Thursday, January 27, 2011

Helping Dealers Succeed!



Legislative & Regulatory News

NAEDA letter to U.S. Oversight Chair Issa: The regulatory issues that concern dealers On Jan. 25, 2011, NAEDA President and CEO Paul Kindinger sent an open letter to Rep. Darrell Issa (CA), the chairman of the U.S. Committee on Oversight and Government Reform, outlining regulatory issues that concern NAEDA-affiliated association member dealers.

The letter details that U.S. equipment dealers have concerns about pending regulations regarding IRS 1099 filing requirements, tool reimbursement programs, equipment depreciation, credit and debit card swipe fees, trucking regulations, tax withholding on government sales, labor regulations, credit and finance issues, and IRS Code Section 263A, among other matters. Learn more about NAEDA's stance on these issues by reading the Letter to Rep. Issa on Regulations.

NAEDA government relations leaders attended summit to support rural communities

Mike Williams, NAEDA's U.S. Vice President for Government Relations and John Schmeiser, NAEDA's Canadian Vice President of Government Relations, participated in the 10th Annual State Legislative Agriculture Chairs Summit (SARL) to work with elected agriculture and rural leaders from across North America to address key issues facing rural communities.

They participated in workshops and discussions with the agriculture and rural leadership from 46 state and 7 Canadian provincial legislatures that not only identified the issues facing rural communities, but also solutions that have been successfully implemented or will be in the future.

Williams said, "This summit is an amazing opportunity; the sessions and speakers are great, but even more important is the opportunity to just spend time talking to others who represent rural areas and share NAEDA's issues. Learning from other rural policy makers about what works and, more importantly, what might not work, helps me to do my job more effectively and efficiently. Rural communities and agriculture industries are facing many challenges today and this program provides NAEDA with some unique ways to address some of those challenges."

Schmeiser added, "Very rarely do you get an opportunity to be in the same room as the leading agricultural legislators in North America. This conference allowed us to discuss a wide range of issues and the opportunity to share NAEDA's perspective on the key issues that affect our dealer members."

General sessions at the summit focused on ag businesses, jobs and economic development in rural communities. Job creation and retention were a top priority for all policy makers as they grapple with high rates of unemployment and underemployment in their home provinces and states. Discussions focused on economic gardening and how to grow the businesses that already exist in one's communities.

Other sessions included discussions with the U.S. Department of Agriculture on the new national animal identification program, how states can maximize federal dollars for their childhood and low income nutrition program, and an overview of the new federal food safety and egg rules. Low carbon fuel standards, the use of antibiotics in food animals, dog breeder regulations, regulation and taxation of hydrologic fracturing for gas production, immigration and the ag workforce, and sustainability were just a few of the other presentations Williams and Schmeiser attended.

"Keeping abreast of trends in agriculture policy is essential for state and provincial leaders," said Williams. "It is important for these leaders to understand these challenges from all viewpoints to best represent agriculture in a changing world environment. That is why NAEDA supports programs such as this one."

The 2012 Ag Chairs Summit will be held in Washington D.C. and will primarily focus on the 2012 farm bill reauthorization.

NAEDA signs letter to Congress supporting free trade with South Korea

NAEDA joined with nearly all sectors of the agricultural economy in strongly supporting the Korea -U.S. Free Trade Agreement (KORUS FTA) through an open letter sent to Congress Jan. 26, 2011.

In the letter, signors urged Congress to approve the agreement as soon as possible. <u>January 2011 KORUD FTA Letter</u> >>

EPA waives limitation on E15 fuel use

EPA has waived a limitation on the use of E15 in model year 2001 to 2006 cars, SUVs and light trucks.

In October 2010, EPA granted a similar waiver for model year 2007 and newer vehicles. EPA had waited on results from Department of Energy testing before issuing the waiver. EPA news release.>>



CEO Blog

New Years' resolutions? Bah hum bug!

January 2011

Every January brings a deluge of New Years' resolutions. Often such resolutions address personal issues like the girth of our waistline, exercising more or determining how often we should call a distant relative.

Most such New Year's resolutions last only a few hours, some last days and maybe, if we're really dedicated, one or two last a few weeks. So, considering these poor results, I say to New Year's resolutions: "Bah hum bug!" However, there is one thing I think you should resolve to do at this time of year and that's to ask yourself, "What will I do differently this year to grow my business?"

Taking time to reflect on the past year and analyzing your business performance is essential, at least annually or more frequently, if possible. Often just taking time to talk with employees or paying more attention to the details of processes already in place can yield insight for improvement.

Questions you could ask

- When did I last ask penetrating questions about my business and how to improve results?
- What are my big picture goals for the coming year?
- What would I like to do differently as it relates to my customers, employees, suppliers, finances, technology, legal liabilities, succession, etc.?
- What has to change to achieve my goals?
- What will it cost?
- Will I need to hire more employees, spend more money, etc?

There are infinite questions you could ask, but unless you specifically target an area; contemplate what it is you want to make happen; write down your ideas, plans, goals and then act; it will never happen.

Let's face it, identifying ways to improve your business does not have to be difficult, but it does require quality time and thought.

I visited recently with a dealer who was struggling with ways to market to multiple segments. I encouraged him to take a day away from hectic everyday operations to consult with marketing professors at a nearby university, a local advertising agency and even with a few existing customers to learn what draws them to the dealership. I urged him to listen closely to all of their perceptions of his dealership and to take good notes. One thing he learned that he could put into action was that various market segments typically require messages specific to their needs to be successful.

EPA, DOT and California align timeframe for next generation clean car standards

yosemite.epa.gov/opa/admpress.

 $\underline{nsf/6427a6b7538955c585257359003f0230/6f34c8d6f2b11e5885257822006f60c0!OpenDocument}$

Federal budget deficit estimated to hit almost \$1.5 trillion

The weak economy and fresh tax cuts will help drive the federal budget deficit to \$1.5 trillion in 2011, the biggest budget gap in history, congressional budget analysts say. link.email.washingtonpost.com/r/C718XW/OJ38WA/DB0FI/XKBFGC/XXBIJ/CM/h

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Industry & Manufacturing News

CNH changes warranty labor rate policy

NAEDA applauds CASE IH, Case Construction, New Holland, and New Holland Construction's decision on Jan. 25, 2011, to cancel a recently announced change to their warranty labor rate policy change (NAM WB 002 11) that took effect Jan. 20. The policy change required that dealers be limited to an annual labor rate increase based on "economic indices."

 $\ensuremath{\mathsf{NAEDA}}$ expressed concern with the now cancelled policy for two reason:

- 1) NAEDA attorneys suggested the policy was likely illegal in many states/provinces according to existing dealer protection laws.
- 2) the policy would likely cause every dealer to increase rates each year whether or not they would have otherwise (or be unable to recapture the increase going forward).

Fortunately the company reconsidered the policy change and the outcome is favorable for CNH equipment dealers.

If you have questions about the policy change, please contact your association office.

Demand for U.S. farmland hits record highs as supply decreases

www.prweb.com/releases/2011/01/prweb4966824.htm

U.S. growers produced abundant crops in 2010

Despite the less than ideal soil conditions and above normal temperatures during the 2010 growing season, U. S. corn growers harvested the third largest crop on record, according to the Crop Production 2010 Summary released today by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). www.nass.usda.gov/Newsroom/2011/01_12_2011.asp

Cat introduces new 501/501HD track harvester cab

Toro buys outdoor lighting firm

www.pe.com/business/local/stories/PE_Biz_D_toro25.c5d120.html

Mahindra & Mahindra Finance to form joint venture with Rabobank Group unit

 $\underline{www.dnaindia.com/money/report_mahindra-and-mahindra-finance-to-form-joint-venture-with-rabobank-group-unit_1492796}$

He also learned that when you start focusing on a problem with intensity with an eye toward finding a resolution, answer(s) will appear.

Likewise, I've learned answers will come to me (usually in the middle of the night) if I give myself time to focus on and contemplate the situation. Once I've arrived at the solution, I write it down along with the action steps required to attain it, then continually refine the plan and then execute it. I imagine that plan will work for you, too.

Make this the year that you drive change

Too often we fail to act and another year rolls by with no real progress to show for our well-intended plans... much like the personal New Year's resolutions we make that fall along the wayside.

In this era of rapid change, we must adapt and improve. Every day is an opportunity to be better than we were yesterday. Make the commitment to do something better and then repeat the process next year, and the year after, and so on.

Contemplate and plan your future – it's more effective and rewarding than unfulfilled New Years' resolutions... 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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The North American Equipment Dealers Association provides educational, legal, legislative, and financial services to approximately 5,500 retail agricultural,



NAEDA, Association & Program Partner News

Toolchex makes a change which will not affect day-to-day operations

Representatives of Toolchex, the NAEDA endorsed tool reimbursement program provider, have announced that Toolchex and ID Toolchex will operate as two separate entities, but will continue to operate out of the same office. The change is not expected to affect day-to-day operations of Toolchex or ID Toolchex. Toolchex announcement >>

Plan now to attend NAEDA Fly-In to D.C., March 30-31

The focus for this year's Fly-In will be on engaging legislators in pushing for dealer-friendly regulatory legislation regarding 1099, Mexican trucking tariffs, depreciation, and credit issues, among other concerns.

Please plan to attend the 2011 NAEDA Legislative Fly-In and make your voice heard in Washington, D.C.

Hotel information (within walking distance to Capitol Hill) The Washington Court Hotel 525 New Jersey Avenue, N.W. Washington, DC 20001-1527

202/628-2100

Room rate: \$289 (plus applicable tax)

The tentative Fly-In schedule includes a briefing/meeting the afternoon of March 30 followed by a reception and dinner. Attendees will meet again the morning of March 31 and then adjourn for visits on Capitol Hill.

Questions? Contact NAEDA by calling 636/349-5000 or e-mail naeda@naeda.com. Updated Fly-In information will be posted on www.naeda.com as it becomes available.

KPA: OSHA 300 logs: It is that time again for many employers

blog.kpaonline.com/2011/01/osha-300-log-2011/



Canadian News

Canada adds 22,000 jobs in December according to StatsCan

Job creation in Canada picked up again in December with the private sector leading the way, new government figures show. www.torontosun.com/money/2011/01/07/16804456.html

Canada dollar outperforming on 'Buy North America' theme

The Canadian dollar finished the year modestly higher against the U.S. dollar and is outperforming most other major currencies on the belief the North American recovery is gaining traction. online.wsj.com/article/BT-CO-20110106-707606.html

Tip of the Month



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- Feb. 3 <u>Human Resources 101 Learn The Essential HR Activities</u>
- Feb. 10 How to Bulletproof Your Employment Practices for Dealerships

construction, large property/rural lifestyle, and outdoor power equipment dealers in the United States and Canada.

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