



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION

e-newsletter

Thursday, July 29, 2010

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Industry & Manufacturing News

NAEDA and legal counsel address concerns with CNH Capital agreements

CNH dealers should be aware that CNH Capital is in the midst of asking dealers to sign updated retail and wholesale financing agreements to reflect changes in company structure and operations.

NAEDA and its affiliate associations, working with the association's legal counsel, Seigfreid Bingham (SBLSG), have a number of concerns with the proposed language in the CNH agreements and have expressed those concerns to CNH Capital attorneys. The company already has made one major concession that reduces its ability to immediately call a loan for any reason at any time. NAEDA and its affiliates continue to share other concerns with CNH Capital.

NAEDA's position is that any contract between dealers and manufacturers should be fair and balanced. The contract should reflect the partnership between the two parties.

IRTF to meet with Kubota Tractor and Kubota Credit

The NAEDA Industry Relations Task Force (IRTF) meets annually with a variety of manufacturers, including major original ag and construction equipment manufacturers, shortline manufacturers and outdoor power equipment

Events

August 12, 2010

Iowa-Nebraska
Equipment Distributors
Annual Member Meeting
and Board of Directors'
Meeting

Wildwood Lodge
Clive, Iowa

For more information,
contact INEDA.

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West Des Moines, Iowa
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August 19, 2010

manufacturers. The IRTF will meet with top management of Kubota Tractor and Kubota Credit in August to discuss dealer issues.

If you are a Kubota dealer and have issues you wish to have addressed at the meeting, please contact your affiliate association executive as soon as possible so your concerns can be included on the agenda.

NAEDA believes meeting with manufacturers to discuss issues of mutual concern is essential to maintaining and building better working relationships between dealers and their equipment suppliers. The IRTF provides a strong voice for dealer concerns.

New Holland Agriculture appoints Abe Hughes vice president of North American Sales and Marketing

Abe Hughes is New Holland's new vice president of North American Sales. The appointment is effective immediately. Hughes will report directly to Barry Engle, president/CEO of New Holland Agriculture worldwide. New Holland Agriculture is a division of CNH Global N.V., a majority-owned subsidiary of Fiat S.p.A. [New Holland announcement >>](#)



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Legislative & Regulatory News

NAEDA joins DISCLOSE Act letter campaign

NAEDA has joined 309 organizations in sending a letter to the U.S. Senate concerning the Schumer – Van Hollen campaign-finance bill, (also known as the DISCLOSE Act). The letter was sent to address recent claims made by the bill's supporters that are either misleading or incorrect. Signors onto the letter want to be clear that the concerns set forth in the letter also apply to the new version of the DISCLOSE Act (S. 3628), recently introduced by Sen. Charles E. Schumer (D-NY). According to the letter signors, this new bill is not materially different from the House-passed bill in most respects and is considered worse than Schumer's original bill and should not be mistaken for true campaign finance reform. [View the letter.](#) >>

Will regulators treat debit cards the same as checks?

The financial reform legislation signed into law last week includes provisions to

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 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
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Fax: (608) 240-2069
www.medaassn.com

CEO Blog

Who's Guarding the Chicken Coop?

June 2010

Almost everyone I talk with lately is concerned about our economy, the burgeoning debt, widening trade deficits, and the shaky geopolitical situation. I will grant you this could simply be the people I hang around with, but I do not think so. Talk of increasing taxes,

control the \$48 billion in credit and debit card swipe fees paid by retailers and their customers each year. The legislation also urges regulators to follow Congress' intent of achieving major reductions in these fees.

NAEDA understands that the Federal Reserve will propose new regulations in the next nine months to regulate these fees. We expect big banks to pressure the Federal Reserve, as it drafts the regulations, to keep fees at present levels. NAEDA policy underscores that debit cards are simply plastic checks, and the association will work with the Federal Reserve to characterize the cards as paper checks when fee regulations are proposed.

Farm dust regulations

The U.S. Environmental Protection Agency (EPA) has released its new policy assessment regarding its review of particulate matter. EPA is building the case to further regulate farm dust, or what the agency calls a standard for thoracic coarse particles, otherwise known as PM10. NAEDA continues to monitor these potential regulations and how they may affect equipment specifications. [Farm](#)

[Futures >>](#)

DOE ethanol pipeline study

While not agreeing with all of the specifics, ethanol producer POET is generally pleased with the Department of Energy's (DOE) study on the feasibility of an ethanol pipeline from the Midwest to the East Coast. [Brownfield Ag News >>](#)

NAEDA & Association News

NEDA launches new Web site

The NAEDA-affiliated Northeast Equipment Dealers Association (NEDA) has launched a new Web site. NEDA representatives anticipate that the new site will be much more user friendly for current members. They also expect it to be a helpful tool in recruiting more equipment dealers into the association. Check out the new NEDA site at <http://ne-equip.com>. For more information about the site, contact the NEDA office at 315\457-0314.

Zebeau named president of NAEAE

Vince Zebeau, executive vice president, Deep South Equipment Dealers Association, is the new president of the North American Equipment Association Executives (NAEAE). The NAEAE represents the top executives of the 18 dealer associations affiliated with the North American Equipment Dealers Association (NAEDA). Zebeau succeeds Paul Kindinger, NAEDA president and CEO, who completed his one-year term last week during the NAEAE's annual meeting.

Zebeau also will serve on NAEDA's Executive Committee, which is made up of the officers from NAEDA's board of directors.

The NAEAE works cooperatively to study, develop and improve services to and representation of members of North America's dealer associations.

Farm American car down, but not out

Displaying the spirit of an American farmer or rancher, Regan Smith brought

whether local, state or federal, abounds. Every form of tax, fee, license or exemption is being scrutinized to determine if it will generate additional revenue for government entities. I do not hear much talk about curtailing government spending, mostly I just hear how we, the taxpayers, need to pay more. Maybe it is time for different answers.

For example, consider the flawed supposition that the U.S. government, shaped by the past, should be the government we will need or can even afford in the future. A recent investigation of Securities and Exchange Commission (SEC) employees found some were spending up to eight hours a day surfing the web and watching porn. That makes my blood boil, yet, the President's budget calls for *adding* SEC employees to clean up Wall Street – how ironic is that! I realize this is just one example, but after having spent part of my career in state and federal government, I observed similar questionable spending first hand. It is not a large leap to speculate similar waste is occurring elsewhere in the federal government.

And what about local

home his #78 Farm American Chevrolet in 33rd place during the July 25 running of NASCAR's Brickyard 400 at the Indianapolis Motor Speedway. NAEDA was an early supporter of the Farm American car as a way to promote the importance of agriculture.

Smith, who ran as high as 14th, watched his hopes of a top 20 finish go up in smoke midway through the race. A rear-end gear failed and Smith was off the track for 25 laps. But despite the problem, the car, owned by Furniture Row Racing, was back on the track for the finish.

"We really wanted a good result today for all of the farmers and ranchers," said Smith. "But we gave it a good effort and we will bounce back. No one knows better about overcoming setbacks than our nation's farmers and ranchers."

The Farm American car was mostly funded by Furniture Row Racing, which partnered with the United Soybean Board to get the car on the track. NAEDA is another industry organization that supports the car's concept and theme, "Cultivating the Future," according to Pat Driscoll, corporate relations, Furniture Row Racing.

"NAEDA has been an instrumental part of this effort since very early in its history," said Driscoll. "From helping us introduce it to equipment manufacturers to being a part of our messaging team, NAEDA has made sure the nation's agricultural equipment dealers have had a voice in its growth and eventual future."

The Farm American car will next appear in races in Bristol, Tenn., and Fontana, Calif.

Learn more about the Farm American car, driver Regan Smith and view photos at Regansmith.com. >>

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and state government expenditures? Can it we accomplish the same tasks with *fewer* people and *less* money? Take St. Louis as an example, since that is where NAEDA is headquartered. There are literally *dozens* of small municipalities that make up the St. Louis metropolitan area. Then there is the City of St. Louis and a separate St. Louis County government. Each has its own police and fire departments; city council; mayor; levee, sewer and drainage districts; etc. You can probably point to similar scenarios where you live. It is an expensive undertaking to support duplicative, overlapping and often inefficient government. It would be far better to strive for new simplified and efficient models at all levels to guide us toward the future.

If we can not fix matters through our current political process, maybe it is time for a modern-day-version of political decision-making. It appears our current political leaders are focused more on their own political careers and personal gain than our collective needs ... where the fox is in charge of the chicken coop. So, my thought is to employ modern technology and radically



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Canadian News

cut the cost of government by using secure Web sites to each cast our own vote for the type of government we want. We cast our own vote for *American Idol* and *Survivor*... why can't we do it for our country and just eliminate Congress?

I am only partially serious, but want to make the point that the supposition that government can be all things to all people is outdated, unattainable and frankly, unaffordable. I was shocked to learn recently that only about 50 percent of the people in the United States pay any income taxes ... that is not sustainable! It is time to make certain our elected officials steer us on a *sustainable* path. We do not want to be the next Greece, Italy, Spain, or other country teetering on the brink of bankruptcy. Remind your elected officials that you hold the one thing they cannot buy or disregard ... *your vote*.

It is time for a new order of government that is more focused, accountable, efficient and, oh, by the way, more affordable. If our current elected officials can not produce these results with our precious, hard-earned tax money, we have no choice but to find people who can. In

Canadian business optimism plateaus as consumer sentiment dips

Optimism among Canada's executives is leveling off, while consumers are distinctly more concerned about their future prospects, especially when it comes to jobs, according to two recent reports. [Money >>](#)

Canada's budget deficit narrows 41 percent on sales tax gains

Canada's budget deficit narrowed 41 percent in the first two months of its current fiscal year because of higher sales tax receipts and falling payments to unemployed workers. [Bloomberg >>](#)

Dairy sector warms to national pool

More than 15 years after the contentious idea first was debated, Canadian dairy farmers appear to be on the road to creating a national dairy pool that would end the need for separate pools in Western Canada, Eastern Canada and Newfoundland. [Producer.com >>](#)

Food safety network needs an overhaul, says opposition parties

The Canadian Food Inspection Agency has issued at least 28 high-risk-food recalls in 2010, keeping food safety top of mind with consumers and voters. Opposition parties want an overhaul. [Vancouver Sun >>](#)

Adverse weather in Canada will affect world wheat prices

Harvests in Canada will decline after excessive rainfall reduced seeding and hurt crop prospects. [Bloomberg >>](#)

Federal government backs ag biomass research

An Ontario farmers' research partnership to study biomass and how best to profit from it has picked up \$2.4 million in federal funding. [Manitoba Cooperator >>](#)

Stronger beef demand and positive margins support feeder cattle

Feeder cattle in Western Canada were steady to C\$1 higher on average last week, with active feedlot demand chasing good-quality cattle. [Manitoba Cooperator >>](#)

Ratliff new board chair of CVT Corp.

Robert J. Ratliff has been appointed chairman of the board of CVT Corp., a Canadian technology company that develops, manufactures and markets continuously variable transmissions (CVTs) for power generation, off-road vehicles and industrial equipment.

Ratliff was formerly chairman of AGCO Corp., a global manufacturer of agricultural equipment.

The appointment of Ratliff was part of an expansion of CVT Corp.'s board to seven members. Also named to the board was Richard Christman, who was appointed a director. Christman spent 30 years at Case and Case New Holland,

other words ... *let's put the chickens back in charge of guarding the chicken coop!* 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 5,000 retail agricultural, construction, large property, and outdoor power equipment dealers in the United States and Canada.

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and was most recently CEO of GSI Group Inc., a manufacturer of grain storage equipment.

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The North American Equipment Dealers Association is based in Fenton, MO. It provides educational, finance, legal assistance, and legislative services to approximately 5,500 retail agricultural, construction, large property/lifestyle, and outdoor power equipment dealers in the United States and Canada.

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