



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, August 25, 2011

Helping Dealers Succeed!

No Buyers Fees!

AuctionTime.com Register to Bid NOW!
(800) 334-7443

Powered by [TractorHouse.com](#), [MachineryTrader.com](#) & [TruckPaper.com](#)

Auctions Ending Every Wednesday Call Your **TractorHouse** Rep Today To List Equipment

as good as they are, is your sales team keeping you in **the dark?**

GAIN VISIBILITY AND WIN MORE DEALS

IRON HQ

It's not just about knowing where you're going. It's about knowing how to get there.

It's one thing to know your dealership's challenges. It's another to know how to navigate through them to success. As a Spader 20 Group member, you'll receive in-depth financial comparison reports, industry trends and insights from dealerships just like yours.

[CLICK HERE](#) to learn from dealerships that are doing it right.

SPADER Business Management
Fulfilling. Success.

CEO Blog

Something to wrestle with July/August 2011

"We all have our own obstacles we deal with in our lives. It's about overcoming them. We all have something to wrestle with."

These words of inspiration and hope come from the 2011 NCAA wrestling champion in the 125 pound weight class. His record of 36 wins – 0 losses is impressive. Add to that feat that he was also the three-time PAC 10 champion and three-time All-American during his time at Arizona State and I think you will agree, he is one impressive wrestler. But what makes his story truly astonishing is to realize that this young man, Anthony Marc Robles, accomplished all this success with only one leg.

Born without his right leg, he refused to have a "pity party" or to think of himself as having a disadvantage. In fact, what others might have perceived as a disadvantage, he thought of as an advantage. And after getting off to a somewhat rough start to his wrestling career in high school – losing nearly every match his freshman year – he began to work on a strategy and style to fit his body type. Soon, he was improving ... and winning.

Award winning inspiration

To top off his successes, Anthony Robles was recently awarded two ESPY awards from ESPN in acknowledgement of his excellence in sport performance. One was the Jimmy V. trophy for perseverance. Jimmy V. (legendary basketball coach Jimmy Valvano) was the very first ESPY winner and is famously quoted as saying, "Don't give up. Don't ever give up," just eight weeks before he died of cancer. Obviously, Robles never gave up and has now become an inspiration to millions. The other award was for best male athlete with a disability. But the reality is, according to everyone who knows Anthony, he doesn't have a disability. He just has a different body type.

Even as a child, he refused to wear a prosthetic leg. He would hide it from his mother so she wouldn't make him wear it when he played sports. However, since the ESPY award ceremony he is giving a prosthetic leg a try. That's because manufacturer Otto Bock and the Wiggle Your Toes Foundation fitted him with a state-of-the-art prosthetic Helix hip and C-leg to give him the flexibility to do more things. Like other challenges in his life, he is learning to adapt to his new circumstances and says, "Eventually I plan to be running on it."

Anthony Robles will also do just fine in his new career as an inspirational speaker. After all, anyway you look at it, he has plenty of material he can use to inspire us all.

Those of you who know me, know I'm a sucker for a great inspirational story. I usually wouldn't watch the ESPY awards, but something drew my attention to Robles' story. I was captivated by his never-give-up

NAEDA, Association & Program Partner News

Fire destroys headquarters location of Cazenovia Equipment in New York



The headquarters location of Cazenovia Equipment, Inc., in Cazenovia (Nelson), N.Y. burned to the ground in a fire that started around midnight Aug. 12 and burned for more than five hours.



Cazenovia Equipment is a member dealer of the NAEDA-affiliated Northeast Equipment Dealers Association (NEDA). Dealership owner Bob Frazee is a past chairman of the NAEDA board.

Frazee says that the company will begin rebuilding the Cazenovia location immediately.

[Read more](#)

Source: CNY Central.com

Titan Machinery acquires two more CNH dealerships, bringing total to 88
Titan Machinery Inc. has entered into definitive agreements to acquire two agriculture equipment dealerships in Nebraska.

Virgl Implement Inc. consists of one Case IH agriculture equipment dealership in Wahoo, Neb., and Victors Inc. consists of one Case IH agriculture equipment dealership located in Fremont, Neb. Both acquisitions are expected to close on or around Sept. 1, 2011.

Both Virgl Implement Inc. and Victors Inc. are member dealers of the NAEDA-affiliated Iowa-Nebraska Equipment Dealers Association.

[Read more](#)

Source: Titan Machinery news release

Spader ag trends for June; dealers report similar results as same time last year

Each month, NAEDA preferred partner Spader Business Management compiles information from across the agricultural industry to help dealers make knowledgeable business decisions. These industry composites are available faster than most other industry statistics. The latest data has now been posted on the new Spader Online Services site for you to access.

To view the Spader Financial Trends, visit www.spader.com and then click the Login link (in the upper right hand corner) to log in to Online Services, where the newest Trends Watch data has been posted under My Reports / My Industry Reports / Industry. Please establish a log-in user name and password if you have not yet signed up for this free service. Once you register, you will receive monthly Spader Trends Watch notifications going forward. Visit <http://portal.spader.com/portal> to register and for more information.

Spader also publishes more detailed industry financial trends data for participating clients.

Contact Spader for more information on the growing variety of industry aggregates available to dealers.

IRON Search and uShip to provide heavy equipment buyers competitive

shipping rates

IRON Solutions, Inc. has aligned with uShip, Inc. to integrate uShip.com services inside the IRON Search Web site.

IRON Solutions' IRON Search.com is a portal for remarketing used equipment online. Equipment buyers can search for equipment or have listings emailed directly to them, while sellers can post equipment listings with photos, videos and IRON Guides@ specifications, as well as manage used equipment remarketing from a single console.

[Read more](#)

Source: Iron Solutions via PR News Web

View the latest EDA IndustryInsight to learn trends in ag equipment

The EDA IndustryInsight trend charts provide broad-based, monthly statistical data on UCC financing activity in the U.S. for sale and lease transactions of equipment.

To view the EDA IndustryInsight trend charts, click [here](#).

Register now for GIE+EXPO Oct. 27-29 show in Louisville, Ky.

GIE+EXPO, the outdoor power equipment industry's largest trade show, is coming up fast, so make plans now. It will take place in Louisville, Ky., Oct. 27-29 at the Louisville Exposition Center. New this year is an exclusive Dealer Resource Pavilion, where you can listen to industry titans like Bob Clements explain how you can increase your aftermarket sales and learn much more.

About the Dealer Resource Pavilion

To register or for more information about the 2011 GIE+EXPO, visit www.gie-expo.com. For details about the Dealer Resource Pavilion, click [here](#).

Only dealers, distributors, retailers, and technicians will be admitted to the brand-new Dealer Resource Pavilion, which will be located on the show floor.

Highlights of the pavilion include:

- Education for dealership owners and managers
- Dealer-only lounge
- Internet Cafe
- New products for running an efficient service department
- Best-practice advice

Education sessions for owners and managers will be led by Bob Clements, who has earned a reputation as the go-to consultant for building profitability in outdoor power equipment dealerships. During GIE+EXPO, benefit from his expertise – for free! Also participate in sessions by the North American Equipment Dealers Association (NAEDA) on marketing through social media and legal issues of running a dealership. Bring your toughest questions!

In the service department area of the pavilion, dealers will be exposed to the latest information and products to help turn their dealerships into strong profit centers. Clements and his team will provide tours of the service department demonstrating techniques on improving the performance of the technicians. From compensation programs, to software, to workbenches and lifts, attendees will learn tips on how to move a service department to the next level of performance.

NAEDA Update Official Sponsor

HOW WOULD YOU LIKE TO BE THE
OWNER OF AN **IPAD2**



With **every new system purchase**, we are also including a **FREE IPAD2**.

This is for a limited time only **do not wait!!!**
Offer expires August 31, 2011

BASIC
SOFTWARE SYSTEMS

* Not valid with any other offers from Basic Software Systems.
* Purchase must consist of full business system with monthly support agreement for one year.
* The free iPad2 is a 16GB with Wi-Fi only.

CALL US
EMAIL US
VISIT US
(800) 252.4476
sales@basic-software.com
www.basic-software.com

Legislative & Regulatory News

LIFO Coalition submits comment to SEC about int'l reporting standards
The LIFO Coalition, of which NAEDA is a part, has submitted a comment to the Securities and Exchange Commission (SEC) regarding a possible method of incorporation of International Financial Reporting Standards ("IFRS") into the current financial reporting system for U.S. issuers.

The comment is filed on behalf of the LIFO Coalition (the "Coalition"), which represents more than 120

approach to whatever life throws his way. But, maybe the less obvious lesson in his amazing story is his ability to re-frame his circumstances, adapt to the situation and come out a winner.

His story provides great lessons for business and life in general. It's easy to become overwhelmed or discouraged by our circumstances and to think, "I can't get through this." But, the next time a challenge presents itself, large or small, remember Anthony Robles and how he overcame his circumstances so he could be the best.

In business, we must constantly adapt to our circumstances, execute a plan, and measure the results, lest we lose sight of our dreams. And that's at the heart of why Robles is an inspiration. His story reminds us to never give up on our dreams – even when faced with seemingly impossible obstacles. Think big. Set high goals and be the best person and business leader you can be.

So, the next time you're "wrestling" with problems or life in general, recall Anthony's words of hope: "We all have something to wrestle with. It's about overcoming them." 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.



Resources

- [About NAEDA](#)
- [Advertise](#)
- [Affiliate Associations](#)
- [Become a Member](#)
- [NAEDA Web Site](#)
- [Submit News](#)
- [Subscribe](#)



About NAEDA Update

North American Equipment Dealers Association

1195 Smizer Mill Road
Fenton, MO 63026-3480
Phone: 636/349-5000
Fax: 636/349-5443
www.naeda.com
E-mail: naeda@naeda.com

NAEDA Update is provided as a service to members of the North American Equipment Dealers Association. This information may not be reprinted without permission from NAEDA.

The North American Equipment Dealers Association provides educational, legal, legislative, and financial services to approximately 5,500 retail agricultural,

businesses and trade associations that employ the last-in, first-out ("LIFO") accounting method. The LIFO Coalition was organized in April 2006, when LIFO repeal was first proposed in the Senate as a revenue offset to fund unrelated policies.

View [LIFO Coalition comment to SEC](#).

NLRB: Nearly every private employer must post notice regarding right to organize

The National Labor Relations Board has issued an advance copy of a final rule that will require all employers subject to the National Labor Relations Act (NLRA), which is almost every private employer, to post a notice in the workplace about the right to organize a union under the NLRA.

The rule will be published in the Federal Register Aug. 26, 2011, and will take effect 75 days later. A fact sheet with further information about the rule, copies of the notice and information on compliance is available on the NLRB website.

The Coalition for a Democratic Workplace (CDW), of which NAEDA is a part, filed [comments](#) on the NLRB's proposed rule in February 2011, arguing, among other things, that the notice is unnecessary, biased and beyond the board's authority to require.

While the coalition is still reviewing the rule, it appears the board made modest changes. For example, it dropped the requirement in the proposal that employers "distribute the posting by email, Twitter or other electronic means." Though the rule still requires every covered employer to post the notice on an internet or intranet site if personnel rules and policies are customarily posted there.

With Chair Liebman's term expiring in the next few days, the coalition expects the board will issue a flurry of decisions. These will likely be released by the board over the next few weeks.

NAEDA to EEOC: Keep our workplaces safe; allow employer use of criminal histories

NAEDA has signed on to a letter to the Equal Employment Opportunity Commission (EEOC) urging the commission to keep workplaces safe by allowing employer use of criminal histories to mitigate risk and promote safety.

The EEOC is reexamining the use of criminal background checks for existing or prospective workers and may even revise existing guidance on this issue.

As companies and associations whose members make use of background checks, NAEDA, along with 57 other signatories on the letter to the EEOC, urges the Commission that hiring practices should be fair and equitable in theory and practice.

The letter states that the signatories are companies and trade associations representing businesses that have a critical need to protect the safety of people and property in workplaces across the United States. One of the most important ways to create safe working environments is for employers, principals and volunteer organizations to be able to conduct criminal background checks of employees, independent contractors and volunteers.

Fair and appropriate use of criminal histories is one of the most important tools businesses have to protect themselves, their workers and customers. Criminal background checks are an effective way to protect vulnerable individuals.

[Read more](#) (Under the Employment tab)

USDA awards \$103 million to expand high-speed, broadband Internet in rural America

Telecommunications companies in 16 states will share more than \$103 million in federal funding to help expand broadband Internet access to those areas of rural America that haven't been reached by the high-speed service or are underserved, the U.S. Department of Agriculture announced Monday.

Policymakers, public interest groups and telecom companies are seeking to bridge the digital divide by reaching even the most remote pockets of the U.S. with broadband internet, hoping to improve economic and educational opportunities there.

[Read more](#)

Source: The Washington Post

USCIS: E-Verify Self Check available in Spanish and in 16 additional states

U.S. Citizenship and Immigration Services (USCIS) has announced that Self Check, a free online service of E-Verify that allows workers to check their own employment eligibility status in the United States, is now available in Spanish and accessible to residents in 16 additional states.

Originally launched in March 2011 to residents who reside in Arizona, Colorado, Idaho, Mississippi, Virginia, and the District of Columbia, the Self Check online service has been expanded to residents in California, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Missouri, Nebraska, Nevada, New Jersey, New York, Ohio, South Carolina, Texas, Utah, and Washington.

Self Check is an online service offered directly to U.S. workers by E-Verify. By using the E-Verify program, employers are able to determine employees' work eligibility via information reported in the employees' Form I-9.

[Download a pdf](#) from Barnes and Thornburg LLP

Source: Barnes and Thornburg LLP

SPCC plan clarification: 1,320 gals. in 55 gal. containers; NOT 660 gals.

Dave Close of the NAEDA-affiliated Northeast Equipment Dealers Association has provided the following message to equipment dealers to clarify SPCC regulations. He says that an article, which ran in the Aug. 11, 2011 *NAEDA Update*, contained misleading information.

Close says, "As you may be aware, the law states that facilities in operation prior to 2002 needed to have a Spill Prevention, Control and Countermeasure (SPCC) plan. Those coming into operation after that date originally had until 2003 to prepare, update and implement a SPCC plan. That deadline has consistently been pushed back for eight years bringing us to the November 2011 deadline.

"Prior to 2002 or any revisions, if you had one single container, 660 gallons or larger, you were required to have a SPCC plan in place. This was in the original rules but is no longer in the revised rules.

"The (EPA) author of the original article may be making an argument that if you had a 660 gallon container

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

To subscribe to *NAEDA Update* by e-mail, send your request to naeda@naeda.com or subscribe online at www.naeda.com.

You must be a paid member of a NAEDA-affiliated association for your subscription to be accepted.



prior to 2002, then you would need a SPCC plan today. Why they would attempt this argument now is beyond my scope of comprehension.

"To suggest that there are facilities posing a 'lower threat of having significant oil spills' is confusing and misleading. We have lived and breathed this regulatory 'crap' for several years and we still run up against this minutiae on a regular basis.

"The bottom line is this: 1,320 gallons in 55 gallon containers or higher is the threshold... not 660 gallons.

"I have performed close to 100 SPCC on-site inspections, which is why I have asked to have this note in *NAEDA Update* and on NAEDA.com web news to avoid any confusion dealers may have about SPCC regulations.

"If dealers have questions, they can contact me."

Dave Close
Operations Manager
Northeast Equipment Dealers Association
800-932-0607 ext. 235
closed@ne-equip.com

The earlier article also contained the following (now corrected) information:

The compliance deadline to amend or develop a Spill Prevention, Control and Countermeasure (SPCC) plan is now Nov. 10, 2011, after the EPA extended it last fall. This does not remove the regulatory requirement for owners or operators of facilities in operation before Aug. 16, 2002, to maintain and continue implementing a SPCC Plan in accordance with the SPCC regulations then in effect.

Some facilities were required to prepare, amend and then implement their plans last November, but the remaining covered facilities, those that pose a lower threat of having significant oil spills, now face this new deadline as specified by 40CFR 112.3. Equipment dealerships that store more than 1,320 gallons of petroleum fall under this lower risk category. *(the bolded statement is the corrected information)*

This means that owners and operators have just five months to get their plans in order. In many cases, a professional engineer must review and certify those plans -- something that likely cannot be done at the last minute. However, certain "qualified facilities" may be able to self-certify their plans.

The SPCC plan sets procedures and equipment requirements to help prevent oil spills from reaching navigable waters and adjoining shorelines.

Major elements of the plan include:

- Plan approval, certification and review
- Facility diagram, oil storage and potential discharge descriptions
- Containment and diversionary structures
- Inspections, testing and records
- Personnel training and discharge prevention procedures
- Security measures
- Tank truck loading/unloading
- Spill reporting, response and cleanup

The federal SPCC regulations are found at 40 CFR 112 subparts A to C, plus Appendix G. States may have more stringent requirements than federal EPA, so you may want to contact your state environmental agency for more information.

Sources: Northeast Equipment Dealers Association, Midwest Equipment Dealers Association, North Dakota Implement Dealers Association, Pacific Northwest Association, and U.S. Environmental Protection Agency

Industry & Manufacturing News

Titan CEO says ag, construction, mining markets are going higher
Maurice M. Taylor, Jr., chairman and CEO of Titan International, recently commented on the agriculture, construction and mining markets. He said, in part, "I've talked with owners of some of the largest equipment dealers in North America. This year is their best year ever and they expect next year to be even larger."

Taylor continued, "Farm customers are having record profits and they are cash rich and land rich. Farming is growing around the globe."

[Read more](#)

Source: AED

Blount acquires Woods Equipment to expand further into ag market
The acquisition of Woods Equipment, an Illinois tractor and tool company, by Blount International Inc. is the latest in a string of deals Blount has made in an effort to expand its reach from forests to farms.

Blount International, a holding company, markets its products under several different brands including Oregon, Carlton, Windsor, Spee Co., ICS, and now, with the recent acquisition, Woods, Alitec, Central Fabricators, Gannon, Wain-Roy, WoodsCare, and TISCO.

[Read more](#)

Source: OregonLive.com

Local wheat sees revival in former grain states
Small farmers on U.S. coasts have begun planting wheat again as more people clamor for locally grown food. Along with New England, fields have been sprouting in California, Oregon and Washington in the last five years.

Stephen Jones, a wheat breeder at Washington State University, described the local grains movement as "huge. "At first, when people hear it, they think it's wheat out of place, but actually it's wheat where it was grown quite a bit," Jones said. "If you look even at California and places like that, they were the wheat states until they could grow more profitable crops, and then grains left these areas and went to places where that's about all you can grow."

[Read more](#)

Source: MSNBC

Herk & Associates recruits for equipment dealers, posts job openings
The company searches, screens and interviews candidates for open positions. It also lists recent job openings.

It can help dealers fill a position or assist job seekers in finding employment in the construction equipment, agriculture or material handling industries.

For more information and recent job postings, visit [Herk & Associates](#).

Canadian News

Canada in good financial shape

One benefit of the present world panic over the receding financial markets and the U.S. credit rating being lowered from AAA to AA+, is that average Canadians suddenly realize how fortunate they are.

Canadians have always been tempted to smugness at their nationality, but this is different. As banks fail in the U.S., and the jobless rates rise, and various stimuli stagnate, and as the president reels with indecision and ineptness, Canada not only looks more competent, but Canadians see their country as out-performing a panicking world. And that is unusual.

[Read more](#)

Source: Toronto Sun

Canada inflation slows to 2.7 percent in July

Higher gasoline and food costs pushed up Canadian consumer prices 2.7 percent in July, a government agency has announced.

This followed a 3.1 percent increase in June and a 3.7 percent advance in May, said Statistics Canada.

[Read more](#)

Source: Bloomberg

Harper pitches Arctic development

Prime Minister Stephen Harper is using the backdrop of peaking gold prices amid international economic turmoil to sell his vision of economic development in Canada's Far North.

The prime minister Wednesday toured the roaring Meadowbank gold mine near Baker Lake - Nunavut's only operating mine and a symbol of his Conservative government's developmental ethic.

[Read more](#)

Source: CBC.ca

Ottawa unveils new coal power regulations

Ottawa's long-awaited carbon emission regulations has been released for the coal industry offered certainty for power companies but elicited complaints from environmental groups that the federal government is not going far enough.

Alberta Environment Minister Rob Renner, his concerns over power price and supply echoed by Calgary power producer TransAlta Corp., warned the province faces unique challenges as it's the most dependent on coal for electricity in the country, and called on Ottawa to ensure new rules are flexible, aligned with U.S. standards, consumer-friendly, and technology-focused.

[Read more](#)

Source: Calgary Herald

Tip of the Month



[Start Writing Effective Job Descriptions](#)

Free KPA webinars

- Sept. 1, 2011 - [High Performance HR - Maximize People for Profit](#)

© 2011 The North American Equipment Dealers Association. NAEDA Update is provided as a service to members of the North American Equipment Dealers Association. This information may not be reprinted without permission from NAEDA.

To subscribe to NAEDA Update by e-mail, send your request to naeda@naeda.com or subscribe online at naeda.com. To unsubscribe, [click here](#) or send your request to webmaster@naeda.com and type "REMOVE" in the subject line.