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NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, September 13, 2012

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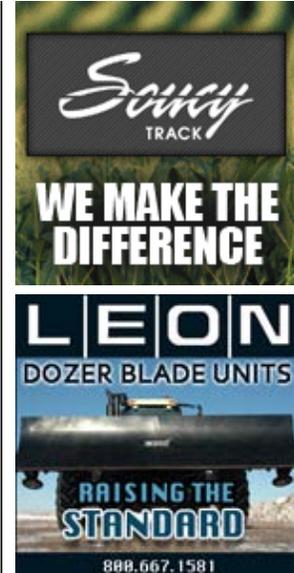
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Legislative & Regulatory News

Congress returned this week, uncertainty on Farm Bill remains

Congress has returned to Washington this week for what looks to be the last two weeks of legislative activity prior to the election, uncertainty remains on how Congress, and the House in particular, will move forward on a Farm Bill. While House Agriculture Committee Chairman Frank Lucas (R-OK) insists that he is focused on passing a regular order Farm Bill prior to the September 30 expiration of the current law, the fact that there are only 7 - 12 legislative days remaining before September 30 has many insiders doubtful a full five-year bill could be enacted in that time.

USDA makes minor tweaks to corn crop

USDA pegged the average corn yield at 122.8 bushels per acre, putting total production at 10.727 billion bushels, toward the high end of traders' expectations. That puts the ending stocks-to-use ratio at 6.5%, slightly higher than last month's 5.8% ratio.

USDA released its latest Crop Production and World Agricultural Supply and Demand Estimates (WASDE) reports on Wednesday. (Logo courtesy of USDA) USDA also trimmed the average soybean yield to 35.3, a 0.8 bpa drop. Production is expected to be 2.634 bb, down 2% from USDA's August estimate. The stocks-to-use ratio came in at 4.3%.

Grain sorghum production was trimmed slightly from August's estimates, going from 248 mb to 246.

Read [more](#).

Source: DTN / Progressive Farmer

USDA guarantees loan for NC cellulosic plant

Agriculture Secretary Tom Vilsack has announced a nearly \$100-million loan guarantee to Chemtex International Inc. for the construction of a 20 million gallon per year cellulosic ethanol refinery in eastern North Carolina. USDA officials say the project, a first-of-its-kind commercial facility in the mid Atlantic region, will help reduce the nation's dependence on foreign oil, increase farm income, and create jobs in the region.

"At USDA we are focused on the production of renewable energy from a wide variety of non-food sources, including energy grasses," Vilsack said. "The facility will help create more than 300 jobs in North Carolina and is a perfect example of how producing home-grown energy is good for the economy and good for our energy future."

"The Way I See It..."

The 10-inch Skillet



September 2012
 One day a man named Ted decided to go fishing. After locating a spot and starting to fish, he noticed another fisherman a little ways away. As he observed the other fisherman

throughout the day, he noticed that when he caught fish, he only kept the small ones and threw back all the larger ones. Ted's curiosity finally got the best of him, so he walked over and asked the other fisherman why he kept the smaller fish and released the larger ones. The fisherman answered, "It's simple, I only have a 10-inch skillet and the large fish won't fit!" [Read more...](#)



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Resources

The Chemtex facility is expected to create 65 full time jobs with estimated average salaries of more than \$48,000 per year. An additional 250 indirect jobs are also anticipated in areas such as feedstock supply, maintenance, and transportation. Once operational, the facility is expected to convert 600,000 tons of energy grasses per year into an estimated 20 million gallons of cellulosic ethanol, an advanced biofuel, using a proprietary enzymatic hydrolysis process. The plant will produce biofuel for eastern transportation markets using non-food biomass feedstocks.

USDA, through its Rural Development Biorefinery Assistance Program (Section 9003 of the 2008 Farm Bill), approved a \$99 million, 80 percent loan guarantee to finance the project. The loan guarantee approval is subject to conditions that Chemtex must meet prior to closing of the loan.

Sampson County and eastern North Carolina farmers will directly benefit through the sales of newly established energy grasses to the biorefinery. Chemtex is working with local farmers and producer organizations to begin growing energy grasses for the facility. About 30,000 acres will be required to supply the facility with sufficient feedstock.

In partnership with the Biofuels Center of North Carolina, Chemtex has identified nearby farmland that is currently growing Coastal Bermuda grass to manage swine lagoon effluent. Officials say conversion from Coastal Bermuda to high yielding energy grasses, including miscanthus and switchgrass, will provide Chemtex a cost effective biomass feedstock for cellulosic ethanol production and area swine farmers with increased economic opportunity, as well as the land stewardship benefits of enhanced effluent management.

In June of this year, Chemtex was awarded \$3.9 million by the USDA, under its Biomass Crop Assistance Program, to support the establishment of more than 4,000 acres of miscanthus and switchgrass across eleven counties in North Carolina. The feedstock will be part of the biomass supply for Chemtex's facility. The net increased revenue to local growers is projected to be \$4.5 million per year.

EPA approves temporary fuel waiver for 8 states impacted by hurricane Isaac

As a result of the disruption in the supply of fuel from Gulf-area refineries following Hurricane Isaac, and at the request of Governors, EPA has exercised its authority under the Clean Air Act to temporarily waive certain federal clean gasoline requirements for gasoline sold and distributed in Louisiana, Mississippi, Alabama, Georgia, Florida, Tennessee, South Carolina and North Carolina. The disruption and delays in production and delivery of gasoline resulted from effects of Hurricane Isaac.

This waiver was granted by EPA in coordination with the Department of Energy (DOE). EPA Administrator Lisa P. Jackson determined that extreme and unusual supply circumstances exist, which may result in a temporary shortage of gasoline compliant with federal regulations. The federal waiver will help ensure an adequate supply of gasoline in the impacted states until normal supply to the region can be restored.

The waiver applies to the use of low Reid Vapor Pressure (RVP) "summertime" gasoline for the remainder of the "high ozone" period, which ends on Sept 15. Due to a number of continuing refinery outages caused by Hurricane Isaac, and the slower-than-expected-pace of restarts of other Gulf-area refineries, EPA determined that there would not be an adequate supply of summertime gasoline for these states through Sept 15. The waiver allows available supplies of higher RVP "wintertime" gasoline to be used prior to the end of the high ozone period, in order to prevent a gasoline supply shortfall in these states.

States bordering on this area are projected to have sufficient supplies of compliant summertime fuel through the end of the high ozone period in two weeks, and no shortages are expected to develop. However, EPA will continue to actively monitor fuel supplies in these areas, and will act expeditiously if needed to prevent a shortfall.

More information: <http://epa.gov/enforcement/air/fuel-waivers.html>

Support permanent normal trade relations for Russia

Tell Congress to Support Permanent Normal Trade Relations for Russia When Congress returns this week. Sitting before it will be an important piece of unfinished business: Permanent Normal Trade Relations (PNTR) for Russia

Russia joined the World Trade Organization on August 22. However, there's a catch. The United States won't get the full benefits of these market-opening reforms unless Congress approves a short and simple bill granting Russia PNTR.

The President's Export Council estimates that U.S. exports of goods and services to Russia-which reached an estimated \$11 billion in 2011-could double or triple once Russia joins the WTO and U.S. companies are

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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 5,000 retail agricultural, construction, large property/rural lifestyle, and outdoor power equipment dealers in the United States and Canada.

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able to fully take advantage of the world's 9th largest economy.

Congress will only be back in session for eight days in September, and it is imperative that it take action on bipartisan legislation. Please call or write your Senator today to ask for their support on passage of this important piece of legislation. To read more about the PNTR click [here](#).

Industry & Manufacturing News

Stens announces new home, will remain in Jasper, Indiana

Stens Corporation, a global supplier of replacement parts for the power equipment industry, announced today that it has reached an agreement to occupy a new facility in Jasper, Indiana. This announcement comes in the wake of a prior deal to purchase and renovate a facility on Jasper's south side late last year fell through.

The new location is a 157,000 square-foot building at 1919 Hospitality Drive, on Jasper's south side. Stens, a division of Ariens Company, plans to invest a significant amount in renovations to position the building to become the company's headquarters and global distribution center. Operations are expected to be running out of this location by January 2013. Read [more](#).

Mahindra introduces Tier IV compliant tractor

Mahindra has introduced its [interim-Tier IV](#), for above 75 HP, emission compliant mCRD engine. It will be available beginning November 2012, initially on its 8560 2WD, 8560 4WD and 8560 4WD shuttle cab tractor. The Mahindra Common Rail Diesel (mCRD) engine is an innovative, Eco-friendly and fuel efficient high performance engine that reduces greenhouse gas emissions by over 360 tons per year. [Read more...](#)

The Toro Company reports record 2012 third quarter results

- Third quarter sales increase to \$504 million; Year-to-date sales growth nearly 7 percent
- Net earnings per share for the quarter up 22 percent to a record \$0.67
- Company now expects EPS for the year to be about \$2.10, up 14 percent from last year

The Toro Company (NYSE: TTC) reported net earnings of \$40.5 million, or \$0.67 per share, on a net sales increase of 0.6 percent to \$504.1 million for its fiscal third quarter ended August 3, 2012. In the comparable fiscal 2011 period, the company delivered net earnings of \$35.1 million, or \$0.55 per share, on net sales of \$501 million.

For the first nine months, Toro reported net earnings of \$129.3 million, or \$2.13 per share, on a net sales increase of 6.8 percent to \$1,619.4 million. In the comparable fiscal 2011 period, the company posted net earnings of \$112.6 million, or \$1.76 per share, on net sales of \$1,515.9 million.

[Read more...](#)

Source: Toro

Construction equipment exports increase 24 percent at mid-year 2012, total \$13.7 billion

Exports of U.S. made construction equipment grew 24 percent and totaled \$13.7 billion for the first half of 2012 compared to January-June 2011, according to the Association of Equipment Manufacturers (AEM). The off-road equipment manufacturing trade group consolidates U.S. Commerce Dept. data with other sources into member global trend reports.

"Construction machinery manufacturers still look to international markets for business growth, even with increased uncertainty in some regions. With domestic construction still subpar, continued export growth has been critical for U.S. equipment manufacturers to keep their factories operating and American workers employed," stated Al Cervero, AEM vice president and construction sector leader.

Cervero pointed to AEM's longtime support of export-friendly policies as a proven way to sustain and expand American jobs, and its I Make America national grassroots campaign has advanced this message.

AEM and the campaign have also spotlighted the proven job-creation benefits from rebuilding and modernizing America's infrastructure, working with industry allies to help secure passage of a surface transportation bill in late June; they continue to advocate comprehensive infrastructure investment that includes a long-term strategic vision and a sustainable funding mechanism.

U.S. Exports to World Regions and Top 10 Countries

South America took delivery of \$2.2 billion worth of American-made construction equipment during the first half of 2012 compared to midyear 2011 for a 6-percent gain, and Central America increased its purchases 16 percent to total \$1.1 billion.

Construction equipment export volume to Asia grew 4 percent and totaled \$1.6 billion. Exports to Europe increased 26 percent for \$1.7 billion in construction equipment purchases.

Exports to Africa grew 28 percent and totaled \$813 million; exports to Australia/Oceania increased 89 percent, representing \$2.0 billion worth of construction machinery; and Canada took delivery of \$4.3 billion worth of U.S.-made construction equipment, an increase of 26 percent.

The top 10 buyers of U.S.-made construction equipment at midyear 2012 were: (1) Canada - \$4.3 billion, up 26 percent; (2) Australia - \$1.9 billion, up 91 percent; (3) Mexico - \$870 million, up 17 percent; (4) Chile - \$762 million, up 25 percent; (5) South Africa - \$496 million, up 52 percent; (6) Brazil - \$440 million, down 8 percent; (7) Russia - \$405 million, up 27 percent; (8) Belgium - \$402 million, up 55 percent; (9) China - \$390 million, down 19 percent; (10) Peru - \$363 million, up 25 percent.

Source: AEM

Agricultural machinery exports gain 29 percent at midyear 2012, total \$7.2 billion

Exports of American-made agricultural machinery increased 29 percent to total \$7.2 billion for the first half of 2012 compared to January-June 2011, according to the Association of Equipment Manufacturers (AEM). The off-road equipment manufacturing trade group consolidates U.S. Commerce Dept. data with other sources into member global trend reports.

“Despite some volatility in world markets, global trade remains positive for agricultural equipment manufacturers, as producers in both emerging and industrialized regions seek to boost productivity. And exports are vital for U.S. manufacturers to stay in business and provide jobs for U.S. workers,” stated Charlie O’Brien, AEM vice president and agriculture sector leader.

O’Brien noted that AEM has historically supported sound export policies to assist manufacturers and farmers to sell to international markets, and its I Make America national grassroots campaign has underscored the “exports equal jobs” message.

AEM and the campaign also advocate a balanced and long-term Farm Bill with an adequate safety net that allows American agriculture to continue to provide safe and affordable food for the U.S. and growing world populations.

U.S. Exports by World Regions and Top 10 Countries

South America bought 40 percent more American-made agricultural machinery than the same time period last year, for a total \$810 million, and exports to Central America grew 17 percent during January-June 2012 to total \$592 million.

Exports to Asia increased 27 percent for the first half of 2012 compared to midyear 2011, with purchases totaling \$614 million. Exports to Europe rose 34 percent for a total \$2.2 billion worth of agricultural machinery.

Exports to Africa gained 82 percent and totaled \$238 million; exports to Australia/Oceania totaled \$612 million for a 35-percent increase; and agricultural machinery export volume to Canada increased 19 percent to total \$2.2 billion.

The top 10 buyers of U.S.-made agricultural equipment at midyear 2012 were: (1) Canada - \$2.2 billion, up 19 percent; (2) Australia - \$574 million, up 36 percent; (3) Mexico - \$509 million, up 29 percent; (4) Brazil - \$422 million, up 75 percent; (5) Germany - \$327 million, up 26 percent; (6) China - \$291 million, up 63 percent; (7) Ukraine - \$266 million, up 67 percent; (8) France - \$253 million, up 37 percent; (9) Russia - \$233 million, up 88 percent; (10) United Kingdom - \$192 million, up 33 percent.

Source: AEM

CPSC Summit on ATV safety announced

The Consumer Product Safety Commission has announced its intent to hold a Summit on all-terrain vehicle

(ATV) safety. The Summit will be held at the CPSC's headquarters in Bethesda, MD, on October 11 and 12, 2012. In general, the Summit will focus on the overall theme: "Keeping Families Safe on ATVs." Six topic areas have been identified.

A list of the subjects of each session and suggested specific topics for each can be found in the Federal Register notice. Interested parties are encouraged to participate in or attend the Summit and to submit comments.

A copy of the Federal Register Notice and meeting details can be found [here](#).

STIHL Inc. names Dave Warren sales & marketing manager at STIHL Northwest

Former Regional Manager for STIHL Limited joins STIHL Northwest Team

Dave Warren recently took over as sales and marketing manager for STIHL Northwest, a branch of STIHL Inc. Warren had worked with STIHL Limited, the Canadian subsidiary for the STIHL Group, for 19 years, most recently, as the regional manager for the STIHL branch in the Greater British Columbia area. In his new position, Warren will be responsible for growing the STIHL brand and market share in the Pacific Northwest region, which includes Washington, Oregon, Idaho and Alaska.

[Read more...](#)

Source: STIHL

Pork industry faces record losses

A tsunami of red ink is about to wash across the pork industry which is facing losses unseen even in the fall of 1998 when hog prices at times approached zero value. The stressors include: more hogs than expected, rapid sow liquidation now underway, and record feed prices. Losses in the final quarter of this year could be \$60 per head, exceeding the previous record quarterly losses of \$45 per head in the fall of 1998.

Slaughter numbers in the past two weeks have been up six percent when only about one percent more hogs were expected. This has caused a \$10 per hundredweight drop in live prices since late July, with prices now in the low-\$60s. The source of those extra hogs is probably related to some delayed marketings due to the summer heat, to a desire to sell pigs more quickly before prices really tumble moving into fall, and to high sow slaughter. Projected prices for the final quarter this year are in the mid-\$50s, using current lean hog futures as a base. Tragically, costs of production are expected to be above \$75 per live hundredweight for the remainder of the summer, this fall, and winter.

Read [more](#).

Source: Farmdoc Daily

NAEDA's Industry Relations Taskforce had a busy summer

NAEDA's Industry Relations Taskforce has had a busy summer. Since April the IRTF has met with several major suppliers including Mahindra, Deere, Case IH, Kubota and the OPEI board of directors which includes many of the primary OPE manufacturer/suppliers.

Similarly, NAEDA, the IRTF and all affiliates have worked closely with NAEDA legal counsel, Siegfried Bingham, to analyze and evaluate several manufacturer/dealer agreements and contracts. That list includes Maschio-Gaspardo; Manitou/Gehl/Mustang; New Holland Construction; Deere Turf Finance; and most recently the Mahindra mHawk addendum.

We have also been very busy with dealer cancellations and other manufacturer programs that could impact dealers both positively and negatively. Any questions about specific activities, notes from meetings with manufacturers or other activities of NAEDA or NAEDA IRTF, should be directed to your local affiliate or directly to NAEDA.

Share your input with NAEDA's OPE Dealer Council

Do you have topics or issues you would like the NAEDA OPE Dealer Council to address at its October 24th meeting? If so, contact Mike Williams or any member of the council now. Click [here](#) for contact information.

Topics to submit might include issues affecting your store due to a distributor, manufacturer and or other supplier. They might involve warranty problems, Internet problems or other management issues you face. Also, let us know if you have heard about issues other dealers have expressed to you. Be sure and include

the state or province where the issues are occurring in your message so the council can know if it is a local, state, provincial or national issue.

The council wants to know about issues affecting your dealership so it can address them directly and help get them resolved.

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NAEDA, Association & Program Partner News

NAEDA's Discount Freight Select Services Program

Saving dealers money and time

NAEDA's Discount Freight Select Services Program is experiencing significant growth as dealers look for assistance in managing their freight operations. After experiencing a 40% increase in the 1st Quarter 2012, Select Services activity as increased by 154% in April and 10.2% in May 2012.

PartnerShip's Select Services program includes the following features to assist dealers:

- Deep discounted LTL rates – check customer invoices and send quote back
- Access to PartnerShip.com showing special customized rates for all carriers we use so customer can make their choice. (YRC, Con-way, UPS Freight, FedEx Freight, etc.)
- Dedicated sales person for all services provided by PartnerShip.
- Consolidated monthly invoicing no matter how many carriers are used.

- Flexible payment options. Visa, M/C, AMEX, or check.
- Customized routing management, we will contact your vendors to maximize your inbound discounted shipments. If FREE freight is offered, that will take precedents.
- One call to PartnerShip for shipment questions, quotes, issue resolution, expedited shipments, billing, for either small pak or LTL shipments.

In addition, a California Office opened in Irvine in 2010 to better assist dealers on in the Western US. A new marketing call campaign to promote the Select Services program will begin on a regional basis in cooperation with NAEDA and the regional affiliates.

To sign up for NAEDA PartnerShip Select Service call **800-599-2902** or sales@PartnerShip.com

NAEDA Board of Directors to Meet

NAEDA's Board of Directors will be meeting in St. Louis on September 19 and 20. A number of issues important to dealers, the association and the equipment industry will be discussed during the meeting. A summary of the meeting will be available after the meeting for dealers interested in the happenings at NAEDA.

DTN/The Progressive Farmer Ag Confidence Index

For the first time DTN/The Progressive Farmer is releasing its farmer confidence and agribusiness owner confidence surveys simultaneously. The results show the 2012 drought has hurt spirits, but business owners show more pessimism than their farmer customers. [Read more and watch the video...](#)

National Equipment Register webinar

Spend an hour with Michael St. Hill with National Equipment Register (NER), the creator of the first nationwide database registry of construction equipment and materials. Intended to ward against theft, this service will assist your accounts who own or operate higher valued equipment with reducing or preventing theft.

When: Monday, October 15, 2012
1:00 PM - 2:00 PM Eastern Time

This webinar is intended to introduce NER's services to you and to provide an opportunity for you to ask any questions you may have about the service. Mr. St. Hill can help you learn to market, familiarize and register your clients for this service. So come prepared to interact with Mr. St. Hill and improve your level of service to your accounts.

[Register here...](#)

Source: National Equipment Register

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. Dealers are encouraged to register [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

Parti Québécois wins Quebec election

The Parti Quebecois is celebrating a return to power after nine years in opposition but its parade has been dampened by a weaker-than-desired result that could severely limit its ability to pursue its independence agenda. The party has never governed with a minority in its history and, therefore, has never faced the challenge of tabling an inaugural speech — or any other confidence measures — with the support of other parties that oppose its agenda.

[Read more...](#)

Source: National Post

Harper and Putin talk tough on trade

Prime Minister Stephen Harper and Russian President Vladimir Putin reminisced briefly but warmly about the epochal hockey series 40 years ago between Canada and the Soviet Union during a bilateral meeting Saturday at the Asia-Pacific Economic Co-operation summit.

[Read more...](#)

Source: The Globe and Mail

Flaherty says private sector responsible for stimulating economy

Stimulating the economy ultimately falls on the heads of the private sector, stated Finance Minister Jim Flaherty. “We’ve done a lot through the tax system to encourage Canadian executives, business people, to start utilizing some of the capital they have on their balance sheets. At a certain point, it’s not up to the government to stimulate the economy, it’s up to the private sector, and they have lots of capital.”

[Read more...](#)

Source: The Globe and Mail

Canada and China conclude APEC summit with trade deal

Prime Minister Stephen Harper met with Chinese President Hu Jintao met on the final day of the Asia-Pacific Economic Co-operation summit on Sunday, after witnessing the signing of a wide-ranging investment pact. The two leaders watched as Ed Fast, Canada’s minister of international trade, and Chen Deming, China’s minister of commerce, signed the Canada-China Foreign Investment Promotion and Protection Agreement, which was announced during Harper’s visit to China in February.

[Read more...](#)

Source: CBC News

Enbridge likens Northern Gateway pipeline plan to nation-building

After years of controversy focused on the project’s risks to the environment, its impacts on First Nations and its uneven distribution of the benefits, Enbridge appealed to the greater good. It was the company’s first opportunity to defend before regulators the \$6-billion “national project” from Alberta to the British Columbia coast, and it likened it to the Canadian Pacific Railway, the St. Lawrence Seaway and the TransCanada Pipeline.

[Read more...](#)

Source: Financial Post

Canadian employment rises more than forecast

Canadian employment rose faster than economists forecast in August, more than recovering the prior month's decline, as part-time work increased. Employment rose by 34,300 following the July decrease of 30,400, Statistics Canada said today in Ottawa, and the jobless rate was unchanged at 7.3 percent. Economists surveyed by Bloomberg News projected a 10,000 gain in jobs and 7.3 percent unemployment, according to median forecasts.

[Read more...](#)

Source: Bloomberg

Tip of the Month



[September Tip of the Month: Don't Forget - Equal Opportunity Reports \(EEO-1\) Are Due Sept. 30](#)

This month, we'd like to remind our colleagues in Human Resources about a very important deadline: Submit [Form EEO -1](#) to the Equal Employment Opportunity Commission (EEOC) by September 30, 2012.

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

Free KPA Webinars

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[The Ten Deadly Questions - September 20, 2012](#)

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