



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, July 12, 2012

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Legislative & Regulatory News

House Unveils Farm Bill - Food-Stamp Savings and Keeps a Target Price Program

The House Agriculture Committee released draft language detailing \$35 billion in savings over 10 years in its bill, the Federal Agriculture Reform and Risk Management Act, or "FARRM," which the committee will markup July 11. The bill comes after the Senate passed its version of the bill June 21, which is dubbed the Agriculture Reform, Food and Jobs Act.

Many of the provisions throughout the House bill are comparable to those in the Senate legislation, which partly stems from work the two agriculture committees did last fall in the failed supercommittee talks.

Read [more](#).

To read a copy of the House Bill click [here](#).

Source: DTN / Progressive Farmer

LIFO Survey Results

Once again, the results of our recent LIFO survey indicate that 40.9% of the dealers responding are using LIFO as part of their accounting and tax process. This is consistent with our previous survey conducted in 2009 and supports the importance of maintaining LIFO as an acceptable accounting process to dealers. "We want to thank those dealers who responded," said Paul Kindinger, President and CEO. "The data provided will help us in our legislative efforts in Washington, DC going forward to preserve LIFO."

Farm Bill Sparks Infighting In Parties

Without even a committee markup, the House farm bill has caused intraparty tensions to flare up among both Democrats and Republicans, who are primarily squabbling over how much money should be allotted for food stamps.

So it is no small wonder that House leaders have been reticent to bring the bill to the floor. Nonetheless, all eyes are on what could be a marathon Agriculture Committee markup today to determine the way forward.

Read [more](#).

Source: Roll Call

States, Congress rallying for an e-sales tax

For states struggling in the troubled economy, this could mean \$23 billion in new revenue each year,

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CEO Blog

A Helping Hand Makes Everyone Feel Better!



June 2012

Scientists have documented that giving is not only good for the receiving party but also for the giving party as well. In some instances, it has also been proven to have a positive effect

on casual observers. Giving, as it turns out, stimulates the production of endorphins, the "feel good" chemical produced by our bodies.

If scientists are correct, NAEDA's Equipment Dealers Foundation (EDF) has aided in the production of a lot of endorphins—thanks to the generous support of dealers, manufacturers, suppliers and affiliated associations. As a result, EDF has been privileged to support dealer and equipment industry-related research and education, in conjunction with support for dealerships after natural disasters.

Following the devastation caused by Hurricane Katrina in 2005 and continuing through 2011 when devastating floods hit North Dakota, EDF has assisted 129 families with over \$203,000 in direct grants. These are not just any ordinary families, however, because someone in that family is

according to the National Conference of State Legislatures. Had online retailers collected sales tax this year, Virginia would have added nearly \$423 million to its coffers, while Maryland would have seen \$376 million and the District \$72 million, the group said.

The movement in state capitals is driving newfound support for a proposed bill in Congress that could make collection of sales tax a standard practice on the Web, no matter where a consumer logs in to shop.

Read [more](#).

Source: Washington Post

Identity Theft 2012 Legislation

Identity theft occurs when someone uses another person's personally identifying information, like a person's name, Social Security number, or credit card number or other financial information, without permission, to commit fraud or other crimes.

To date, 32 states have introduced or have pending legislation regarding identity theft during the 2012 legislative session. Dealers are reminded that the Fair and Accurate Credit Transactions Act of 2003 (FACTA) added several new provisions that can put your dealership and your employees at risk if this information falls into the wrong hands.

The National Conference of State Legislatures has a Web site where you can review the different state laws on identity theft. Click [here](#) to be directed to that Web site.

NAEDA has also developed a simple FACTA guide that you can use. To get a copy of that guide, click [here](#).

Industry & Manufacturing News

Outdoor Power Equipment Institute Announces 2012-2013 Officers and Directors

The Outdoor Power Equipment Institute (OPEI) announced its 2012-2013 Officers and Board of Directors during its 60th Annual Meeting in Colorado Springs, CO June 20-22, 2012.

Officers for the 2012-2013 year include: OPEI Chairman Daniel Ariens, President, Ariens Company; OPEI Vice Chairman Todd Teske, Chairman, President & CEO, Briggs & Stratton Corp.; and Secretary/Treasurer Paul Mullet, President, Excel Industries.

"Our new officers will lead the organization in an important year for our industry," said Kris Kiser, President and CEO of OPEI. "A variety of legislative, regulatory and market issues will be addressed by the new OPEI Board of Directors, who bring strategic thinking and expertise to the direction we will take."

Added OPEI Chair Dan Ariens, "The vantage point that OPEI represents is more relevant than at any other time in the organization's 60-year history. Our members are in a unique position to provide firsthand knowledge of how legislative actions might affect the employees in this industry and the consumers who rely on power equipment products every day."

Continuing their service on the OPEI Board are: Immediate Past Chairman, Jean Hlay, President and Chief Operating Officer, MTD Products Inc.; Steven Bly, Executive Vice President, Echo Inc; Ed Cohen, Vice President, Government & Industry Relations, Honda North America; Michael Hoffman, Chairman, Chief Executive Officer, The Toro Company; Michael Jones, President of the Americas, Husqvarna; and Fred Whyte, President, Stihl Incorporated.

New to the board this year are Marc Dufour, President, Club Car; Peter Hampton, President, Active Exhaust Corporation; and Lee Sowell, President – Outdoor Products, Techtronic Industries, N.A., Inc.

Source: [OPEI.org](#)

AmTrust Financial acquires CNH Capital's affiliate insurance agencies

AmTrust Financial Services has embarked a deal to expand its strategic partnership with CNH Capital, which includes long-term licensing and service agreements and the acquisition of CNH Capital's affiliate insurance agencies such as CNH Capital Insurance Agency and CNH Capital Canada Insurance Agency.

Under the renewed agreement, CNH Capital and AmTrust will act together to develop and expand CNH Capital's offering of equipment extended service contracts and other insurance products to Case IH, Case

employed by an equipment dealership. EDF's purpose is not to replace insurance coverage. But rather the efforts—through "bridge grants" of up to \$2,500 (previously \$2,000)—helps put food on the table, replace toothbrushes and toothpaste, puts gas in the vehicle and generally helps them get their everyday routine back as quickly as possible. Here are just a couple of examples of what EDF has meant to the families in need:

"We at BTI would like to thank you [EDF] for all of the financial aid that you gave to all of my employees that were harmed in the Greensburg [Kans.] disaster. We were truly humbled and blessed just from what you did on the first checks that were received, but what a blessing in receiving the additional \$250 per employee for Christmas. I can tell you that they were very grateful at a much needed time. I don't know how we can ever thank everyone from NAEDA. Please let everyone from the whole group and boards know how appreciative and thankful that we truly are....We will never forget what you have done for the BTI families and for BTI." Kelly J. Estes
President of BTI

"Well, I got news today from my GM that I will be receiving \$2,000 from the EDF! Tears rolled down my cheek as I called my wife. We both have BA degrees from a well-recognized private college. I think I work harder than most, and I excel at my job, but we have never been ahead of the ball game in the financial world. It is tough to raise a family of four...on my salary. I can tell you with certainty that this gift will now allow us to fully rebuild our basement (half of our living space)...We now know we will be able to get through this. Thank you from the bottom of our hearts for making this available." Employee
Waterloo Implement

This past year EDF also developed and introduced a matching scholarship program in conjunction with dealers and affiliate associations. These scholarships, coupled with the other matching grants, will help students interested in the equipment industry attend schools and receive training so they can be a part of our industry after graduation. In 2012, EDF funded 62 scholarships and hopes to grow and continue this type of support.

That is where you can help. In order for EDF to assist when disaster strikes again, and it will, or to help do research and provide important industry data or education

Construction, New Holland Agriculture, New Holland Construction and Kobelco equipment dealers in the US and Canada.

AmTrust chief executive officer Barry Zyskind said, "Since 2006 the firm has provided insurance products and services to CNH. We are excited to further enhance and expand the insurance product suite offerings alongside CNH Capital's financing solutions."

CNH Capital president Steve Bierman added, "The expansion and enhancement of an already solid insurance product line, supported by AmTrust, will serve our North American business very well."

CNH Capital Insurance Agencies caters physical damage insurance, credit life insurance, commercial property and casualty insurance, extended service contracts and ancillary products to dealerships and retail customers throughout North America.

Source: Insurance-Business-Review.com

Case IH Signs Supply Agreement With Great Plains for Twin Row Planters

Case IH, a global leader in agricultural equipment, and Great Plains Division of Great Plains Manufacturing Inc., an innovator in planting, seeding and tillage technology, jointly announced the creation of a supply agreement today. Under the agreement, Great Plains will supply Case IH with twin row planters to be sold through Case IH dealerships under the Case IH brand beginning in 2013.

Read [more](#).

Source: Case IH Press Release

NAEDA / Manufacturer Meetings Scheduled

NAEDA's Industry Relations Task Force has scheduled several meetings with manufacturers in the upcoming months. The IRTF met with OPEI board of directors on June 20 and discussed a number of topics concerning OPE dealers. The next IRTF meetings are scheduled with Case IH on July 18 and Kubota on August 23 and 24. Dealers are encouraged to contact a member of the IRTF or their affiliate association with any issues they might have prior to those meetings.

NAEDA's IRTF members can be found on our Web site at: www.naeda.com.

Corn, Soybean Conditions Drop for Fifth Week in a Row

Corn and soybeans condition ratings plunged again as the crops continued to mature ahead of pace during the worst of this year's hot and dry weather conditions, according to USDA's weekly crop progress report.

Corn in the very-poor-to-poor category increased 8 percentage points to 30% and corn rated good to excellent fell 8 percentage points to 40%.

Read [more](#).

Source: DTN / Progressive Farmer

Christian Koestler named VP of Operations for STIHL Inc.

STIHL Inc., which manufactures the number one selling brand of gasoline-powered handheld outdoor power equipment in America*, has announced the appointment of Christian Koestler to the position of vice president of operations for STIHL Inc. effective July 1. In his new position, Koestler will be responsible for directing U.S. activities in the areas of manufacturing, engineering, materials and procurement, logistics, buildings, maintenance and quality assurance. Peter Mueller, who is currently executive vice president of operations, will remain at STIHL until October, when he retires.

"Koestler exemplifies the highest standard of learning and individual growth potential at STIHL," said Fred Whyte, president of STIHL Inc. "Koestler raised the bar in our German office and has a proven record of success here at STIHL Inc. We are proud to welcome him back and are confident he will ensure our strong culture and commitment to excellence continues into the next generation of STIHL leadership."

[Read more](#)

Source: stihlusa.com

or the scholarships to students excited about our industry, we need your support. Please consider a generous donation to the NAEDA EDF. Simply fill out the contribution card included with this publication (or you can go to the NAEDA web site—naeda.com), make out your check or provide your credit card information and send it in today. Please mail your completed card with your donation to:

NAEDA EDF
1195 Smizer Mill Road
Fenton, MO 63026-3480

Please don't wait—we want to be there when you need us! Besides, you can produce your own endorphins and feel better by giving to others at the same time. I would like to emphasize your helping hand is greatly needed and appreciated. 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 5,000 retail agricultural, construction, large property/rural lifestyle and outdoor power equipment dealers in the United States and Canada



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



NAEDA, Association & Program Partner News

NAEDA Equipment Dealers Foundation is Looking for Donations

In order for the NAEDA EDF to assist when disaster strikes again, and it will, or to help do research and provide important industry data or education or the scholarships to students excited about our industry, we need your support. Please consider a generous donation to the EDF. Donations can be mailed to NAEDA Equipment Dealers Foundation Fund, 1195 Smizer Mill Road, Fenton, MO 63026 or you can pay by credit card by calling 636-349-5000. Your helping hand is tax-deductible and is greatly appreciated.

Please don't wait. We want to be there when YOU need us!

For a donation card click [here](#).

Facebook, Twitter and YouTube User Guide Available

Social media is all about building relationships, a key component in NAEDA's mission to forge a partnership between dealers, farmers and consumers. It is based upon something NAEDA has been doing for generations; having conversations. Social media is nothing more than the conversations we are having online and the tools used to enhance them. This includes Facebook, Twitter and YouTube as starters.

NAEDA entered the world of social media on behalf of North American equipment dealers with a goal to share the news and views of the honest and hard-working individuals who help feed the world and to give the average consumer another way to communicate with equipment dealers. You can find us (NAEDA) at: www.naeda.com.

While NAEDA can speak on behalf of its members, there is no message that rings truer than that which

comes from members themselves to their customers.

NAEDA wishes to thank the Ohio Farm Bureau for making their initial *Discover your Social Web: An Ohio Farm Bureau Guide to Social Media* publicly available. They were hoping to make it a valuable tool to Ohio Farm Bureau members, but little did they know the guide would become so quickly shared and distributed through not only Ohio, but the entire nation.

In the spirit of the social media habit of sharing, Ohio Farm Bureau has authorized NAEDA to copy, distribute and share this guide under some conditions. So, some graphics used in this copy of the guide are theirs and some have been inserted by NAEDA specifically for equipment dealer members.

Please enjoy the guide and share it with family, friends and strangers alike. But first, use it to join the online conversation and provide your unique point of view to the collective conscience. NAEDA again thanks the Ohio Farm Bureau for their permission to utilize their initial guide as a resource for dealers to learn more about using social media.

To download a copy of the Facebook, Twitter and YouTube guide, [click here](#).

Canadian News

Weak productivity, innovation gap threaten Canadian economy: report

Canadians shouldn't feel "too smug" about the relative good shape of our economy. Canada escaped much of the pain inflicted by the global financial crisis, and has so far managed a moderate recovery. But the nation still faces some growing threats, both homegrown and imported, according to the Conference Board of Canada.

[Read more](#)

Source: Calgary Herald.com

Canadian agricultural prices higher than world rate, WTO says

A World Trade Organization analysis done last year has concluded that Canada's domestic agricultural producers are getting prices 11 per cent higher than world prices - due mainly to the supply management system that protects dairy and poultry producers. That study has been cited in some of the many criticisms of Canada's protectionist policy posted by trade partners, including key participants in the Trans-Pacific Partnership trade negotiations that Canada was given permission to join this week.

[Read more](#)

Source: Vancouver Sun

Omnibus budget Bill C-38 survives marathon voting session

Bill C-38, the sprawling Jobs, Growth and Long-Term Prosperity Act, survived marathon voting session untouched and now goes to the senate for approval. The bill — and the literally dozens of significant statutes it comprises on everything from environmental assessments to old age security, employment insurance rules, government contracting and cross-border policing — should clear the Conservative-dominated Senate by the end of June.

[Read more](#)

Source: The Star

Wheat Board backers consider next step

Opponents of the federal government's controversial plan to strip the Canadian Wheat Board of its monopoly over the sale of western grain are pondering their moves in light of Monday's court decision saying Ottawa did nothing wrong in the way it proceeded. The ruling by a three-member appeal panel of the Federal Court of Appeal overturned a December ruling by a lower level of the court holding that Conservative Agriculture Minister Gerry Ritz had committed an "affront to the rule of law" by not letting farmers vote on the removal of the wheat board's monopoly.

[Read more](#)

Tip of the Month

NAEDA Compliance Tip of the Month

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[July Tip of the Month: Don't let BYOD \(bring your own device\) become LFYO \(liability for your organization\)](#)

"BYOD" stands for "bring your own device," the practice of allowing employees and contractors to use personal devices, such as laptops, smartphones, home computers and tablets, to conduct the organization's business. The [May 2012 Juniper](#) survey shows that nearly nine out of ten business users, often referred to as "prosumers", say they use their personal mobile device to access critical work information. This trend demonstrates a blurring of personal and professional technologies and creates significant concerns for management because it raises the question of liability. Many employees circumvent their employers' official mobile device policies in the practice of BYOD, and the practice also leads to more frequent security breaches due to lost or stolen personal devices.

Find out more at <http://blog.kpaonline.com/category/tipofthemonth/>

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