



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Wednesday, August 21, 2013

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www.pfw.com/customers/customer-story-brooks-tractor.htm?NAEDA

NAEDA, Association & Program Partner News

NAEDA at GIE-EXPO Dealer Day

All equipment dealers are strongly encouraged to attend this year's [GIE-EXPO](#) October 23-25, 2013 in Louisville, KY. NAEDA will once again play a prominent role in the preeminent event for the outdoor power equipment industry. GIE-EXPO again kicks off with Dealer Day, specifically for dealers and distributors only on Wednesday, October 23. The exhibit floor will be open from 3 pm to 7 pm. [Check out the video](#) to hear what dealers and suppliers are saying about this dealer only event.

As part of the Dealer Day activities there will be a special Dealer Summit for dealers. This highly relevant lunch-and-learn program for dealers and distributors will include a session unveiling new research about buying and attitude trends to help dealers be more effective in reaching top contractors. The seminar also will include a panel discussion on important developments like diversification, marketing, social media and sales management. Attendees will receive a full copy of the report, which will be presented by GIE Media, the publishers of Lawn & Landscape, Golf Course Industry and Green Industry Supply Chain News magazines.

That presentation will set the stage for an incisive panel discussion featuring leaders from major manufacturing partners including Toro, American Honda, Hustler Turf and Briggs and Stratton. Topics will include how dealers fit into the future for these companies, how the companies plan to use online sales in the future, compatibility of electronic communications and billing systems and, of course, how they are responding to the challenge of E15. The panel discussion will be moderated by longtime industry leader Kim Rominger of NAEDA. Rominger is the executive vice president of Association Management Group and one of 16 association executives associated with the North American Equipment Dealers Association, which is helping organize the Summit.

Choosing the right payment terminal

Today, you have a choice of terminals that offer advances in performance, functionality and ease of use. While your terminal may still perform basic authorization and settlement functions, newer, more secure models can keep your practice current with the latest card association and security requirements – and save you time and money. Maybe it's time to consider upgrading your terminal.

Ask yourself these questions to see if your terminal has outlived its prime.

[Read more...](#)

Source: Elavon

NAEDA introduces digital edition of the Equipment Dealer Buyer's Guide

For years the North American Equipment Dealers Association has published the Equipment Dealer Buyer's Guide for dealer members and associates. This annual directory of equipment industry manufacturers, suppliers and distributors is a sought after publication that dealers reference year round.

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New Digital Version

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From the NAEDA Office

NAEDA joins new tax coalition

By Mike Williams

Dealer group seeks to educate lawmakers in regard to tax reform that would lower tax rates and broaden the tax base.

On June 27, the Senate Finance Committee Chairman Max Baucus (D-Mont.) and Ranking Member Orrin Hatch (R-Utah) proposed a "blank slate," or to some a "clean slate," approach as a legislative starting point for tax reform and called on their Senate colleagues to provide proposals for tax expenditures to add back in a reformed tax code.

In an effort to develop the foundation for tax reform legislation, senators Baucus and Hatch called on all senators to submit legislative language or detailed proposals for what tax expenditures and other provisions

Dealers are no strangers to incorporating new technology in the operation of their business and to meet the ever increasing technological needs of their customers. In today's digital world, we have received requests that the Buyer's Guide be provided in a digital format so that it can be viewed on-line on their computers and mobile devices. We are therefore pleased to introduce and debut our on-line digital version of the NAEDA's 2013 Equipment Dealers Buyer's Guide.

All of the editorial information, company and product listings appear in the new digital version just as in the printed edition. However, the digital version is more interactive with live links to company contacts and websites with the potential for embedded video displays, slide shows, and blow-in cards from companies and advertisers.

We suggest you bookmark this link, digital.naeda.com so you can access the digital edition of the 2013 Equipment Dealer Buyer's Guide throughout the year, and share it with your customers, clients, and colleagues.

Whether you prefer print or pixels, our goal is to provide you with the industry's best reference manual for companies, products and services catering the equipment dealer.

Equipment Dealers Foundation - Disaster Relief assistance

Tornado season is upon us and the unfortunate and catastrophic events of the past few days in Oklahoma, Texas and other areas serve as a reminder that disaster can strike at anytime, anywhere. History has also shown that these storms and natural disasters impact thousands of households and businesses including those of NAEDA members and their employees.

NAEDA's Equipment Dealers Foundation Disaster Relief Fund helps the employees of NAEDA dealer members who have been affected by natural disasters with emergency funds to help bridge the gap financially for the employees and families until insurance or other payments come in. When faced with a disaster, the EDF has been able to step in and help. Thanks to the generous support of dealers, manufacturers, suppliers and affiliated associations, EDF has assisted more than 130 families with more than \$200,000 in direct disaster grants to employees of NAEDA members.

We have already received applications and provided financial assistance to dealership employees as a result of the recent tornados in Texas and likely will see more requests from the recent Oklahoma disasters. Please consider a generous donation to the NAEDA Equipment Dealers Foundation. Donations can be made on-line on the EDF website at: <https://www.naeda.com/SupportEDF/EDFFoundationOnlinePayment.aspx>

Legislative & Regulatory News

USDA delivers bullish surprises

USDA had some bullish surprises in its August Crop Production report. While the 13.8 billion bushel corn estimate represents a record crop, it is more than 200 million bushels below the average pre-report estimate. The trade expected more than a bushel per acre increase in the average yield, USDA cut its yield forecast more than two bushels per acre from last month. The soybean crop is also less than the trade expected, at 3.25 billion bushels, about 80 million below the average trade guess. The yield is cut almost two bushels per acre from last month and harvested acres are down 500,000 from the June Planted Acreage report.

What OSHA's new Hazardous Communication Standard means for your business

Most dealers use and store hazardous chemicals in their workplace. Products ranging from cleaners to lubricants to paint contain OSHA-regulated hazardous chemicals. Dealers are not alone - OSHA estimates more than 5 million businesses in the United States use hazardous chemicals. If you are like most dealers, OSHA's recently revised Hazard Communication Standard applies to your business and you have work to do before December 1.

We do not necessarily recommend that you read the entire new standard, because it is well in excess of 300 pages long. That makes it difficult for business owners who are busy with the day-to-day operations of their dealerships to learn what they need to do to follow OSHA's new rules - and the Hazard Communications Standard happens to be one of the top ten cited violations in 2012.

To avoid a citation, here is what you really need to know before the December 15 deadline for employee training.

[Read more...](#)

USDA announces available funding to provide safe housing for America's farm laborers

WASHINGTON, August 14, 2013 - Agriculture Secretary Tom Vilsack announced today the availability of nearly \$40 million to provide housing for farmworkers and their families. Despite budget uncertainties, USDA remains focused on strengthening the rural economy.

"USDA's Farm Labor Housing Program is the only national source of construction funds to buy, build or

should be added back to a reformed code.

The senators stressed tax expenditures and other provisions should be added back only if they help grow the economy, make the tax code fairer or effectively promote other important policy objectives. Senators had until July 26 to submit their proposals.

To help inform submissions, the senators have had the nonpartisan Joint Committee on Taxation (JCT) and their staffs analyze the relationship between tax expenditures and the current tax rates if the current level of progressivity is roughly maintained. The amount of rate reduction would depend on how much revenue was reserved for deficit reduction, if any, and from which income groups.

However, JCT and Finance Committee staff determined that every \$2 trillion of individual tax expenditures that are added back would, on average, raise each of the seven individual income tax brackets by between 1.3 and 2.2 percentage points from what they would be under the blank slate.

Likewise, every \$200 billion of corporate tax expenditures that are added back would, on average, raise the top corporate income tax rate by 1.5 percentage points from what it would be under the blank slate. Senators Baucus and Hatch have said the JCT report demonstrates that the more tax expenditures allowed in the tax code, the less revenue available to reduce tax rates or reduce the deficit.

Their strategy is sure to encounter opposition from both sides of the aisles who would rather cut tax breaks they don't like rather than defend tax provisions they support. If you can remember the report that was issued by Erskine Bowles and Alan Simpson, co-chairs of President Obama's Deficit Commission, some of this same rationale was used in that report known as the Zero Plan. Here are just a few of the highlights of the Zero Plan that I am sure will come up if the senators can move forward on this concept:

- ▶ Eliminate the alternative minimum tax (AMT).
- ▶ Eliminate the phaseout of personal exemptions and the limitation of itemized deductions.
- ▶ Replace the current six-bracket individual tax rate schedule with a three-bracket schedule with rates of 9, 15 and 24%.
- ▶ Tax capital gains and dividends as ordinary income.
- ▶ Index tax parameters using the chained Consumer Price Index.
- ▶ Increase the Social Security wage base by 2% per year more than the growth in the average wage (making the FICA cap

improve housing for farmworkers, who are critical to the tremendous productivity of American agriculture," said Vilsack. "This program is an important way that USDA helps to ensure the well-being of itinerant farm labor families. Looking ahead to the future, we will also continue to urge passage of common sense immigration reform that will create rules that work for farm workers and producers alike."

Under the Farm Labor Housing Program, loans and grants are provided to farmers, farmers associations, family farm corporations, Indian tribes, nonprofit organizations, public agencies, and farmworkers associations to develop or improve multi-family housing facilities for farmworkers and their families.

[Read more...](#)

Source: USDA

A limit on consumer costs is delayed in health care law

Described as "another setback" for the ACA, the Administration "has delayed until 2015" the limit on out-of-pocket costs. The limit "was not supposed to exceed \$6,350 for an individual and \$12,700 for a family," but Federal officials "have granted a one-year grace period to some insurers, allowing them to set higher limits, or no limit at all, in 2014." The development "is likely to fuel continuing Republican efforts this fall to discredit the president's health care law."

[Read more...](#)

Source: The New York Times

Electric co-ops come out swinging against Obama greenhouse gas plan

A national association of electric companies is opposing President Obama's plan to institute new regulations on greenhouse gas emissions from power plants.

The National Rural Electric Cooperative Association took its first step on Monday to denounce the proposal, which it says will increase electricity prices and hurt the economy.

"The president's plan would increase electricity cost on all Americans, and that is a tax we can least afford when our economy is just beginning to recover," said the association's chief executive, Jo Ann Emerson, in an online video.

[Read more...](#)

Source: The Hill

NLRB at full strength as Obama appointees are sworn into office

For the first time in a decade, there are five Senate-confirmed members on the National Labor Relations Board (NLRB).

Four new members were sworn into office on Monday. With Chairman Mark Pearce at the helm since 2011, the union watchdog now has a full slate of Senate-confirmed members for the first time since 2003. The full complement of members caps a period of long-running dispute over the board's legitimacy, including two federal court rulings that cast doubt on its ability to exercise any power at all.

[Read more...](#)

Source: The Hill

Canadian News

Canadian economy sheds 39,400 jobs in July, unemployment rate rises to 7.2 per cent

The Canadian labour market took an unexpected turn for the worse last month, shedding a surprisingly high 39,400 net jobs that included a record loss in the public sector that more than offset gains among private employers. In all, six of 10 Canadian provinces lost workers with Quebec's 30,400 setback the deepest fall-off.

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Source: Macleans

Canadian dairy farmers skirt supply management import rules

Ultima Foods Inc. of Longueuil, Que., bills its new iögo yogurt line as the only "100 per cent Canadian product" on the market. The claim refers not to the ingredients, as consumers might expect, but to the ownership of the brand, which is controlled by 5,800 farmers in Quebec, British Columbia, Alberta and

\$140,100 in 2015).

► Phase in an increase in the federal excise tax on gasoline of 15 cents per gallon (13.5 cents per gallon on average in 2015).

► Eliminate corporate tax expenditures and reduce the corporate tax rate to 26%.

In response to this "clean slate" proposal, NAEDA and other organizations have joined together to form a new coalition called the Coalition for Fair Effective Tax Rates. This once-in-a-generation opportunity has inspired this group to encourage and help these courageous lawmakers.

The reason: Real reform, which would lower tax rates and broaden the tax base, would spur economic growth, create jobs, improve America's international competitiveness and create a fairer tax system.

The mission of the coalition is straightforward, and that is to educate Congress and key stakeholders that tax reform should be viewed through the lens of effective tax rates—the amount of taxes businesses actually pay.

To accomplish this, the coalition will:

► Establish effective tax rate fairness as the best metric to make meaningful comparisons among policy choices and how they would impact different business types and industries.

► Use this metric to bolster the supporters of comprehensive tax reform that broadens the tax base while lowering tax rates for corporations, pass-through businesses and individuals alike.

► Impress upon lawmakers and key stakeholders the negative impact that high effective tax rates have on job creation, economic growth and the competitiveness of American businesses.

The chairmen of the congressional tax-writing committees have made it clear that they are determined to pass tax reform. Their task is enormous, but if they succeed, businesses that pay more than their fair share of the business tax burden will finally get some relief.

We, you, the coalition all must encourage and help these courageous lawmakers. It is not the coalition's intention to enter the debate at the micro level. Instead, the coalition will concentrate on alerting policymakers at every possible turn how their decisions—whatever they may be—impact the effective tax rates paid by the many businesses we represent. We hope this will keep their efforts focused on lowering the high effective tax rates our members currently pay.

NAEDA, as a member of the coalition's steering committee, will meet periodically to

Saskatchewan.

[Read more...](#)

Source: The Globe and Mail

Canada dollar falls on bets economy trailing as Fed Taper Looms

Canada's dollar fell versus its U.S. counterpart as an unexpected drop in manufacturing sales added to signs the nation's economy is lagging behind that of its biggest trading partner. The currency dropped this week versus most major peers while the U.S. dollar climbed as American economic data bolstered bets the Federal Reserve will start slowing stimulus as soon as next month.

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Source: Bloomberg

Program cuts, price declines could put farmers at risk

With early signs of softening agricultural commodity prices, Canadian Federation of Agriculture directors are calling on governments to commit to a review next year of the effectiveness of weakened safety net programs. There are also warnings that cuts in the level of program coverage could entice farmers into direct political action and protest rallies that have not been seen for years.

[Read more...](#)

Source: The Western Producer

Commodity markets soar due to dry weather

When expected weekend rain in the U.S. Midwest failed to materialize this weekend, markets on Monday soared, with nearby canola posting the strongest one day percentage gain in 2 ½ years. The rally added to the gains made last week following the USDA report that was bullish for oilseeds.

[Read more...](#)

Source: The Western Producer

U.S. looks to Canada for Immigration reform ideas

Lawmakers in the United States are looking to Canada because of its Seasonal Agricultural Workers Program, as a model to help draft the agricultural component of its immigration reform bill.

[Read more...](#)

Source: Farms

Canada asks for new WTO review of U.S. meat labeling rules

Canada has asked the World Trade Organization to take another look at the United States' rules for labeling meat with its country of origin, seeking to defend its livestock farmers who have lost sales to U.S. packers.

[Read more...](#)

Source: Reuters Canada

Harper's Northern tour is about politics as much as policy

Stephen Harper began his eighth Northern summer tour Sunday with a stump-style speech to Conservative supporters at a reception in Whitehorse.

[Read more...](#)

Source: CBC News

Top auditor to review entire Senate as probe of spending scandal widens

Canada's Auditor-General is pushing forward with a review of the expenses of each senator, widening an investigation into the Senate spending controversy that has shaken the Prime Minister's Office.

[Read more...](#)

Source: The Globe and Mail

Prime Minister Stephen Harper to prorogue Parliament, push new session into October

Prime Minister Stephen Harper's decision to prorogue Parliament and launch a new session in October will likely kill a number of government bills – including a stalled bill on Senate reform – and delay the House of Commons from sitting in September as originally planned.

exchange views with key congressional and administration representatives, and help coordinate and strengthen the coalition's grassroots efforts.

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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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Source: O Canada

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Industry & Manufacturing News

U.S. construction machinery exports down 21 percent at midyear 2013

U.S. construction machinery exports dropped 21 percent during the first half of 2013, with \$10.8 billion shipped to global markets compared to \$13.7 billion at midyear 2012, according to the Association of Equipment Manufacturers (AEM). The AEM off-road equipment manufacturing trade group consolidates U.S. Commerce Dept. data with other sources into global trend reports for members.

Nearly all world regions recorded double-digit declines, except Central America with a double-digit gain. For construction equipment exports for the first half of 2013, compared with midyear 2012:

- Exports to Europe declined 20 percent for a total \$1.4 billion, and dropped 15 percent to Canada for a total \$3.7 billion.
- Exports to Asia decreased 24 percent to \$1.2 billion.
- Exports to Central America gained 15 percent to \$1.2 billion, with exports to South America dropping 13 percent to \$1.9 billion.
- Australia/Oceania's export purchases decreased 62 percent to \$750 million, while Africa took delivery of \$654 million worth of construction equipment, a 20-percent drop.

The top countries buying the most U.S.-made construction machinery during the first half of 2013 were: (1) Canada - \$3.7 billion, down 15 percent; (2) Mexico - \$1 billion, up 18 percent; (3) Australia - \$715 million, down 63 percent; (4) Brazil - \$513 million, up 17 percent; (5) Chile - \$475 million, down 38 percent; (6) Colombia - \$333 million, up 13 percent; (7) Belgium - \$330 million, down 18 percent; (8) Peru - \$329 million, down 9 percent; (9) South Africa - \$316 million, down 36 percent; (10) Russia - \$269 million, down 34 percent; (11) China - \$243 million, down 38 percent.

Source: AEM

Woods Equipment Company announces strategic partnership with Cabela's

OREGON, Ill., Aug. 15, 2013 /PRNewswire/ -- Woods Equipment Company, a division of Blount International, Inc., (NYSE: BLT) and a leading full-line manufacturer of high-quality attachments and implements,

announced today a supplier partnership with Cabela's Incorporated, the World's Foremost Outfitter® of hunting, fishing and outdoor gear. Through the new partnership, Woods will supply implements to complement Cabela's new "Wildlife and Land Management (WLM)" product category. In the initial phase, Cabela's and Woods are conducting a test market at the Cabela's store in Sidney, Nebraska. Later in 2013, the test will roll out in additional markets, including Arkansas, Connecticut, Louisiana, Minnesota, and Texas.

"Both companies carry a reputation for innovation, quality, value and service," said Jerry Johnson, President Woods Equipment Company. "In exploring a new product category, Cabela's wanted to ensure that the attachment offering was consistent with their brand image and the products would meet their end-customers' expectations. Cabela's contacted Woods as their first choice in attachment suppliers and at that time, we were preparing to launch our new precision seeder and other land management attachments into the hunting and conservation market. The alignment with Cabela's became a natural fit."

Partnering with Cabela's marks Woods' entry into the retail distribution channel. "The Cabela's team is focused on quality and service and has a strong desire to help their core customer base manage their land with products and services well-beyond attachments," said Johnson. "We feel their market strategy complements our existing distribution channels and will increase brand value and awareness to the benefit of our dealer network."

[Read more...](#)

Source: Blount International, Inc.

Corn, soybean prices projected to increase, USDA says

The projected season-average farm prices for wheat and rice are reduced, but soybean and corn prices are increased, in this month's World Agricultural Supply and Demand Estimates report released by USDA today. In its first survey-based crop report, USDA projected that farmers will harvest a record corn crop of 13.76 billion bushels in 2013, up 28 percent from last year and five percent larger than the previous record crop.

USDA's corn production projection, although a record high, was lower than analysts' expectation of 13.89 billion bushels, causing the short-term increase in price. USDA said it expects farmers will achieve a national average yield of 154.4 bushels per acre for the third-highest yield on record, despite farmers experiencing one of the slowest, wettest planting seasons on record.

"America's farmers have again risen to the challenge of producing abundant feed, food, and fuel for consumers around the world," said Bob Dinneen, president and chief executive officer of the Renewable Fuels Association. "After the disappointment of last year's drought-stricken crop, farmers have responded by producing what is likely to be the largest crop of all time."

[Read more...](#)

Source: Agri-pulse

GIE+EXPO: Early-bird registration ends Sept 11

The Green Industry & Equipment Expo in Louisville KY will be Wednesday, Oct. 23 to Friday, Oct. 25 with "Dealer Only Day" on Wednesday, 3:00pm-7:00pm. Then GIE+EXPO opens to all industry participants for Thursday and Friday. An early-bird registration fee of \$10 is being offered until Sept. 11. From Sept. 12 - Oct. 22, pre-registration will be \$25. Onsite registration fee will be \$50. [Click here to register.](#)

Tip of the Month

NAEDA Compliance Tip of the Month

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[August Tip of the Month: Respiratory Requirements](#)

OSHA has instilled a variety of requirements for shops that have employees who wear respirators. This applies to any facility that conducts any spray coating operations including painting, priming, or rustproofing. To stay in compliance, make sure that you adhere to the following:

- Have a written program on file detailing your policies and procedures, when to use

respirators, and how to use them.

- Annually train your employees on the use and limitations of the respirators that they will be using.
- Obtain medical evaluations for any employee that will be using respirators. This is one of the most frequent respirator violations!
- Even if employees choose to wear respirators voluntarily, it is your responsibility to ensure they are medically evaluated to wear respirators and have been minimally trained on the limitations and use of their respirator.
- Ensure that all employees are fit tested annually for each respiratory that they wear.

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