



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, March 10, 2011

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CEO Blog

My 100th anniversary! March 2011

No, I am not quite that old, but this month marks my 100th "The Way I See It" column. I want to thank each and every one of you who have put up with my rantings, opinions and sometimes off-the-wall ideas over the years. I truly enjoy writing this column, but most of all, I enjoy receiving feedback from you – good or bad – about my articles.

Some of the topics have been about sensitive issues. These seemed to touch a nerve and drew quick and sometimes unexpected reactions. For instance, I drew heavy fire from some manufacturers about comments I made about market share, purity, titling and registration of equipment, and warranty concerns. The good news is we were eventually able to have an open debate and reach a better understanding regarding such issues. I certainly never intend to offend anyone with my comments and appreciate the willingness to forgive in those instances when I have done so.

On other occasions, I have poked fun at government policies, politics, politicians, and decisions which, in my opinion, simply didn't pass the common sense test or that violated deeply held philosophies of my own. We won't agree all the time, but maybe a little levity might create more understanding, or at least, make us feel better about the issue or situation we find ourselves in.

Then there were the articles I wrote about practical ideas for use around the dealership. I recall an early column I wrote about customer relationships. Someone wrote to me afterwards and suggested I write a book about the topic. In that regard, I'll let you in on a little secret: By the time I write an entire article like that one, you have heard everything I know about the topic and then some! Pulling off an article? Yes... pulling off an entire book... that's a whole different matter!

And let's not forget those wacky articles I've written where I challenged conventional wisdom by asking off-the-wall questions or posing preposterous actions just to see if anyone was paying attention. I love when you write that such articles did hit your "aha" button and the light bulb in your own mind got switched on about the subject. These are my favorite types of articles to write. Getting us all to think outside the box, whether we agree or disagree, is a great way to explore new ideas and new ways of approaching problems and issues. That kind of subject matter is right up my alley. It gets my blood pumping and excites the few brain cells I have left that operate near 100 percent.

This month, I simply wanted to say thanks... thanks for being such loyal readers. I'd love to hear from even more of you as I start my journey towards the next 100 articles. Let me know what types of articles and topics you would like to see.

We've made responding easier by posting my columns as blog posts on www.naeda.com, where you can make comments. You can also reach me the old fashioned way... write a letter to the editor, call or, what the heck, send a telegram (do people still do that?) Well, anyway, I enjoy hearing from you. I admire what dealers do day in and

Legislative & Regulatory News

Mexico to cut 50 percent of tariffs on U.S. goods as truck border dispute ends

Mexico will cut tariffs on \$2.4 billion worth of U.S. products after the U.S. agreed to end a ban on Mexican trucks crossing the border, Mexican Economy Minister Bruno Ferrari said.

The countries will likely sign a formal trucking agreement in June and some tariffs will immediately fall, Ferrari and Dionisio Perez-Jacome, the minister of communications and transportation, said yesterday at a news conference in Mexico City.

[Read more](#)

Source: Bloomberg

Obama offers states more flexibility in health-care law

President Obama sought to defuse criticism of the new health-care overhaul by saying he is willing to give states an earlier opportunity to opt out of certain key requirements - but only if they can find their own ways to accomplish the law's goals.

The announcement was met with skepticism by many Republican governors who said they need to learn more about it.

"The devil's in the details," said Mississippi Gov. [Haley Barbour](#), who is appearing on Capitol Hill Tuesday morning along with Massachusetts [Gov. Deval Patrick](#) (D) for a previously scheduled hearing on complying with Medicaid eligibility under the new health-care law.

The 9:45 a.m. [hearing before the House Energy and Commerce Committee](#) could provide the first opportunity for lawmakers to elicit feedback on Obama's announcement.

If Congress approves a change along the lines of what Obama offered, states could gain exemption by 2014 rather than 2017 from some central and controversial elements of the law: that most Americans carry health insurance, that many employers offer their workers coverage, and that states create insurance marketplaces to help individuals and small businesses buy health plans that meet federal rules.

To win that freedom, though, Obama reminded the governors at a White House meeting that states would have to prove to federal officials that they could still achieve the law's objectives. Specifically, they would need to demonstrate that insurance benefits would be as affordable and as comprehensive, that the same number of residents would gain coverage, and that the alternate approach would not deepen the federal deficit.

[Read more](#)

Source: Washington Post

Farm exports expected to be up this year

Federal officials are expecting a record year for U.S. agriculture exports.

Agriculture Secretary Tom Vilsack says farm and food products are expected to reach a record \$135.5 billion in fiscal year 2011, which ends in September. Vilsack told The Associated Press that U.S. agriculture may have its best export year ever. Compared to fiscal 2010, export value is expected to grow 25 percent. Vilsack spoke Friday in Tampa, Fla., at the Commodity Classic, a large convention and trade show for the U.S. corn, soybean, wheat, and sorghum industries that draws some 4,500 U.S. farmers.

House passes 1099 repeal bill

It's incredibly rare that the White House, Senate and House are in fierce agreement over an issue, but they are when it comes to the health reform's 1099 tax-reporting requirements. They all believe that it ought to be repealed.

The House voted Thursday to do away with the reporting requirements, following on the heels of the Senate's February vote to do the same. Both efforts moved forward with strong bipartisan support — over three-quarters of both chambers showed support for the bills.

Yet despite all the agreement, the issue is unlikely to move forward as the parties and chambers continue to squabble over an acceptable way to offset the \$19 billion in lost revenues that would result from repeal.

On the House floor Thursday, Ways and Means Committee Chairman Dave Camp made light of the multiple attempts to overturn the 1099 reporting requirements.

"Some have even gone so far as to say there have been 1,099 votes to repeal 1099s," he said.

[Read more](#)

Source: Politico Pro

Hurry! Make plans now to attend NAEDA Fly-In to D.C., March 30-31

Time is running out to register to attend the 2011 NAEDA Legislative Fly-In. 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.

Make your voice heard in Washington, D.C. Plan your trip to Washington, D.C. with NAEDA today.

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)

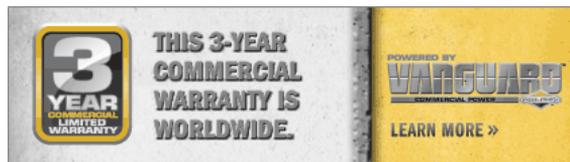
The tentative Fly-In schedule includes a briefing/meeting the afternoon of March 30 followed by a reception and dinner. Attendees will meet again the morning of March 31 and then adjourn for visits on Capitol Hill.

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.

U.S. government boosts estimates of corn, soybean supplies

hosted.ap.org/dynamic/stories/U/US_CROP_SIZE?

SITE=MOSTP&SECTION=DJSP_COMPLETE&TEMPLATE=DEFAULT&CTIME=2011-03-10-09-14-49



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Industry & Manufacturing News

Caterpillar offers new small wheel loader options

Caterpillar small wheel loaders are available with new guarding options, cab filtration system, and remote breathers for drive train components. They also come with a reversing lighting package.

Also, new are performance series buckets for small wheel loaders that deliver productivity improvements of more than 5 percent due to the optimized shape of the buckets.

The buckets and each of the new options are for Cat small wheel loaders -- 924H, 924Hz, 928Hz and 930H. The new options deliver benefits in a variety of applications, but particularly for the specific demands of solid waste, industrial and batch plant operations.

[Read More](#)

Source: Caterpillar

Deere earns top industry ranking in Fortune "Most Admired"

Deere & Company has been rated as the top company in its industry in the annual "Most Admired Companies" ranking by *Fortune* magazine. Deere also achieved its highest ranking ever in *Fortune's* "World's Most Admired Companies – Top 50."

Deere was ranked first overall in the Industrial and Farm Equipment industry for the first time since 2008. Companies are ranked in nine categories and Deere was chosen as the top company in its industry in six of those categories – innovation, use of corporate assets, social responsibility, quality of management, financial soundness, and quality of products and services.

[Read More](#)

Source: John Deere RSS Feed

Fastlane introduces "Big AG" edition to reach large-acreage farmers

Fastlane Publications has introduced a Big Ag edition. It will reach large acreage commercial producers

day out and am proud to think I play a small role in providing thoughts, ideas and opinions for you to contemplate. Happy 100th! 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.

An advertisement for McCormick Landini. It features the McCormick Landini logo at the top. Below the logo, the text reads: 'Learn why carrying McCormick tractors can add value to your dealership.' At the bottom, there is a red button with the text 'CLICK HERE'.

Resources

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An advertisement for RAMROD. It features a photograph of a person operating a RAMROD machine in a field. Below the photo, the text reads: 'DO MORE WITH RAMROD', 'www.ramrodequip.com', and 'Call Toll Free 1-800-667-1551'.

About NAEDA Update

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The North American Equipment Dealers 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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You must be a paid member of a NAEDA-affiliated association for your subscription to be accepted.



needing large equipment and accessories.

"Fastlane continues to develop strategies designed to meet the needs of our customers," said Joe McWilliams, president of Fastlane. "We recognize that large acreage customers have a need for a section in our publications dedicated to larger equipment. The Big Ag edition streamlines the farmer's search for high horsepower, high capacity equipment. It's a perfect fit for this segment of our audience."

[Read More](#)

Source: Fastlane Publications news release

Construction adds 33,000 jobs between January and February

The construction industry added 33,000 jobs in February even as the industry's unemployment rate was 21.8 percent, more than twice the national average.

As welcome as the new figures are, association officials cautioned that it was too early to tell whether the industry is improving or simply benefiting from the more favorable weather in February compared to the previous month.

"Given what this industry has been through, figures like these are as welcome as they are long overdue," said Ken Simonson, the association's chief economist. "The question now is whether these figures reflect a thaw in economic conditions for the industry, or the benefits of warmer weather and less snow in many parts of the country in February."

[Read more](#)

Source: Associated General Contractors of America and Concrete Construction.net



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NAEDA, Association & Program Partner News

How's business? Share your comments now

NAEDA wants to know ... how has your business been going lately?

If you've been selling snowblowers, business has likely been booming. If you've been selling dairy equipment, maybe not so much. [Tell it like it is](#) to get a conversation going with NAEDA President and CEO Paul Kindinger and NAEDA-affiliated equipment dealers.

KPA asks, can your parts grinder pass an OSHA inspection?

Problems involving parts grinders or other abrasive wheel machinery were the third most cited auto dealership violations in 2010.

Parts grinders are citable violations because by nature, they involve contact between employees and equipment. Robert Kowalski, OSHA's area director in Bridgeport, warns the chain that, "It would be to the benefit of its workers' safety company-wide for this employer to determine if similar hazards exist at other stores and to eliminate them if they do."

[Read more](#)

Source: KPA Blog

KPA: The Pep Boys story: a new kind of repeat OSHA violation

Recently, OSHA cited Pep Boys for serious and repeat safety violations totalling \$75,000 in fines. The unusual part of the report is the way OSHA counted the violations. Could what happened to Pep Boys happen to your dealership?

In 2009, a citation for OSHA violations was issued to one Pep Boys location. In 2011, a *different* Pep Boys facility was found to have similar hazards as the first facility. This second location was issued fines for serious and repeat violations because OSHA counted the violations as though all Pep Boys facilities are a single unit.

[Read more](#)

Source: KPA Blog

Canada East members AgraTurf and Elmira Farm Service to merge

AgraTurf Equipment Services Inc. and Elmira Farm Service Ltd., two prominent John Deere dealers in Southern Ontario, have agreed to merge into a new dealership - Premier Equipment Ltd., effective May 2, 2011. Both dealerships are members of the NAEDA-affiliated Canada East Equipment Dealers Association.

"We are excited to officially make this announcement," says Brett Barriage, GM of Elmira Farm Service and the new CEO of Premier Equipment Ltd. "Establishing this new entity will position us to meet the long term needs of the farming, commercial and residential customers in Southern Ontario."

[Read more](#)

Source: AgraTurf Equipment Services, Inc.

Canadian News

Bank of Canada holds rates, signals no hike soon

ca.reuters.com/article/domesticNews/idCATRE72034R20110301

Federal deficit shrank further in December

www.cbc.ca/news/politics/story/2011/02/25/federal-deficit-december.html

Former GM dealers in Canada get go-ahead for class action

autos.ctv.ca/CTVNews/Autos/20110303/former-gm-dealers-class-action-110303/

Canadian tractor manufacturer setting up shop in Willmar, Minn.

A Canadian company that makes Versatile tractors is coming to Willmar, Minn.

The company is buying the building that presently houses Willmar Fabrication in the industrial park and is

buying some of Willmar Fabrication's equipment.

Willmar Fabrication manufactures agricultural spraying equipment. Versatile will be retaining the 54 to 60 local manufacturing jobs.

Willmar Fabrication began operation in 2005 in the former AGCO and Willmar Manufacturing building at 2500 Airport Dr. S.W. The former manufacturer closed in April 2001 and moved to Jackson, and the building had sat vacant for four years.

Along with buying Willmar Fabrication's building, Versatile requested that local and state tax exemptions granted to Willmar Fabrication be transferred to Versatile under a state program that expires in 2015. Willmar Fabrication received the exemptions in 2005.

A request to transfer the exemptions under the Job Opportunity Building Zone (JOBZ) program was approved by the Willmar City Council on Monday night. The request was made by Steve Renquist, executive director of the Kandiyohi County and City of Willmar Economic Development Commission.

[Read more](#)

Source: INFORUM

2,4-D-tolerant Canadian corn, soy a few years away

A new 2,4-D- and glyphosate-tolerant crop trait system that's expected to be available in 2013 for U.S. growers is expected to be launched in Canada "in the next few years."

Seed and ag chem firm Dow AgroSciences on Wednesday announced "pending" U.S. regulatory approvals for the components of what it's dubbed the Enlist Weed Control System, starting with corn varieties.

The company bills Enlist as a "new herbicide-tolerant trait system that will provide robust tolerance to an innovative 2,4-D product, in addition to glyphosate."

The system's commercial launch in the U.S. is "anticipated in corn for the 2013 crop year with other crops to follow," Dow Agro said.

The company's Canadian arm in Calgary said it anticipates bringing the system to Canadian corn and soybean growers "as soon as we receive regulatory approvals for Canada," spokesperson Brian de Kock said in an email. "We expect to launch this technology in Canada in the next few years."

The Enlist system "will enable broad-spectrum control against tough weeds and a wide window for over-the-top application that aligns with the current glyphosate window," the Indianapolis company said in its release.

The system "will partner with and improve upon the glyphosate-tolerant cropping system," the company said, referring to Monsanto's Roundup Ready trait systems.

[Read more](#)

Source: AGCanada

CFIA expects "elevated" anthrax risk in livestock

Weather patterns point to a greater risk of poisoning in livestock this summer due to soil-borne anthrax, the Canadian Food Inspection Agency warns.

Spores that cause anthrax poisoning are known to exist in the soil across Canada's Prairies and generally surface during the summer, particularly when hot, dry temperatures follow a period of heavy rainfall and/or flooding.

"Given the recent and predicted climatic conditions, the risk of anthrax is poised to elevate this summer," federal chief veterinary officer Brian Evans said in a CFIA release Tuesday.

"We encourage all livestock producers in the Prairies to speak to their veterinarian about having their animals vaccinated, especially if their herd is in an area where anthrax has been found before."

Five separate herds of animals on the Prairies were confirmed to have suffered from anthrax during 2010, including three in August alone: a bison herd in the southeastern Saskatchewan RM of Wellington, a group of cattle and horses in the neighbouring RM of Fillmore and a cattle herd in the northern RM of Garden River. Cattle from a separate herd in the RM of Fillmore were confirmed with anthrax in early September.

Another case was confirmed in Manitoba in early November, in a cattle herd in the RM of Armstrong, in the province's rain-soaked Interlake region.

The Prairies also saw five separate confirmations of anthrax in herds the previous year, including two separate cases in western Saskatchewan, a group of three cattle herds plus a bison herd in southeastern Manitoba and a bison herd in northwestern Alberta's Peace region.

[Read more](#)

Source: AGCanada

Tip of the Month



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- Mar. 17 - [How to Reduce Your Workers' Comp Costs](#)
- Mar. 24 - [Essentials of Wage and Hour Law for Dealerships](#)