growth and GDP will mean there will be a huge increase in demand for food, feed, fiber, and fuel. Or, in other words, agricultural output will need to almost double from the 2005 level of 7 billion tons, to nearly 14 billion tons.

That's where the potential of biotech becomes essential. It will likely be the tool which will allow us to feed all these extra people and meet the increased demand. However, it will not come without other changes that may have serious implications for the way we do business with the rest of the world. For instance, biotech will change the location of some crop production. One small example is how today in North Dakota, soybeans have displaced small grains.

It will also drive the need for global standardization in the supply chain and food distribution system, including storage, transportation, inspection, food safety, etc. It will probably also lead to further globalization of food processors who will demand consistent ingredients, government regulations, transportation, etc. New information systems will be required to automatically capture data throughout the entire supply chain and process controls like GPS systems.

NAEDA Financial drops rates to all-time lows

NAEDA Financial has dropped its fixed and variable rates to their lowest levels in history. According to Mark Eckles, vice president of marketing for NAEDA Financial, the lender also has added a triple salesperson bonus to retail installment contracts.

For details, click [NAEDA Financial Retail and Lease Rates](#). The lower rates went into effect Aug. 1.

For information, call 888/922-4635 or visit www.naedafinancial.com.

Note: NAEDA Financial is the endorsed retail finance partner of NAEDA.

Elavon offers FREE credit card rate analysis

 Elavon is offering dealers a free rate analysis on its credit card processing. Elavon, the endorsed and recommended bankcard processor of NAEDA and a dozen of its affiliated associations, offers competitive rates and numerous payment solutions to help dealers manage credit card transactions.

For free rate analysis or program information, click [Pre-Application](#) and complete the form.

Register now for AG CONNECT Expo 2011

Registration is now open for AG CONNECT Expo 2011, the global ag trade show in North America. The 2011 show is slated for Jan. 8-10, 2011 (Preview Day for dealers is Jan. 7 by special admission). The show will be held at the Georgia World Congress Center, Atlanta, Ga.

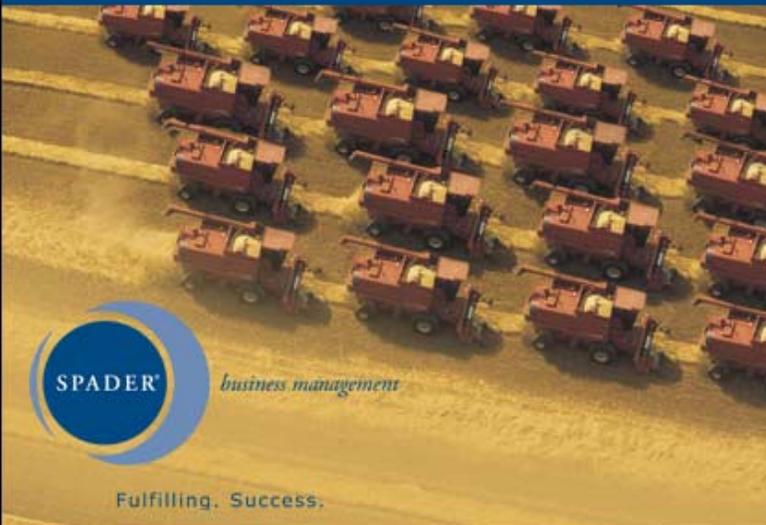
NAEDA will participate in two dealer panels on Preview Day concerning future environmental regulations with Tier 4 requirements and equipment distribution realities for the 21st century.

This international agriculture event, now in its second year, will showcase the latest industry innovations, products and technology and offer dealers and their customers access to leading company and industry experts worldwide.

AG CONNECT Expo fosters industry cooperation and partnerships worldwide. It is a global industry gathering place to network and exchange ideas and experiences. "Attendees will have the opportunity to meet industry leaders and company CEOs, 'take the pulse' of the industry and discuss the latest trends and issues with their peers. They'll be able to return to their operations with valuable insights and knowledge they can use immediately to better run their businesses," said Sara Truesdale Mooney, show director.

Registering in advance saves more than 30 percent off the show registration fee. Attendees can also save money by registering in advance for the extensive educational programming that will take place at the show. To register and learn more, visit www.agconnect.com.

The Power of 20



From sharing best practices and industry insights to receiving peer-to-peer comprehensive consolidated financial reports, Spader 20 Groups give dealerships a network to success. Solve day-to-day challenges. Compare profits and sales. And share tactics and trends that are going to help your bottom line.

And that's not all. Biotech will require a global system to protect intellectual property rights. New forms of investment and operation financing will also be required. And brace yourself... foreign firms will continue to buy U.S. and Canadian assets. We may continue to export, but the new owners may be exporting to their home country.

What does all of this have to do with you, the equipment dealer? For one thing, during the transition period, we can expect even more volatility in markets and prices than we experienced in the 1980s or today. Are you prepared to deal with such volatility? It is a huge opportunity to increase equipment sales.

Think about the opportunities just with ethanol to keep up with material handling, transportation and storage in the future... going from yields of 200 bushel corn or 60 bushel soybeans to double or more, will certainly cause machinery to be replaced more often.

Then think about capturing more data from the machinery you sell to help producers manage contracts with global food processors or analyze critical production and yield information. That same data may also be part of a global food safety or environmental safety monitoring system which could be another income source.

The possibilities of biotechnology are enormous! My point is to help you start thinking about how to prepare for the future that others are already discussing!

In the final analysis, one tool, more than any other, will allow us to meet the ever increasing demand – biotech. I'm as fascinated with it today as I was several decades ago when it was emerging. Having said that, I think the report coming from the Federal Reserve Bank meeting is clear... we can expect more change in the future. A good deal of that change will be a result of biotech – it will indeed be the "game changer." And that's the way I see it.

Paul Kindinger is president/CEO of the North American Equipment Dealers Association. The association provides educational, legal, legislative, and financial services to approximately 5,500 retail agricultural, construction, large property/rural lifestyle, and outdoor power equipment dealers in the United States and Canada.

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Canadian News

Canadian cattle and pork producers get break on loans

People in the beef and pork industry will have more time to repay loans under a federal program. [CBC News](#)

>>

Premiers split over Ottawa's role in stimulating economy

Canada's premiers emerged from their annual meeting divided over the role the federal government should play in stimulating an economic recovery. [The Globe and Mail](#) >>

Canada's trade deficit widens as imports soar

Canada's trade deficit has widened as strong exports were outpaced by robust imports. [Financial Post](#) >>

Massive harvest for record books and charity

Farmers lined up 200 harvesting combines near Winkler, Manitoba, to set a Guinness world record and raise money for charity. [CBC News](#) >>

Tip of the Month

NAEDA Compliance Tip of the Month

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