



# NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, June 30, 2011

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## Legislative & Regulatory News

Protect LIFO! Call the President and Congress today - Numbers provided NAEDA needs every dealer wishing to protect the Last In First Out tax (LIFO) tax provision to call the White House now to let the president know that LIFO repeal would hurt struggling businesses, slow economic growth and cause job loss.

**We need to generate thousands of calls to the White House to make sure our message about the protection of LIFO is heard.**

If we produce only a small number of calls, the White House will assume that LIFO is not a big issue and only affects oil and gas and a few large corporations. We need to tell them that LIFO repeal would harm your business and other small and mid-sized companies.

Make the call yourself and ask others to also call.

The decision on this issue could be made any day. Please call by the end of this week if at all possible, and by close of business July 6th, at the latest.

Here is a draft [message](#) that you can use to make the call.

Call the White House Comment Line at 202/456-1111. Note: When you call, you may be told to email the President instead of calling, or that you have dialed the wrong number. Be assured the phone number is correct. Tell the operator you are calling about LIFO and prefer to call about it rather than send an email.

Also contact Congress today!

Please call the members of Congress who are participating in the debt limit negotiations and congressional leaders who are fighting repeal. You can reach every member of Congress by calling the Capitol switchboard (202/224-3121) and asking for the individual offices listed below:

Democrats involved in the debt limit talks or who are sympathetic on LIFO:

Sen. Charles Schumer (D-NY)  
Sen. Debbie Stabenow (D-MI)  
Sen. Maria Cantwell (D-WA)  
Sen. Max Baucus (D-MT)  
Rep. Chris Van Hollen (D-MD)

Republican leaders who are fighting repeal:

Speaker John Boehner (R-OH)  
House Majority Leader Eric Cantor (R-VA)  
Senate GOP Leader Mitch McConnell (R-KY)  
Senate GOP Whip Jon Kyl (R-AZ)

We have an opportunity to have our voices heard. If we prevail and get LIFO removed from the debt limit debate, it will be easier to protect LIFO during debate on broad based tax reform.

Call today and help protect LIFO!

This dealer call-in campaign is being encouraged by the LIFO Coalition, of which NAEDA is a member. You can find many resources and support document to help you protect LIFO on the coalition's web site at [www.savelifo.org](http://www.savelifo.org).

The following useful documents have been added to the LIFO Coalition [Web site](#):

- A paper explaining why LIFO should not be considered a tax "expenditure" and included in tax reform debate
- A paper explaining the retroactive aspect of LIFO repeal
- A letter from the Obama Administration's Small Business Administration which argues that LIFO repeal would force small companies to go out of business
- A study by Georgia Tech which reports that 36 percent of all U.S. companies use LIFO
- A copy of the LIFO Coalition's ad running in Capitol Hill newspapers this week
- The Coalition's letter to Congress from earlier this year which thoroughly explains LIFO and the impact of repeal
- A current list of LIFO Coalition members (click on WHO ARE WE?)

## Deal struck on long-stalled trade pacts with Korea, Colombia, Panama

The White House and congressional negotiators have cleared an impasse over three key trade pacts, ending weeks of wrangling and setting in motion the congressional approval process for the long-pending deals.

But the announcement was met with some disapproval from leading Republicans who said they remain opposed to pairing the South Korea, Colombia and Panama trade deals with a renewal of the Trade Adjustment Assistance (TAA) program. The aid and retraining program for workers who lost their jobs because of outsourcing is an Obama administration priority that Republicans have sharply criticized as costly and unnecessary.

[Read more](#)

Source: The Washington Post

## Federal Motor Carrier License may soon be required for many farmers

A large percentage of farms have semi-trailer trucks to more efficiently handle high capacity harvesting equipment. While some of those trucks have limited use other than harvest, many others become a second home for farmers who work as commercial carriers when they are not farming.

Although they have the required commercial drivers' licenses and many of their trucks have U.S. Department of Transportation registration, many will not be happy to learn the DOT is working its way down further into their farming operation.

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## CEO Blog

Wanted: New ideas  
June 2011

I sense that most reasonable people would agree that government has a role to play in our society. Exactly what that role should be, and how we should pay for it, is often where disagreements begin.

Today there is enormous pressure to clearly determine answers to these questions. That pressure is coming from an ever-increasing overspending and debt problem, not only in the U.S. and Canada, but across the globe. What exactly should government do and how will we pay for it are questions that must be answered.

It's no secret Congress has created an enormous problem by continually spending more than it takes in. Don't let anyone kid you ... although the problem has grown worse, overspending has been going on for years. Congress is like drug addicts in a room full of heroin: it can't control itself. So now, like most problems created by Congress, it's a crisis and the gloves are off regarding how it should be fixed. It's the epic battle between "tax and spend" and "lower taxes and cut government spending." Unfortunately, neither approach by itself will fix the problem. The patient is sick and the doctor is on vacation!

So where is our hero? I'm sorry, but this is reality, not a fairy tale. Like Henry J. Kaiser said, "Problems are only opportunities in work clothes." We didn't get into this situation overnight and we won't get out of it overnight. It will take hard work, patience and solid ideas to fix it. The paradox is that the demands

[Read more](#)

Source: Farmgateblog.com

### Banks ordered to lower retailers' debit fees

Starting in October 2011, banks aren't going to be able to charge as much as they used to when consumers pay by debit card. The Federal Reserve has issued a final rule on so-called "swipe fees" that are charged to merchants every time a debit card is used.

Retailers have been complaining for years about the fees banks charge whenever a customer pulls out a debit card. Congress listened last year and included an amendment in the big financial overhaul to limit fees on debit transactions.

[Read more](#)

Source: NPR

### Controversial new rule proposed on employers' use of union consultants

The Obama administration has said employers should disclose more information about the consultants they hire to respond to union bargaining or organizing campaigns, a move long sought by organized labor and opposed by employers.

The Labor Department's proposal hinges on the interpretation of "advice" stemming from the 1959 Labor-Management Reporting and Disclosure Act.

Currently, employers must report arrangements with third-party consultants hired to influence employees in connection with union bargaining or organizing issues.

[Read more](#)

Source: The Wall Street Journal

### Study shows interference with GPS poses major threat to U.S. economy

More than 3.3 million U.S. jobs in agriculture and industries rely heavily on Global Positioning System (GPS) technology and the disruption of interference with GPS posed by LightSquared's planned deployment of 40,000 ground stations threatens direct economic costs of up to \$96 billion to U.S. commercial GPS users and manufacturers, according to an economic study.

The study by Dr. Nam D. Pham of the Washington, D.C.-based NDP Consulting Group warns of "serious economic repercussions for the U.S. economy" if LightSquared's plans proceed and points out that the \$96 billion economic figure represents the equivalent of 0.7 percent of the U.S. economy. The \$96 billion figure is the total of up to \$87.2 billion in costs to commercial GPS users and up to \$8.8 billion in costs to commercial GPS manufacturers. The commercial benefits of GPS are largely enabled by high precision GPS technologies.

The study states that the commercial adoption of GPS continues to grow at a high rate and is expected to annually create \$122.4 billion in benefits and grow to directly affect more than 5.8 million jobs in the downstream commercial GPS-intensive industries. The study makes clear that its analysis is confined to the economic benefits of GPS technology to commercial GPS users and GPS manufacturers, mainly high precision GPS users, and the economic costs of GPS signal degradation to only those sectors. The report therefore does not capture the considerable benefits and costs to consumer users of GPS, other non-commercial users and military users.

The analysis shows that GPS equipment revenues in North America in the 2005-2010 time period averaged \$33.5 billion per year and that commercial sales accounted for 25 percent of the total, while the consumer and military markets respectively made up 59 percent and 16 percent of the total. The report notes that the U.S. government has already invested \$35 billion in taxpayer money in the GPS satellite constellation and continues to invest in GPS at a rate of about \$1 billion a year.

Referring to LightSquared's plans, the report states, "The commercial stakes are high. The downstream industries that rely on professional and high precision GPS technology for their own business operations would face serious disruption to their operations should interference occur, and U.S. leadership and innovation would suffer."

The analysis and views in the study, which was commissioned by the Coalition to Save Our GPS, are solely those of the author, Dr. Pham, a managing partner of NDP Consulting Group who was formerly a Scudder Kemper Investments vice president, chief economist of the Asia region for Standard & Poor's DRI and World Bank economist.

Representatives of several Coalition member organizations had comments:

Ken Golden, director of global public relations at John Deere: "The use of GPS technology is vital to thousands of people who make their living with agricultural and construction equipment. It is simply not acceptable to allow this new network to interfere with these important industries when all indications are that there is no practical solution to mitigate this interference. In agriculture, the loss of a stable GPS system could have an impact of anywhere from \$14 billion to \$30 billion each year. That could significantly erode the strong competitive global position of U.S. farmers in the world agricultural economy. Serious impacts to the productivity of those in the construction business also will be apparent."

Siamak Mirhakimi, general manager, Caterpillar Electronics & Systems Integration: "High precision GPS continues to be widely adopted technology in heavy construction and civil engineering due to the benefits of increased productivity, improved job site safety, faster completion times for projects and reduced fuel and rework costs. The test results clearly show substantial interference to high precision GPS which in turn will impact our products and customers. Allowing any company to cause interference to the GPS band would be a major step backward and significantly impact this domestic industry, which has invested billions of dollars in GPS enabled products and which employs over a million people in the U.S."

Jim Kirkland, vice president and general counsel of Trimble: "This analysis highlights the massive economic benefits of GPS technology to the U.S. economy and adds a critical perspective to the current debate over LightSquared's plans. This study also highlights how LightSquared's recently announced 'solution' to the interference problem, which LightSquared admits will not reduce interference for high precision GPS uses, is no solution at all. High precision GPS uses represent nearly \$10 billion in historical investment by GPS users over the last five years and \$30 billion in annual economic benefits."

The report, which traces the development of GPS from its U.S. military origins to today's widespread commercial and consumer use of GPS, states that "the economic benefits of GPS to the U.S. economy are substantial. GPS manufacturers create employment, provide earnings, add value, and generate tax revenues for governments. Importantly, GPS technology improves productivity and produces cost-savings for end-users."

The report details the labor, capital, materials, and efficiency savings in three industries: precision agriculture; engineering construction, heavy and civil and surveying/mapping; and commercial surface transportation. The report notes as well that GPS technology "creates direct and indirect positive spillover effects, such as emission reductions from fuel savings, health and safety gains in the work place, time savings, job creation, high tax revenues, and improved public safety and national defense."

[View](#) the full report.

The "Coalition to Save Our GPS" is working to resolve a serious threat to the Global Positioning System. The FCC

are greater than government's ability to address them, even if we all agree on the fix. Another paradox is politics. Politicians' posturing to other professional politicians (who often are more concerned about preserving their career than developing real solutions) will not get the job done.

What can we do? Here are ideas:

1. Reinvigorate an entrepreneurial spirit. The entrepreneurial spirit is sorely needed. Government should inspire people to dream big. It should create an environment where people feel free to pursue their ideas, take risks and reap the commensurate rewards ... instead of an environment where people and businesses are taxed and regulated to the point where they give up. Jobs will be created when entrepreneurs and businesses are encouraged to reach higher.

2. Act as a support mechanism. A government that will act as a catalyst for ideas and the infrastructure required to implement them will be a step on the road to recovery. Governments are already spending billions on R&D, so let's use some of these funds in a more collaborative manner with the private sector. Congress should also weigh whether regulations are helping or hurting the economy and then legislate appropriately.

3. Encourage new forms of business-to-business collaboration. Collaborations between businesses of all sizes can generate ideas and accelerate innovation. Great ideas may come from small businesses, but they often need the involvement, support and funding of larger, better staffed businesses. Some collaboration occurs today, but more is needed.

4. Create new sources to finance innovation. Perhaps we need a funding institution that can access capital more quickly and inexpensively. It should absorb a little more risk than traditional mechanisms alone. Venture capitalists are a good source, but their involvement is not enough to meet the total demand. Besides, they frequently demand a high premium for their investment.

5. Provide exceptional, positive leadership. Leadership that has a laser focus on building something great and fixing real issues is essential. One admirable quality of John Kennedy was his willingness to provide a big, hairy, audacious goal (BHAG). Remember? He said, let's choose to go to the moon in this decade. The United States at the time had few resources in place and little idea of how to accomplish the goal, but it put a man on the moon. We sorely need someone, or a group of some ones, to step up and not be deterred by distractions created by politics, the media and left- or right-wing extremists. We need leaders who honestly, deeply care and believe they can make things better.

Yes, the United States faces daunting challenges, but if we deal with this financial mess head on, we may very well determine the fate of our beliefs and our society. 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,

granted a highly unusual conditional waiver for a proposal to build 40,000 ground stations that could cause widespread interference with GPS signals – endangering a national utility which millions of Americans rely on every day. The conditional waiver was granted to a company called LightSquared. To learn more, visit [www.SaveOurGPS.org](http://www.SaveOurGPS.org)

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Industry & Manufacturing News

John Deere unveils 7R Series row-crop tractor models

The 7R series models come with IVT and Command Quad transmissions, options for larger tires, a compact chassis, and greater engine horsepower ratings.

These features give the 7R Series row-crop tractors the versatility to handle tillage, planting, haying, loading, and other tough chores on the farm.

[Read more](#)

Source: Ag Wired

Toro purchases turf maintenance company to broaden its product line

Toro Co. has bought Lawn Solutions Commercial Products Inc., makers of equipment such as seeders, large brush cutters, aerators, and power rakes, primarily for landscape contractors.

Lawn Solutions is based in Louisville, Ky. It is Toro's second acquisition this year. Terms of the deal were not disclosed.

[Read more](#)

Source: (Minneapolis/St. Paul) Star Tribune

Hyundai Construction Equipment to move headquarters to Georgia

Georgia Gov. Nathan Deal announced last week that Hyundai Construction Equipment Americas, Inc. (HCE) will locate its headquarters and warehouse facility in Norcross, Ga.

The new headquarters is expected to create approximately 100 jobs over five years and represents a \$10 million investment.

[Read more:](#)

Source: Associated Equipment Distributors

Ariens buys Norwegian parts distributor

Sovde, Ariens Co.'s Norwegian power equipment distributor, has acquired Norpower Parts, a Norwegian aftermarket parts distributor in Aurskog, Norway.

"Norpower has steadily developed the dealer network throughout Norway," Dan Ariens, company president, said in a statement. "Offering a companion portfolio of both wholegoods and aftermarket parts will be an advantage as Sovde continues to grow business in that region."

[Read more](#)

Source: (Appleton, Wis.) Post Crescent

FCA board votes to grant preliminary approval of CoBank-U.S. AgBank merger  
CoBank and U.S. AgBank announced that the board of the Farm Credit Administration (FCA) voted to grant preliminary approval of the proposed plan of merger between the two banks.

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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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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The FCA serves as the independent regulator for both banks and the rest of the Farm Credit System. The agency's three-member board considered the merger at a special meeting at its headquarters in McLean, Va. The board voted unanimously to grant preliminary approval for the transaction, subject to certain conditions. The preliminary approval will enable CoBank and U.S. AgBank to submit the merger proposal to their stockholders for a vote later this summer.

"This is a critical milestone in the merger approval process," said John Eisenhut, chairman of the U.S. AgBank board of directors. "We appreciate the care and diligence with which the FCA considered our merger application and we look forward to commencing our shareholder vote in the next few weeks."

Under statute and applicable regulations, the FCA reviews merger proposals involving Farm Credit entities to ensure they don't present safety and soundness issues, and also to ensure that disclosure materials prepared for stockholders adequately communicate key aspects of the merger. The agency's conditions for the CoBank-U.S. AgBank merger constitute post-merger requirements in a number of areas, including governance and reporting. The entire body of conditions will be provided in disclosure materials that will be sent to stockholders in connection with the merger vote.

"The FCA has thoughtfully evaluated our merger proposal with a long-term view of Farm Credit's mission and the important role the system plays in America's rural economy," said Everett Dobrinski, chairman of the CoBank board. "Today's action by our regulator reaffirms our belief that the merger will create a stronger, more durable bank that is better able to fulfill its mission and serve its customers for generations to come. We believe the conditions articulated by the FCA can be accommodated by the combined bank without significant financial or operational impacts."

The directors of both CoBank and U.S. AgBank will meet over the next week to formally consider the FCA's conditions. Provided the boards accept the conditions, the banks will finalize and distribute disclosure and ballot materials to their voting stockholders.

In December 2010, CoBank and U.S. AgBank executed a Letter of Intent to merge. The merged bank will continue to do business under the CoBank name and be headquartered in Colorado but will maintain U.S. AgBank's existing presence and operations in Wichita, Kansas, and Sacramento, California. It will also continue to be organized and operate as a cooperative, with eligible borrowers earning cash and equity patronage based on the amount of business they do with the organization. Robert B. Engel, CoBank's president & chief executive officer, will remain as the chief executive of the combined entity. Darryl Rhodes, president & chief executive officer of U.S. AgBank, will retire in connection with the merger.

Rhodes said the merger disclosure materials are designed to provide stockholders with a comprehensive view of the combined bank's governance structure and financial profile. "We are committed to giving the owners of both banks all the information they need to accurately assess this merger," Rhodes said. "We are confident that stockholders will appreciate the unique benefits afforded by the merger, which include significantly improved diversification, a stronger capital position and an enhanced ability to deliver stable pricing and dependable patronage to customers over the long term."

Engel noted that the boards of the two banks have also approved a merger effective date of Jan. 1, 2012. "We're extremely pleased with the progress we are making on integration planning," Engel said. "We're committed to delivering a seamless transition for our borrowers and to ensuring that they continue to receive the highest quality customer service."

The banks plan to distribute disclosure and voting materials to stockholders in the first half of July, with completed merger ballots due to be returned by Sept. 7, 2011. If stockholders of both banks authorize the transaction, it would be deemed approved after a statutorily required 35-day reconsideration period and receipt of final regulatory approval from the FCA.

Source: Farm Credit Administration

Caterpillar plans to open parts distribution center in Spokane, Wash.

Caterpillar Logistics Services, Inc., has announced plans to open a new parts distribution center.

[www.cat.com/cda/files/2827509/7/062311+Caterpillar+Announces+New+Parts+Distribution+Center%E2%80%A6.pdf](http://www.cat.com/cda/files/2827509/7/062311+Caterpillar+Announces+New+Parts+Distribution+Center%E2%80%A6.pdf)



#### NAEDA, Association & Program Partner News

EDF funds now available for those affected by river flooding, fires, tornadoes  
Throughout the spring and early summer of 2011, many communities in the United States have been damaged by a series of devastating natural disasters, including tornadoes, flooding and forest fires. These disasters have proven to be some of the most destructive in recent U.S. history, leaving death and homelessness in their wake.

If your dealership has been affected by natural disasters recently, or if you or your employees' homes or property have been affected by such disasters, you may qualify to receive financial assistance from the Equipment Dealer Foundation (EDF) Disaster Relief Fund.

Contributions to the fund are welcome!

Additionally, please know that donations are now being accepted for the Disaster Relief Fund to support this very worthy effort. Please consider contributing to help others within the equipment dealer family who may be affected by recent disasters.

Disaster Relief Fund Grant Application

Dealers and dealership employees who suffer losses in 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](#).

Contributions to the EDF Disaster Relief Fund

The 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](#).

Attend Federated/NAEDA Risk Manager Training Seminar July 18-20

Federated Insurance Companies reminds dealers that the key to cutting insurance costs is controlling losses. That's why they are offering an informative seminar for equipment dealership risk managers to help them resolve costly risk management concerns. It will be held July 18-20, 2011 in Owatonna, Minn., and all dealership risk managers are invited to attend.

Key agenda items of the seminar will involve:

- Equipment dealer industry losses
- Underwriting your business
- An industry input session

- Equipment dealer loss keys
- e-Commerce exposures/identity theft
- MVRs/driver standards
- Distracted driving
- Hiring, screening and retaining employees
- Claims handling
- Employment-related liability issues
- Risk managing your workers compensation
- Federated's Shield Network SM and much more

To attend, contact your local Federated marketing representative, or call Federated's Teri Thompson at 1-800/533-0472, ext. 455-7834.

*Note: Property and casualty insurance from [Federated Insurance Company-US](#) and [Federated Insurance-Canada](#) is recommended by the North American Equipment Dealers Association.*

Member dealership Veilleux has merged with Équipement Laguë

Two John Deere ag equipment dealers in Quebec -- Laguë Equipment and Équipements Veilleux -- will merge. The group will be working under the Les Équipements Laguë Ltée name as of Aug. 1. They will retain all 175 employees from the two dealerships.

The Laguë network already covers Saint-Hyacinthe, L'Angel-guard, Pike to Rivet, and Varennes. The company will now also have sales outlets in Sherbrooke and Coaticook.

Veilleux is a member dealer of the NAEDA-affiliated Association des Marchands de Machines Aratoires de la Province de Quebec (AMMAQ).

Bernard Duquette, president of Les Équipements Veilleux, Inc., is a board member of the North American Equipment Dealers Association (NAEDA).

GIE+EXPO releases updated schedule for its Oct. 27-29 show in Louisville, Ky.

GIE+EXPO, the outdoor power equipment industry's largest trade show, has made some adjustments to its 2011 show schedule including the addition of a concert on its opening night, Thursday, Oct. 27. The show will take place in Louisville, Ky., Oct. 27-29 at the Louisville Exposition Center. Please review the following adjusted schedule as of June 27, 2011.

GIE + EXPO Daily Schedule as of 6/27/11 --  
Louisville is on Eastern Daylight Saving Time.

Thursday and Friday

Indoor Exhibits open – 9:00 a.m. – 5:00 p.m.

(Dealers admitted to indoor exhibits – 8:00 a.m.)

Outdoor Demonstration Area open –10:00 a.m. – 5:00 p.m.

Saturday

Indoor Exhibits open – 9:00 a.m. – 1:30 p.m.

(Dealers and retailers admitted to indoor exhibits – 8:00 a.m.)

Outdoor Demonstration Area closed

Thursday, October 27

10:00 – 11:15 a.m.

Machine-Assisted Paver Installation Demonstration, Chuck Taylor, Oldcastle Architectural, Inc. Outdoor Demonstration Area.

10:00 – 11:15 a.m.

\*Hardscape Demonstration – "Segmental Retaining Wall Installation Fundamentals," Ronnie Birdwell, Sims Stone. HNA Outdoor Arena.

10:00 a.m. – 4:30 p.m.

New Product Launches / Press Conferences. New Products Arena.

10:00 – 11:30 a.m.

\*GIE+EXPO Workshop – Session A. "Adding Hardscape Installation to Your Company's Success," Pat McCrindle, MLPS Paver Systems, Inc. (Repeated Friday, 10 a.m.)

10:30 – 11:30 a.m.

Education for Dealers/Retailers – "Legal Issues Facing Today's OPE Dealers," Gary L. Antoniewicz, Boardman Law Firm LLP. Dealer Resource Pavilion.

10:30 a.m.

STIHL Lumberjack Challenge. Demo Area, D lot.

12 noon – 1:15 p.m.

\*Hardscape Demonstration – "Interlocking Concrete Paver Installation and Specialty Tools for Hardscape Installations," Pat McCrindle, MLPS Paver Systems, Inc. HNA Outdoor Arena.

12:30 p.m.

STIHL Lumberjack Challenge. Demo Area, D lot.

1:30 – 2:45 p.m.

Machine-Assisted Paver Installation Demonstration, Chuck Taylor, Oldcastle Architectural, Inc. Outdoor Demonstration Area

1:30 – 2:45 p.m.

\*Hardscape Demonstration – "Low-Voltage Lighting for Hardscape Installations," speaker TBA. HNA Outdoor Arena.

2:00 – 3:30 p.m.

Education for Dealers/Retailers – "Generating and Managing Online Leads for Higher Sales Conversion Rates," Bob McCann, ARI. Dealer Resource Pavilion.

2:30 p.m.

STIHL Lumberjack Challenge. Demo Area, D lot.

3:00 – 4:15 p.m.

\*Hardscape Demonstration – "Construction Best Practices for Permeable Interlocking Concrete Pavement," Chuck Taylor, Oldcastle Architectural, Inc. HNA Outdoor Arena.

3:00 – 5:00 p.m.

\*GIE+EXPO Expo Workshop – Session B. "How to Become a Great Foreman," Phil Harwood, Pro-Motion.

7:00 p.m.

The Monarchs opening for the Stealing Angels concert (9:00 p.m.) at 4<sup>th</sup> Street Live! Free.

Friday, October 28

8:00 – 9:30 a.m.

\*Dealer Resource Roundtable Breakfast. Sponsored by STIHL and Gravelly. Lobby, North Wing.

10:00 – 11:15 a.m.

Machine-Assisted Paver Installation Demonstration, Chuck Taylor, Oldcastle Architectural, Inc. Outdoor Demonstration Area.

10:00 – 11:15 a.m.

\*Hardscape Demonstration – “Enhancing Hardscape Projects with Water Features,” speaker TBA. HNA Outdoor Arena.

10:00 a.m. – 4:30 p.m.

New Product Launches / Press Conferences. New Products Arena.

10:00 – 11:30 a.m.

\*GIE+EXPO Workshop – Session C (Repeat of Session A). “Adding Hardscape Installation to Your Company’s Success,” Pat McCrindle, MLPS Paver Systems, Inc.

10:30 – 11:30 a.m.

Education for Dealers/Retailers – “Harnessing the Power of Social Media,” Sabrina Sebastian, Fastline Publications. Dealer Resource Pavilion.

10:30 a.m.

STIHL Lumberjack Challenge. Demo Area, D lot.

12 noon – 1:15 p.m.

\*Hardscape Demonstration – “Top Hats and Tuxedos: Steps, Columns and Seat Walls for Residential Hardscapes,” Pat McCrindle, MLPS Paver Systems, Inc. HNA Outdoor Arena.

12:30 p.m.

STIHL Lumberjack Challenge. Demo Area, D lot.

1:30 – 2:45 p.m.

Machine-Assisted Paver Installation Demonstration, Chuck Taylor, Oldcastle Architectural, Inc. Outdoor Demonstration Area.

1:30 – 2:45 p.m.

\*Hardscape Demonstration – “Building the Outdoor Room.” Pat McCrindle, MLPS Paver Systems, Inc. HNA Outdoor Arena.

2:00 – 3:30 p.m.

Education for Dealers/Retailers – “Building and Maintaining a High-Performance Service Department,” Bob Clements, Bob Clements International. Dealer Resource Pavilion.

2:30 p.m.

STIHL Lumberjack Challenge. Demo Area, D lot.

3:00 – 4:15 p.m.

\*Hardscape Demonstration – “Cleaning and Sealing Concrete Pavers,” Russ Heitman, Seal ‘n Lock System Corp. HNA Outdoor Arena.

3:00 – 5:00 p.m.

\*GIE+EXPO Workshop – Session D. “Ten ‘Best’ Practices that All Smaller, Growing Companies Need to Know and Practice,” Bill Arman, The Harvest Group.

8:00 p.m.

The Davison Brothers opening for the Charlie Daniels Band concert (9:00 p.m.) at 4<sup>th</sup> Street Live! Free.

Saturday, October 29

9:00 – 11:00 a.m.

\*GIE+EXPO Workshop – Session E. “Breakthrough Selling in a Tough Economy,” Jeffrey Scott, Landscape Success Systems.

10:00 – 11:00 a.m.

Education for Dealers/Retailers – “Leveraging Aftermarket Selling Opportunities,” Bob Clements, Bob Clements International. Dealer Resource Pavilion.

12:30 p.m.

Dealers’ Choice Awards. New Products Arena Stage.

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The Professional Landcare Network’s (PLANET’s) Green Industry Conference (GIC) and Professional Grounds Management Society’s (PGMS’) School of Grounds Management will take place October 26-29. For details see [www.GreenIndustryConference.org](http://www.GreenIndustryConference.org) and [www.PGMS.org](http://www.PGMS.org). Interlocking Concrete Pavement Institute’s education program will run October 25-29; see [www.HardscapeNA.com](http://www.HardscapeNA.com).

\*Note: Pre-registration and/or additional fees are required for some Hardscape Demonstrations, the Dealer Resource Roundtable Breakfast and GIE+EXPO Workshops.

For more information about the 2011 GIE+EXPO, visit [www.gie-expo.com](http://www.gie-expo.com)

Order extra copies of 2011 Buyer’s Guide to share with key personnel

The 196-page 2011 NAEDA Buyer’s Guide boasts product and contact information for nearly 2,000 agricultural, construction, large property/lifestyle, and outdoor power equipment suppliers.

The 2011 guide was mailed in May to dealer members who subscribe to the NAEDA *Equipment Dealer* magazine. NAEDA has a limited supply of 2011 guides that you can order now for key employees involved in equipment, implement and parts ordering.

Dealer decision makers across North America use the guide to learn about and contact suppliers who can provide them with the equipment, implements and parts their customers need and want.

Order the 2011 NAEDA Buyer’s Guide now by completing this [form](#). It costs just \$35 per copy (price includes shipping and handling). You can also order by phone by calling NAEDA at 636/349-5000 or by [email](#).

Help your staff find the right suppliers to help your dealership succeed. Order an extra copy of the 2011 NAEDA Buyer’s Guide today.

KPA: When to align company safety policy and company culture  
Company safety is a direct reflection of the decisions leaders make, the things they say, the systems they implement and oversee, and the value they place on safety with respect to other objectives.

KPA points out that all organizations are perfectly designed to get the results they are getting right now. If you want your company to achieve different results as far as company safety, you must change the way you do things.

A safety policy is a combination of company policy - the official rules - and company culture (what employees actually do and say). There should always be alignment between safety policies and company culture. If company culture doesn't support all safety policies, then there is a problem.

[Read more](#)

Source: KPA



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## Canadian News

### Canadian government vows to tackle Senate reform

The government's proposed bill would enforce one non-renewable nine-year term for all senators appointed after Oct. 14, 2008.

All remaining senators would serve until they reach the mandatory retirement age of 75. A voluntary framework would also be implemented, allowing for appointments of duly elected provincial and territorial representatives when vacancies occur.

[Read more](#)

Source: Montreal Gazette

### Deal to smooth U.S.-Canada border woes inches closer to reality

Canada and the United States are closing in on a deal to allow vital workers to move easily from one country to the other.

The move is seen as a key step in a series of agreements designed to ease border congestion.

[Read more](#)

Source: The Globe and Mail

### Cairns Group ag ministers plan Saskatoon summit

Ag ministers from the Cairns Group, a clutch of 19 agricultural exporting countries including Canada, plan to meet in Saskatoon in September to talk trade.

Federal Agriculture Minister Gerry Ritz has announced the 36th Cairns Group Ministerial Meeting will be held Sept. 7-9 in Saskatoon, co-chaired by Canada and Australia.

[Read more](#)

Source: Manitoba Cooperator

## Tip of the Month



**NAEDA**  
Compliance Tip of the Month  
sponsored by **KPA**

[Don't Get Caught in Summer Hiring Traps](#)

### Free KPA webinars

- July 7, 2011 - [Compliance Insights -- Straight from the FAA](#)

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