



# NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, May 05, 2011

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## NAEDA, Association & Program Partner News

Let NAEDA know of tornado injuries, damage; EDF Disaster Fund grants available

Let NAEDA know about dealership or employee-related tornado/storm injuries and damages. We will share news with the equipment community in the next *NAEDA Update*. Submit information to [naeda@naeda.com](mailto:naeda@naeda.com). Dealers and dealership employees who suffer losses may qualify for limited assistance through the EDF Disaster Relief Fund. Contributions to the fund are now being accepted.

The EDF Disaster Relief Fund provides grants to dealers and their employees affected by tornadoes, hurricanes, storms, flooding, and other natural disasters.

The fund helps offset some financial demands faced by those affected by natural disasters. Grants may be used for food, living expenses, temporary accommodations, home repair, permanent home construction, and other approved needs. Learn more by reading the grant application form.

### Contributions to the EDF Disaster Relief Fund

Equipment Dealers Foundation (EDF) Disaster Relief Fund is accepting contributions to provide assistance to dealers and their employees who have suffered losses from natural disasters.

Download a copy of the [Disaster Relief Fund Contribution form](#).

### Disaster Relief Fund Grant Application

Dealers and dealership employees who suffer losses in federally designated disaster areas may qualify for limited assistance. Qualification guidelines are detailed in the EDF Disaster Relief Fund application.

Download a copy of the [Disaster Relief Fund Application form](#).

### MVEA's generosity will help many dealers affected by natural disasters

When the Mississippi Valley Equipment Association (MVEA) voted to dissolve itself earlier this year, its board decided to donate a portion of its remaining reserve funds to the NAEDA Equipment Dealers Foundation (EDF) to be used for dealership/employee-related disaster relief efforts.

It is because of the foresight and generosity of MVEA and its members that dealers across North America will benefit through the [EDF Foundation](#) Disaster Relief Fund.

Now it will be up to the EDF board to determine more precisely how those funds will be used and how to leverage that generosity to stimulate future gifts and endowments that can benefit equipment dealers in perpetuity during times of crisis resulting from natural disasters.

Thank you MVEA! -- Paul Kindinger, NAEDA president/CEO

### Titan takes step into Wisconsin with purchase of St. Joseph CE business

Titan Machinery Inc. is set to acquire St. Joseph Equipment Inc.'s construction equipment business. The acquisition consists of four construction equipment locations in Shakopee, Hermantown and Elk River, Minn., and La Crosse, Wis. The acquisition is expected to close by May 31.

St. Joseph Equipment Inc. was founded in 1948 by William Schams, Sr. in La Crosse, Wisconsin. In 1956, William Schams Jr. purchased the company and now manages the business with his children -- Chuck Schams, Steve Schams, Sherry Wuebben, and Larry Schams. The company has expanded to seven locations providing agricultural and construction equipment in Minnesota and western Wisconsin.

St. Joseph Equipment Inc.'s agricultural division will continue to sell agricultural equipment at its locations in La Crosse, Wisconsin, and Eyota and Lewiston, Minn. Construction revenues for fiscal 2010 were approximately \$45 million.

Chuck Schams of St. Joseph Equipment Inc. says, "We will use this divestiture of our construction

## CEO Blog

Two points in time  
April 2011

People often say that there are only two certainties in life: death and taxes. Unfortunately, they are wrong. The third certainty is "change." In a world that seems unchanging day to day, change is actually occurring all around us. Nothing brings that fact home more clearly than to compare two points in time.

For example, in my lifetime, I've gone from watching black and white-only TV to being able to watch an entire movie on my cell phone as I'm flying across the continent. Speaking of phones, I can still remember the "party" line (two longs and a short) from the wooden-encased phone on the wall with a local operator to assist my call. I can still hear the clicks of everyone else on our "party" line picking up to hear at least the first part of my phone call with Grandma or Grandpa. My cell phone is now with me 24/7 and delivers my mail messages instantly no matter where I am, plus it plays music and much more.

Yesterday and today ...the comparison between the two times can be startling when we take time to reflect.

In 1907, a group of equipment dealers within a 100-mile radius of St. Louis gathered to form an association to serve the needs of area dealers. It was called the Mississippi Valley Equipment Association (MVEA). One hundred and four years later, a small group of equipment dealers gathered again in St. Louis to dissolve that same organization. There have been several mergers between equipment dealer associations, but during my tenure at NAEDA, MVEA was the first association to totally dissolve. But, that's not really the point. The point is that change rolls on in our industry.

It took soul searching and guts for MVEA's board and members to vote Feb. 24, 2011, to dissolve that proud organization. It had a rich heritage that will be marked in our history books forever. The group had seen its ranks dwindle to only a few dealers representing each of the various major company lines. The manufacturers had also

equipment business to focus on expanding our agricultural equipment business."

The acquisition of St. Joseph's construction equipment business in La Crosse establishes Titan Machinery's first construction equipment dealership in Wisconsin. With this acquisition, Titan Machinery will have the exclusive Case Construction contract for the entire state of Minnesota and 11 counties in western Wisconsin.

[Read more](#)

Source: Yahoo Finance

## Federated hosts annual Advisory Council meeting; members contribute insight



*Equipment dealer members of the Federated Advisory Council (l-r): Phil Jacobi, Ray Lee and Lester Killebrew.*

NAEDA dealers were well represented on Federated's 2011 Advisory Council. The equipment dealer industry was represented by Ray Lee, Ray Lee Equipment Company, Lester Killebrew, SunSouth LLC (and immediate past chairman of the NAEDA board), and Phil Jacobi, Jacobi Sales, Inc.

Federated Advisory Council members shared two days of discussion with Federated leadership on topics ranging from employee development to group health insurance to providing value-added products and services.

Designed around the "Providing Value Is Priceless in 2011" theme, Advisory Council meeting attendees placed great importance on delivering and receiving value.

Jeff Fetters, president/CEO of Federated Insurance Companies, addressed the group saying, "Our policyholders expect us to provide value-added products, risk management programs, client service, association support, and financial stability. It's a charge we fully embrace. It's the Federated value Difference® and it's what sets us apart."

Just as Federated strives to give policyholders the most value for their premium dollars, Advisory Council member businesses agreed that their goal is to set themselves apart by providing the products, services, and experience their clients deserve.

Source: Federated Insurance Companies

## Nebraska, Colorado John Deere dealers to merge

Two recognizable names among John Deere dealerships in the High Plains have announced their intent to merge - a move hailed by the future company's CEO as a "merger of equals."

Kay Jan, Inc., headquartered in Fort Morgan, CO, and 21st Century Equipment, headquartered in Bridgeport, NE, have announced May 1 as the date of merger completion. The resulting company will carry the 21st Century Equipment name.

"This is not an acquisition of one company by another. It is truly a merger of equals," said Owen Palm, who will serve as chief executive officer of the firm. Palm is currently CEO and general manager of 21st Century Equipment. "We're creating an even stronger John Deere dealership with the expertise, market breadth, knowledge, and financial footings to provide our customers with an even more robust, reliable and responsive local resource."

Jeff Bieber, current president of Kay Jan who will serve as chief operations officer of the merged company, agreed, saying the largest change Kay Jan customers will notice is the name.

"The 21st Century Equipment name is more reflective of the forward-looking market leadership that Owen and I perceive will be achieved by this newly merged company," he said. "Over the years, it has been the people and the relationships that have built the Kay Jan brand, not the name on the building."

Kay Jan says it has built a solid reputation for parts and service while 21st Century Equipment touts its expertise in technology and innovation. Those are strengths company officials say customers will continue to recognize after the merger.

"With the merger, customers in both markets will be able to tap into the strengths of both," Palm said. "Customers will have greater parts inventory and availability and a broader range of equipment and technology from which to choose."

[Read more](#)

Source: AgriMarketing

dwindled over time. Consolidation took its toll over the 104 years of MVEA's existence. Like inflation or overeating, the effect was not immediately evident, but eventually the reality hit home.

Two points in time can not only remind us of change, but reveal why such changes are taking place. The customer base is changing. Technology is changing and the need to reach customers further from our base of operation is also a major source of change. And, yes, there is a continual push to be more efficient and financially viable to compete and carry out the higher standards and expectations of manufacturers. Such change is a glaring reminder of Charles Darwin's concept that it is not simply the strongest of the species who survive, but the most able to adapt to change. Such is true in our industry.

Change is a certainty. It may come from a variety of directions, but it will happen. Can we adapt? Will we adapt? Will we adapt in time? These questions will determine our fate and future. The dissolution of MVEA is a reminder of how insidious change can become over time and of what can happen as a result.

As I said earlier, it took courage for the MVEA board and members to recognize how change had affected the association's ability to serve members at a level commensurate with today's expectation for programs and services. The board members not only recognized the situation, they did something about it. Now, the former members of MVEA in Missouri will be served by the SouthWestern Association and MVEA members in Illinois will be served by the Midwest Equipment Dealers Association.

Change will continue to occur. The secret is not simply realizing it will occur, but determining what that change will mean and responding appropriately. It is our ability to compare and contrast two points in time, then project the effect of such change into the future and respond to it that are the essential qualities for survival. Whether the two points in time are 104 years apart or 104 minutes, they are important stakes in the ground to measure what is going on all around us. And that's the way I see it.

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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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Industry & Manufacturing News

Orthman wins AE50 award for its Shadow Tracker GPS system  
 The American Society of Agricultural and Biological Engineers (ASABE) has awarded an AE50 award to Orthman Manufacturing for their Shadow Tracker GPS guidance system.

ASABE deemed the Shadow one of the year's most innovative designs in engineering systems for the food and agriculture industries.

The Shadow will be featured in the March/April 2011 special AE50 issue of ASABE's magazine, *Resource: Engineering & Technology for a Sustainable World*.

[Read more:](#)

Source: Orthman

Fastline.com now offers advertisers video capabilities  
 Fastline.com, the leading farm equipment database, now offers a new feature to its advertisers: videos to showcase their farm equipment.

The videos allow the farmer to see multiple views of equipment and hear a description at the same time. This feature makes it easier for those searching for equipment to make a buying decision.

"In the past few months, we have added a variety of new and enhanced features to our website, but the videos are going to have the most dramatic effect in how farmers search for equipment," said Cliff Wolfe, Director of IT. "Nowhere else in the ag industry can you find this kind of technology."

This easy to use feature will help differentiate the advertiser's equipment from 125,000 other items on

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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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### AGCO commits to growing its presence in China and India

AGCO took another step in implementing its growth strategy in Asia by appointing Andreas Georg Weishaar as vice president and managing director, China and India.

"AGCO's worldwide strategy is to provide high tech solutions to farmers feeding the world and our initiatives aim at operational efficiencies to benefit farmers globally," said Martin Richenhagen, AGCO Chairman, President and Chief Executive Officer. "Our expansion in China and India is achieving both of these goals. Andreas' promotion signals our commitment to agriculture in these nations."

"This appointment further strengthens AGCO's team in these major markets and will help us accelerate the realization of our plans to serve domestic farmers with AGCO products as well as to leverage China and India as manufacturing bases from which to serve global markets," said Hubertus Mühlhäuser, AGCO Senior Vice President, Strategy & Integration and General Manager Eastern Europe & Asia. "Under the leadership of Weishaar, AGCO plans to make significant investments over the next few years in China."

[Read more](#)

Source: EnhancedOnlineNews

### STIHL launches largest national sales event in its history

STIHL Inc. has launched the largest, most comprehensive national sales event in its history, according to a company news release. The company is using STIHL Dealer Days to show its continued support for its network of independent U.S. servicing dealers.

The event, which runs through June 5, features STIHL consumer models aimed at the serious gardener and do-it-yourself homeowner.

[Read more](#)

Source: STIHL

### RFA provides guidelines regarding ethanol usage in weed whackers, mowers

Should operators use ethanol-blended fuels in mowers and other lawn and garden equipment? To answer such questions, the Renewable Fuels Association (RFA) has put together a guide entitled, *The Use of Ethanol-Blended Fuels in Non-Road Engines*.

In this guide, the RFA addresses concerns expressed by equipment manufacturers that pertain to the care of both categories of non-road engines; recreational equipment such as snowmobiles, ATV's and watercraft; and lawn/ garden power equipment. Areas covered include materials compatibility (i.e. metals, plastics, & elastomers), lubricity, enleanment, storage considerations (phase separation, fuel stability), and over blending of ethanol fuels (i.e. blends containing more than legally permitted levels of ethanol).

[Read more](#)

Source: The RFA E-xchange

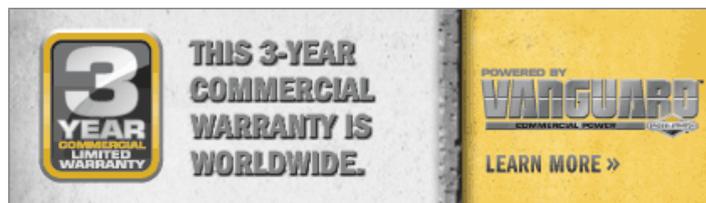
### "Just in time" manufacturing practices may no longer be viable

The just-in-time approach to manufacturing has made a virtue out of keeping inventories lean. But some manufacturers think it has gone too far and that having a little extra padding might be a healthier option.

Popularized by Japanese auto makers, the just-in-time system is based on a company buying or making only what it needs to fill immediate demand. Although that helps manufacturers hold down costs by keeping stockpiles of components and finished goods low, it can leave them high and dry if production supplies don't arrive as expected.

[Read more:](#)

Source: The Wall Street Journal (tiered subscription model)



## Legislative & Regulatory News

### Equipment manufacturer CEOs ask president to stop EPA's "damaging" rules

The Business Roundtable, a group of CEOs from major industrial firms such as AGCO, Deere, Eaton, and Caterpillar, asked the Obama administration to stop the Environmental Protection Agency's (EPA) enforcement of greenhouse-gas regulations. Such rules show "an example of damaging regulatory overreach that threatens to stifle U.S. economic growth and job creation," said Thomas Fanning, chairman, president and CEO of utility firm Southern Co.

The group wants the president to urge EPA to scrap the rules for power plants and oil refineries, giving Congress time to craft legislation.

[Read more](#)

Source: Bloomberg

USDA provides funds for weather disaster areas in Southeast, Midwest  
USDA's Natural Resources Conservation Services (NRCS) has made available \$6 million in disaster recovery to ten states affected by recent storms, tornadoes and floods.

The states receiving the aid are Alabama, Arkansas, Georgia, Illinois, Kentucky, Missouri, Mississippi, North Carolina, Tennessee, and Virginia.

[Read more](#)

Source: USDA

### ***In a related story, the Missouri Department of Agriculture is assisting in flood-related emergency efforts in Southeast Missouri***

The agency is working to provide necessary resources, including support for agricultural evacuations, communications and technical assistance, for emergency efforts at the local, state and federal levels.

"Our hearts go out to the families impacted by this flooding. The safety of farm families and their livelihoods is our top priority," said Director of Agriculture Dr. Jon Hagler. "There will be many challenges ahead following these recent events, and it is a priority for the Missouri Department of Agriculture and our partners to do everything possible to assist affected Missourians, now and into the future."

The agricultural land expected to be affected by recent weather disasters in Mississippi County alone is valued at more than \$300 million and has been some of the most productive soil in the state. In 2010, Mississippi county farmers harvested 6.2 million bushels of soybeans and 9.4 million bushels of corn. For more information, [click here](#).

### DOL lays out strategic plan which could affect ag, construction

The U.S. Department of Labor (DOL) has released its first strategic plan under Secretary Hilda L. Solis. She says her vision is to ensure "good jobs for everyone" by which she means jobs that increase workers' incomes, provide workplace flexibility and assure workers a voice in the workplace.

According to the plan, DOL intends to focus enforcement on "vulnerable workers" including workers in agriculture and construction. DOL has recently hired new investigators and it plans to put them to work by conducting more compliance evaluations. DOL also plans to propose new recordkeeping regulations as part of its strategy.

DOL seems to be heading toward a regime that will require employers to explain a worker's classification status to the worker.

[Read more:](#)

Source: Inside Indiana Business

### New EPA guidance increases waters subject to federal regulation

EPA and the Army Corps of Engineers have released draft guidance that would change how the agencies determine whether waterbodies are jurisdictional under the Clean Water Act (CWA).

While the guidance emphasizes that existing agriculture-related exemptions remain in place, it would expand the universe of waters subject to CWA jurisdiction.

The guidance utilizes the broader "significant nexus" test in determining jurisdiction, which would lead to more waters, including isolated waters, being designated as jurisdictional. Though the draft will be open for public comment for 60 days, many agricultural organizations and members of Congress have urged EPA to undertake a formal rulemaking on this, rather than rely on guidance. NAEDA is reviewing the document to see how dealers and their customers might be adversely impacted by the guidance document.

[Read more:](#)

Source: EPA

### I Make American launches "Picture a Better America"

The Association of Equipment Manufacturers (AEM) and the [I Make America](#) campaign have launched the [Picture a Better America Photo Contest](#) to demonstrate the urgent need to invest in America's crumbling infrastructure. The contest will showcase hard-working men and women who "make" America.

"We're calling on Americans to send in their photos to show our elected officials that our roads, bridges and highways are crumbling and America needs Congress to pass a fully-funded highway investment bill this year," said AEM President Dennis Slater. "The time is now for Congress to invest taxpayer dollars in projects that will create meaningful jobs and make our roads safer."

#### Contest details

Both recreational photographers and professionals can enter their photos in the four thematic categories below. AEM encourages contestants to share their photos on their personal Facebook, Twitter, and Flickr accounts, and to browse other photo submissions

Contestants can submit different photos in the four thematic categories, limit one per category:

**One Bumpy Ride:** Disintegrating roads are a fact of life for almost everyone. Some have even rewarded us with a flat tire or worse! Send a photo of a decaying bridge or roadway; show Congress the consequences of their inaction.

**When We Work, America Works:** Did you know that every \$1 billion spent on infrastructure provides 30,000 jobs to hard-working Americans? Send a photo of a job site to show what a working America looks like.

**America Grows Here:** A fully-funded highway bill will ensure that the crops that feed and clothe the world reach their final destination. Contestants can show the beauty of America's farms.

**Our Many Faces:** Send a picture of you, a family member, a neighbor, or a colleague hard at work, contributing to the national effort of building America

One winner in each category will be selected and announced at [www.IMakeAmerica.com/photocontest](http://www.IMakeAmerica.com/photocontest) in August. Each category winner will receive \$250.

To learn more, visit [www.IMakeAmerica.com](http://www.IMakeAmerica.com). View short videos of employees and small business owners telling the real life stories of how manufacturing affects the national economy at [www.ADayinAmericanLife.com](http://www.ADayinAmericanLife.com).



## Canadian News

### Canadians gave Prime Minister Stephen Harper his first majority government

The election outcome is considered a ringing endorsement of his handling of the economy through one of the worst recessions in history.

Harper campaigned on the need for a strong, stable, majority government to keep Canada's economy on the road to recovery.

[Read more](#)

In related news, the New Democrats Party (NDP) will become Canada's official opposition for the first time ever, according to seat projections. Jack Layton, leader of the NDP, is the new opposition leader. Bloc Quebecois Leader Gilles Duceppe stepped down after the NDP wave virtually wiped his sovereigntist party off the map and cost him his own seat in east-end Montreal.

Source: Canoe.ca

## Canadian Liberal party faces historic losses

A weary and defeated Liberal leader took ownership of the worst defeat in the party's history.

"Leaders have to be big enough to accept their historic responsibility for historic defeat," said Michael Ignatieff. "And I do so."

[Read more](#)

Source: Canoe.ca

## Ag Minister Ritz, ag critics win re-election

In the wake of the recent election, most, but not all, handlers of the Canadian ag portfolio will follow Harper back into office.

Agriculture Minister Gerry Ritz easily held his seat for the Conservatives in the western Saskatchewan riding of Battlefords-Lloydminster. Jean-Pierre Blackburn, the federal minister of state for agriculture since 2008, lost his Quebec riding of Jonquiere-Alma to the NDP's Claude Patry.

Pierre Lemieux, a parliamentary secretary to Ritz, held his Ontario riding of Glengarry-Prescott-Russell over Liberal contender Julie Bourgeois. Southwestern Saskatchewan MP David Anderson, Ritz's secretary on the Canadian Wheat Board file, kept his riding of Cypress Hills-Grasslands over NDP challenger Trevor Peterson.

[Read more](#)

Source: Alberta Farmer Express

## Tip of the Month



[Ensure safe driving on your lot](#)

### Free KPA webinars

- May 12 - [10 Priorities for Your Safety Program](#)
- May 19 - [The Good, the Bad, and the Ugly: OSHA Stories From the Field](#)

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