



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, June 28, 2012

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Legislative & Regulatory News

Supreme Court Rules on Healthcare Law

The U.S Supreme Court has upheld most of the provisions of the 2010 healthcare act. "All the implications to dealers, their dealerships and employees are unknown until NAEDA gets a chance to review the court's decision" said Paul Kindinger, President and CEO. "As more information becomes available, we will make dealers aware of the implications of this decision."

Study Predicts California Fuel Supply Shortages

SAN FRANCISCO (Dow Jones) -- California could see gasoline shortages as early as 2015 as new state rules aimed at cutting greenhouse-gas emissions could shutter more than half the state's refining capacity in less than eight years, according to a new study commissioned by an industry group.

The state's Low Carbon Fuel Standard regulation could cause up to seven refineries to shut down, which could eliminate up to 65% of California's refining capacity by 2020, according to the study. Drivers would see fuel prices spike, as the remaining refineries would face high costs of complying with the rules, the study predicted. It was compiled by Boston Consulting Group and commissioned by the Western States Petroleum Association, an industry group for oil refiners.

Read [more](#).

Source: DTN Telvent

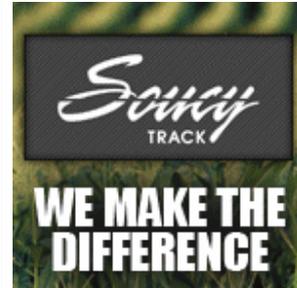
EPA OKs E15 Misfueling Mitigation Plan

The U.S. Environmental Protection Agency on Friday approved a "misfueling mitigation" plan proposed by the Renewable Fuels Association, removing the final federal regulatory hurdle that has gasoline blended with 15% ethanol or E15 from being sold to consumers, according to a news release from the RFA.

The approval still doesn't mean E15 will be made available at the local gas station though, since there are so many state regulations and warranty issues to be addressed.

"In the eyes of the federal government, E15 is a legal fuel for sale to cars, pickups, and SUVs made since 2001," said RFA President and CEO Bob Dinneen. "E15 has undergone the most vigorous testing and regulatory process of any fuel approved by the federal government."

He added, "Our undivided focus will turn to addressing state regulatory issues, identifying retailers wishing to offer E15, and paving the way to greater use of domestically produced ethanol."



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.

RFA said fuel providers and retailers wishing to offer E15 must first register with EPA. In so doing, they must state their plans to adhere to the RFA's EPA-approved misfueling mitigation plan.

Source: DTN Progressive Farmer

Senate Passes Farm Bill, House Committee Poised to Move Measure Next Month

After a week of uncertainty about whether the bill could overcome partisan sniping over amendments, the Senate passed the Agriculture Reform, Food, and Jobs Act of 2012 (S. 3240) last Thursday by a vote of 64-35. Prior to passage, the Senate considered over 70 amendments, rejecting an amendment by Sen. Tom Coburn (R-OK) which would reduce funding to MAP and place new restrictions on the program. The chamber adopted an amendment by Sen. Saxby Chambliss (R-GA) which places conservation compliance provisions to crop insurance. An amendment by Sens. Dick Durbin (D-IL) and Tom Coburn (R-OK) which reduces federal crop insurance subsidies for those with an Adjusted Gross Income (AGI) over \$750,000 was also adopted.

On the other side of the Capitol, the House Agriculture Committee was expected to mark-up their bill last week. However, that was pushed back to July 11. Committee Chairman Frank Lucas (R-OK) said the delay was to allow committee members to focus on Farm Bill programs during consideration of the Agriculture Appropriations bill which had been expected on the floor this week.

While the House and Senate bills are expected to be very similar, there will be some key differences. While the Senate bill cut approximately \$24 billion from the baseline, the House version is expected to include spending reductions of more than \$33 billion. The most significant differences between the two houses will largely center on reductions in nutrition spending, with the House cutting significantly more from nutrition programs than the Senate.

The House bill is also forecasted to include target prices to satisfy southern commodity interests. Additionally, differences could emerge over the Chambliss and Durbin-Coburn amendments passed through the Senate bill last week.

Source: NASDA News

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](#).

NAEDA Statement on Senate Farm Bill Passage

NAEDA congratulates the Senate on passage of Agriculture Reform, Food and Jobs Act (2012 Farm Bill). The legislation was agreed to by a vote of 64-35. NAEDA now is urging the House of Representatives to take action quickly.

"Our dealers appreciate the cooperative work by the Senate to pass the 2012 farm bill in a timely manner," NAEDA President & CEO Paul Kindinger said. "We also thank Senators Stabenow and Roberts for their bipartisan efforts throughout the process. Agriculture needs new legislation before the current law expires on September 30 in order for farmers and ranchers to plan for the future. Passage of this legislation is only the first step in the process, but one truly appreciated."

These are not just any ordinary families, however, because someone in that family is 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

"We now hope that the House Agriculture Committee will schedule a markup of their version of the farm bill for consideration immediately following the July 4th recess," Kindinger said. "NAEDA will be continuing our work with the House members on a bill that will be responsive to taxpayers as well as being responsive to agriculture's needs before Congress recesses in August."

LIFO Survey - Dealer Response Needed

NAEDA has been actively involved in the leadership of the business community's LIFO Coalition since it was organized in 2006 in response to a Senate proposal to fully repeal LIFO.

One of the challenges we have faced during this 6-year effort has been quantifying LIFO usage among privately-held companies. There is no data that shows how many privately-held companies use LIFO, the size of their LIFO reserves, or the impact of repeal on the fiscal health of those companies or the aggregate impact on the economy or jobs. This information is needed to provide Members of Congress with analytical analysis of the impact of repeal rather than anecdotal evidence.

NAEDA and the LIFO Coalition have been asked to assist in a Loyola University research project to obtain data from privately-held companies to compliment and support research and data already conducted and obtained on publicly-traded companies. This will give the Coalition critically important data to use in our ongoing effort to persuade members of Congress to reject any LIFO repeal proposals.

Responses to the survey will be completely confidential. No company name will be associated with any of the data. The survey link was emailed to dealers on Monday, June 11 and again on June 18.

Your help is needed. As a NAEDA member we ask that you participate in this study by providing answers to the specific questions. We completely understand that we are asking you to provide proprietary data, and that completing the survey will take some of your time. The survey will only be of value if a significant number of companies participate.

Please respond to the survey as soon as possible. The survey closes on June 30th so if you haven't responded, please do so.

Industry & Manufacturing News

Midsummer Weather Outlook

A second straight year of flash drought conditions has much of the U.S. corn crop in a very shaky state going into midsummer. As recently as June 1, the crop appeared on its way to break all records, but now is on the brink of disaster over much of the central, eastern and southern Midwest.

Lofty yield projections from a fast start to corn planting are withering under the second straight season of Midwest flash drought conditions. (DTN photo by Pam Smith)The turnaround has been quick and brutal. As recently as March, less than 30% of the Midwest was judged to have drought conditions, according to the weekly Drought Monitor. However, by mid-June, more than 70% of the region was judged to be in some phase of drought. These dire circumstances are highlighted in almost the entire states of Missouri, Illinois, Indiana and Kentucky.

The speed of such a development fits the description of "flash drought." The term first came up during the 2011 crop season, when Midwest drought indicators went from zero to moderate drought in just six weeks -- from early July to early August. During that stretch, intense heat combined with very dry conditions to produce the same impact that usually develops over a three- to six-month timeframe.

Read [more](#).

Source: DTN / Progressive Farmer

Diesel Technology Forum: Technology will help achieve EPA soot standards

Advancements in clean diesel technology over the past 10 years in conjunction with new research and development in all modes of diesel engines will play a major role in helping meet the updated [Clean Air Act particulate matter \(soot\) standards](#) announced June 15 by the U.S. Environmental Protection Agency.

"For the last decade, diesel technology has undergone a fundamental transformation to near zero emissions, based on ultra low sulfur diesel fuel, advanced clean-burning engines and new emissions control technology," said Allen Schaeffer, the Executive Director of the Diesel Technology Forum. "These

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 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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About NAEDA Update

advancements have occurred across the board -from the smallest industrial engine to the clean diesel cars, commercial trucks, off-road machines and equipment, marine vessels and locomotives.

[Read more](#)

Source: Diesel Technology Forum

Versatile combine first to enter North American market in over a decade

Versatile, a division of Buhler Industries, Inc., will launch a new rotary combine at Canada's Farm Progress Show, the RT490. It's the first new combine the company has introduced in North America in more than a decade.

Versatile is the only Canadian manufacturer of agricultural tractors. Their factory in Winnipeg, Manitoba, covers almost 700,000 square feet with complete manufacturing and assembly capabilities, as well as full research and development facilities.

[Read more](#)

Source: Versatile

NAEDA / Industry 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.

Companies Partner on Iso-Butanol

Gevo Inc. announced Monday progress under collaboration with BioFuel Energy Corp. to explore high-volume production of iso-butanol made from starch-based feedstocks.

The BioFuel Energy Corp.'s experience with its two 110-million-gallon-per-year ethanol plant would allow Gevo to deliver iso-butanol at a scale refinery customers are likely to demand, according to Patrick Gruber, CEO of Gevo.

"We have the potential to be at the forefront of the advanced biofuel market," Gruber said.

"Our philosophy has always been to actively explore emerging biofuel technologies, particularly those with the potential to transform our industry," said Scott Pearce, CEO of BioFuel Energy.

Read [more](#).

Source: DTN/Progressive Farmer

Outdoor Power Equipment Institute Celebrates 60 Years

NAEDA would like to congratulate the Outdoor Power Equipment Institute, (OPEI to a number of us) on their 60th anniversary. According to Kris Kiser, President and CEO, "After 60 years, OPEI is stronger than ever, fiscally sound and ready to tackle the foreseen – and unforeseen – challenges ahead. We will do this through our adaptability, member participation and making our organization a relevant and trusted partner."

NAEDA's Industry Relations Task Force met with the OPEI board of directors at their annual meeting on June 20, 2012 in Colorado as part of their anniversary celebration. A number of topics were discussed with the board and task force, with an agreement to meet again and continue to work together on issues important to OPE dealers, manufacturers and customers.

Volvo increases stake in Deutz to 25%

Swedish construction equipment manufacturer Volvo has increased its shareholding in German engine specialist Deutz from 6.7% to over 25% - a deal that propels it to being the company's single largest shareholder.

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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.



Volvo CEO Olof Persson said Deutz had been an important supplier and partner for many years. "The increase in our shareholding in the company is a natural step in light of our plans to expand our commercial co-operation in medium-duty engines."

[Read more](#)

Source: Construction Europe

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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](#).

Federated Announces Annexstad Retirement

The Federated Insurance Companies announced on June 15th that Chairman Al Annexstad will retire as a

fulltime employee effective November 30, 2012. He will continue to serve as a member of Federated's Board of Directors.

Annexstad joined Federated in 1965 as a Marketing Representative in his hometown of St. Peter, Minnesota. After this initial period of service Annexstad embarked upon a career in marketing management where he continued to build a record of unprecedented achievement. His accomplishments led to multiple promotions within the marketing function of the organization culminating in his promotion to Director of Marketing in 1986. To read a copy of the press release 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](#).

Online registration open for GIE+EXPO 2012

Online registration is now open for the 2012 GIE+EXPO (Green Industry & Equipment Expo), which will be held in Louisville October 24-26.

Outstanding prizes are available for those who register early! Two lucky registrants will win the two grand prizes – \$1,800 travel packages to the show.

[Read more](#)

Source: GIE+EXPO

Tip of the Month



[June Tip of the Month: Get Your DOT Training Up to Speed](#)

KPA's new DOT course gives employees more control over the training process, cutting down on the amount of time it normally takes to complete DOT training. In addition, the course incorporates real world

examples from dealerships and service centers as part of the interactive scenarios that help employees apply what they have learned to their jobs.

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

Free KPA Webinars

[Take Advantage of the Tiny Screen: Sell More with Mobile - July 11, 2012](#)

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