



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Friday, January 25, 2013

Helping Dealers Succeed!



The new science of collaborative selling.

"It has been the most useful training I've ever received for sales"
- Brady Howell, Plevna Implement

Selling has changed. Is your sales team evolving to take advantage?
Introducing the Spader Collaborative Selling Workshop.

[CLICK HERE](#) for more details.



Legislative & Regulatory News

NAEDA Webinar: What you need to know about OSHA, EPA, and DOT Compliance, Tuesday February 5, 2013

Agricultural safety awareness is on the rise in the United States

Fatalities in the agricultural industry have climbed to the number two spot on the list of industries with the most annual fatalities only behind mining. Equipment dealers make large positive contributions to the agricultural industry in protecting farm employees, however, equipment dealerships pose risk to their own employees too. Agricultural equipment dealers put employees safety at risk in many ways including chemicals they use, machinery they are around, and the general environment they are exposed to.

OSHA, EPA, and DOT set forth many regulations that must be followed in order to keep safety, environmental, and transportation awareness at the forefront of any employees mind. This webinar is intended to educate agricultural equipment dealer management and employees in the main components of environmental and safety compliance. The webinar will cover topics including: The Top 10 OSHA Citable Offenses, EPA SPCC plans, Hazardous Waste Management, What to Do When a Compliance Officer is Onsite, DOT regulations, and more...

Can't attend at this time? Register anyway!

If you are unable to attend the webinar at this time, please register anyway and you will be sent a link to a recording of the webinar along with the presentation slides.

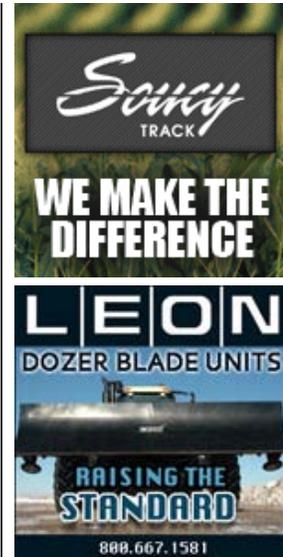
Date: Tuesday February 05, 2013

Time: 9:00am - 10:00am Pacific
10:00am - 11:00am Mountain
11:00am - 12:00pm Central
12:00pm - 1:00pm Eastern

[Register here.](#)

Are you required to fill-out the OSHA 300 Logs?

Under the OSHA Injury and Illness Recordkeeping and Reporting Requirements, most employers are required to record work-related injuries and illnesses using the OSHA 300 logs. However, many businesses, including dealerships, are currently exempt from most of the requirements, dependent on store's primary Standard Industrial Classification (SIC) code. All business activities that generate revenue have been assigned a SIC code. The primary SIC code of a business is based on the activity that generates the most revenue. As an example, several different business activities are conducted at an automobile dealership; however, most of the revenue typically comes from the selling of automobiles,



From the NAEDA Office

NAEDA's OPE Dealer Council calls for action

NAEDA's OPE Dealer Council met last October while attending the GIE+EXPO Show. They met with The OPE Dealer Council, the group made up of representatives from the Mid-America Equipment Retailers Association, the Northeast Equipment Dealers Association and the Ohio-Michigan Equipment Dealers Association. This was the first time for a joint meeting of the two councils, which was co-chaired by Scott Muehlhauser and Dale Magie. Both are the respective council chairs. [Read more...](#)

Resources

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

About NAEDA Update

North American Equipment Dealers Association

therefore the SIC code for Automobile Sales, 5511, is used.

[Read more](#) to find out if you are exempt or non-exempt.

Source: KPA

Reminder that your 2012 Economic Census response is due by February 12

Nearly 4 million businesses have received forms for the 2012 Economic Census, the U.S. Government's official five-year measure of American business and the economy. By law, these businesses must respond by February 12.

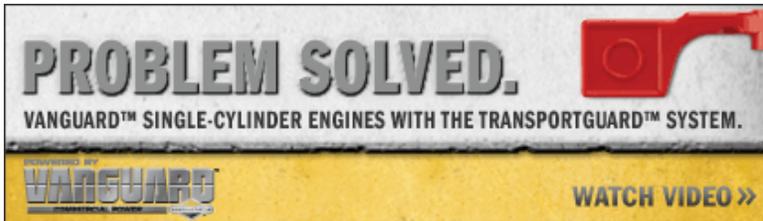
Here is some important information for you:

- Get help with forms and report online at econhelp.census.gov
- Learn all about the Economic Census at business.census.gov
- Mark your calendar for the next webinar at 1:00 pm EST on January 24 to find out more about the 2012 Economic Census and how to respond. Visit business.census.gov/webinar for more information

Supreme Court allows new briefings on forest roads case

The Supreme Court has agreed to receive briefs in a case it heard last month regarding permitting requirements for forest logging roads. This follows the Court's consideration last month of a 2010 case from the Court of Appeals 9th Circuit, which determined that logging trucks should not be exempt from NPDES permitting requirements under the Clean Water Act, and ruled that storm water from roadside culverts does not fall under the umbrella of "natural runoff." Historically, these logging trucks have not been regulated.

The supplemental briefs to the Supreme Court follow a rule finalized by EPA that held runoff from logging roads is exempt from the CWA permitting requirements. EPA's rule was finalized days before the Supreme Court heard the case. Petitioners opposed to the ruling of the 9th Circuit, including the State of Oregon, argued the Court should consider additional information in light of the rule making, and encouraged the Court to still rule on aspects of the case.



Industry & Manufacturing News

2013 Dealer-Manufacturer Relations Survey

NAEDA is currently conducting its annual Dealer Manufacturer Relations Survey. Dealers should have received the email link to participate in the survey. Reminder emails have also been sent, however, **if you have not received the email please contact Joe Dykes at NAEDA at 636-349-6205 or dykesj@naeda.com to receive the link.**

The survey asks dealers to rate the manufacturers that they do business with in important categories regarding Products (quality, availability, tech support), Parts (availability, quality, return policy), Communication, Warranty and Marketing/Advertising support. Responses are compiled anonymously and distributed to manufacturers and NAEDA dealer members for comparison, analysis and review.

Last year over 1900 responses were collected from dealers of 39 manufacturers evaluating the categories of dealer/manufacturer relationships. This year we have received cooperation from the manufacturers and are expecting an even larger level of response from members and non-association members. However, only dealers who are members of NAEDA and their affiliate associations will receive the results of the survey.

The NAEDA Dealer Manufacturer Survey has been one of the association's most successful endeavors and in 2013 we are building on this success and recognize the manufacturers that have done an exemplary job in the key areas correlated to a dealer's operational model. The NAEDA "Dealer's Choice" awards have been created to recognize these companies. The Dealer Manufacturer Relations Survey will be the format

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

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

The North American Equipment Dealers Association provides educational, legal, legislative, and financial services to approximately 5,000 retail agricultural, construction, large property/rural lifestyle, and outdoor power equipment dealers in the United States and Canada.

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

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

Twitter



Events

and data utilized to determine the winners of the NAEDA Dealer's Choice Awards. These companies (Major manufacturer, Shortline manufacturer and Outdoor Power Equipment Manufacturer will be announced, recognized and presented at the NAEDA Board of Directors Meeting in Phoenix, AZ on March 6, 2013 at the Ritz-Carlton Hotel.

Please take time to participate in this important survey. Your manufacturers take the responses seriously and the results are especially helpful for NAEDA in its Manufacturer/Industry Relations efforts and for dealers in their business decision making.

Does the biodiesel tax credit change the advanced biofuels landscape?

The RFS for 2013 is expected to require a minimum blending of 1.28 billion gallons of biodiesel and 2.75 billion gallons of all advanced biofuels. The difference between the minimum biodiesel requirement and the minimum total requirement is referred to as undifferentiated biofuel. That requirement can be met by Brazilian ethanol, biodiesel, or cellulosic ethanol. Since cellulosic ethanol is not available in any substantial quantities, the requirement will be met by either Brazilian ethanol or domestic biodiesel. [Read more...](#)

Source: farmdoc Daily

Snapper walk mowers available at Walmart

Three of Briggs & Stratton's Snapper brand walk-behind lawn mower models will be sold at Walmart beginning this month. Briggs & Stratton has said previously that they would not manufacture products to be sold through the mass merchants (Briggs & Stratton Announces Cost-Saving Measures) and stress that these models are being made by an existing lawnmower supplier. "Our brand is available, but we are not manufacturing them," explains Rick Zeckmeister, vice president of engine marketing and planning for Briggs & Stratton. "We are not going to manufacture lawn mowers for the mass merchants. It is very consistent with what other OEMs do. There are quite a few more dealer options, and only the walk mowers are available to Walmart."

Snapper dealers also have access to these walk mower models as well, and can offer service for Wal-mart purchased walk mowers.

[Read more...](#)

Source: Green Industry Pros

Kubota is said seeking to buy farm-machinery maker

Kubota Corp. (62326.TO) Chairman and President Yasuo Masumoto indicated in an interview with Kyoto News on Thursday his readiness to acquire a foreign maker of large field-farming machinery by the end of this year to expand overseas operations, Kyodo News reported.

Masumoto, 65, also said the Osaka-based machinery maker plans to raise the ratio of overseas operations in its group sales to more than 70% in fiscal 2017 through March 2018.

He said, "We have to speedily make an acquisition" of a foreign farm machinery maker to expand business in Europe and the U.S. where agriculture is centered on field farming.

[Read more...](#)

Source: MarketWatch

Mahindra USA launches Mahindra University

HOUSTON, TX (January 16, 2013) – Mahindra USA, the number one selling tractor brand in the world based on volume, kicked off the New Year with the launch of an exclusive dealer training and development program, Mahindra University. This is a proprietary, year-round, 24/7, online training and certification program created for Mahindra dealers. Mahindra University offers more than 600 courses on all aspects of dealer business operations, from computer skills and human resources classes to sales and service training. Mahindra University classes are available to all Mahindra dealership employees anytime and anywhere.

"We are pleased to introduce this industry-leading dealer development program. Mahindra University is another example of our dealer-first commitment and our on-going investment in Mahindra's growing dealer network," said Cleo Franklin, Vice-President, Marketing and Strategic Planning. "Mahindra University is offered online to provide access on-demand from any location, making it easy for our dealers to implement."

Mahindra dealer employee groups have a variety of courses at their fingertips in short, fun learning

segments. Courses cover a variety of topics to develop general business management skills, enhance computer skills or increase sales expertise. In addition, there are Mahindra tractor-specific courses and certification programs to build service knowledge and skill levels. Content will be continually updated to maintain relevancy and stay current with the Mahindra product line and market requirements.

[Read more...](#)

Source: Mahindra USA

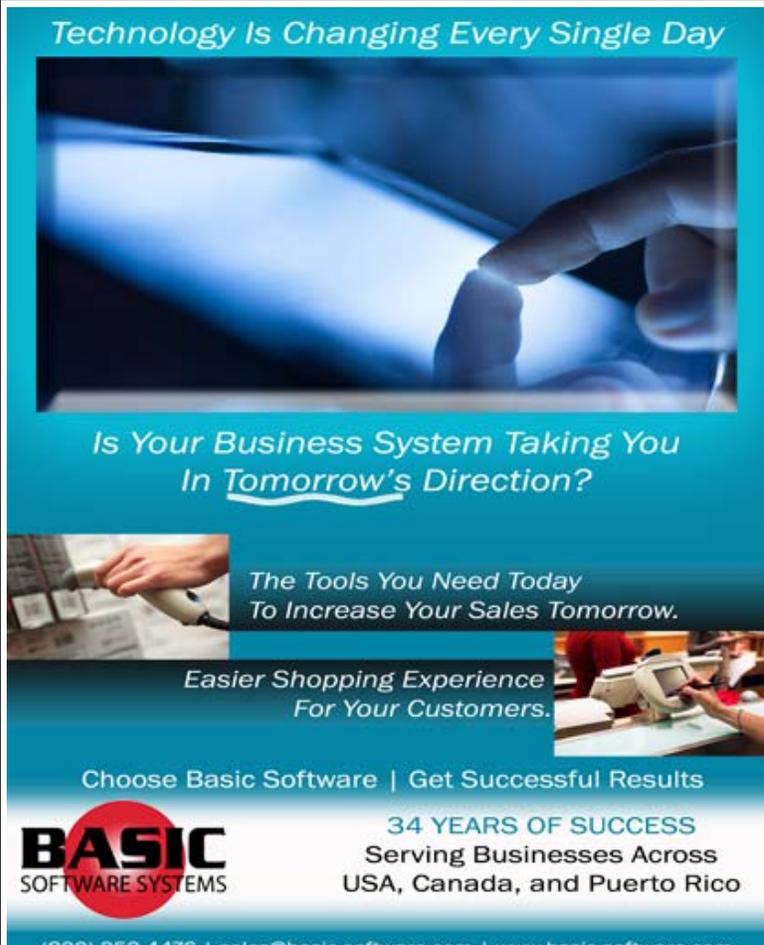
Share your input with NAEDA's OPE Dealer Council

Do you have topics or issues you would like the NAEDA OPE Dealer Council to address at its February 18-19, 2013 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 and actions of 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 they can be addressed by them directly and help get them resolved.

NAEDA Update Official Sponsor



Technology Is Changing Every Single Day

Is Your Business System Taking You In Tomorrow's Direction?

The Tools You Need Today To Increase Your Sales Tomorrow.

Easier Shopping Experience For Your Customers.

Choose Basic Software | Get Successful Results

BASIC
SOFTWARE SYSTEMS

34 YEARS OF SUCCESS
Serving Businesses Across
USA, Canada, and Puerto Rico

(800) 252-4476 | sales@basic-software.com | www.basic-software.com

NAEDA, Association & Program Partner News

Support the Equipment Dealers Foundation (EDF)

Please consider a donation to the NAEDA EDF.

In order for the [NAEDA EDF](#) to assist when disaster strikes 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. Donations can be mailed to NAEDA Equipment Dealers Foundation, 1195 Smizer Mill Road, Fenton, MO 63026 or you can pay by [credit card](#). Your helping hand is tax-deductible and is greatly appreciated.

Please don't wait-we want to be there when you need us!

PartnerShip® digs into the 2013 small package rate increases and helps shippers lessen the impact

Near the beginning of every New Year, the shipping experts at PartnerShip dig into the small package carriers' annual rate increase announcements. We like to read between the lines for our customers, digest the tables and charts, see what information is out there that FedEx and UPS didn't say, or maybe just hinted at. As always, how much more expensive your particular small package shipments will be in the New Year largely depends on many factors, including shipment volumes, sizes, weights, and modes.

[Read more](#) to find out about 2013 ground package rate increases.

Source: PartnerShip

Canadian News

Canada reaching budget balance said to be more difficult

Canada's revenue outlook has deteriorated since Finance Minister Jim Flaherty updated his fiscal plan in November amid signs the economy has slowed, making it more difficult to bring the budget into balance, a person with direct knowledge of the government's budget planning said.

[Read more...](#)

Source: Bloomberg

Wholesale sales edge up in November: StatsCan

Statistics Canada says wholesale sales rose 0.7 per cent in November to \$49.6-billion, largely as a result of higher sales in the computer and communications equipment and supplies industry. The agency says sales were up 0.5 per cent in volume terms. Five of seven subsectors, accounting for about two-thirds of wholesale sales, reported increases in November.

[Read more...](#)

Source: The Globe and Mail

Less than half of Canadians support the Idle No More movement: poll

Nearly half of Canadians say they do not support the Idle No More movement and more than half of those with First Nations ancestry share the sentiment, a new poll suggests.

[Read more...](#)

Source: National Post

Small businesses are wrapped in red tape: CFIB

The Canadian Federation of Independent Businesses says excessive regulations cost small businesses \$31 Billion per year. In a study comparing Canadian retailers with their American cousins the CFIB found that Canadians pay way more for their rule checking, paperwork and licensing.

[Read more...](#)

Source: Sun News

Mulcair nixes any discussions on alliances with other parties

NDP Leader Thomas Mulcair has taken charge of public statements from his caucus over the possibility of electoral cooperation with other opposition parties in the next federal election and instructed New Democrat MPs not to respond to a letter Green Party Leader Elizabeth May sent to NDP and Liberal MPs last month broaching the politically explosive topic.

[Read more...](#)

Source: The Hill Times

Liberal leadership candidates define positions in 1st debate

Nine candidates vying for the leadership of the Liberal Party participated in the first of five debates before a sold-out crowd of supporters in Vancouver on Sunday. The nine candidates running for the party's top job are MPs Marc Garneau, Joyce Murray and Justin Trudeau, former MPs Martin Cauchon and Martha Hall Findlay, lawyers David Bertschi, Deborah Coyne and George Takach, and Karen McCrimmon, a retired Lieutenant Colonel.

[Read more...](#)

Source: CBC News Canada

Tip of the Month



[January Tip of the Month - Audit Your HR Compliance](#)

With the focus on enforcement by the Department of Labor in 2012 every HR manager should take the time to do a compliance audit by the end of this month. It is always better to self-audit and correct issues rather than take the "wait and see if they catch me" approach. Find out more at <http://blog.kpaonline.com/category/tipofthemonth/>

Free KPA Webinars

[Recycling: Going Green while Staying Safe and Compliant - January 31, 2013](#)

[Agricultural Equipment Dealers: What you need to know about OSHA, EPA, and DOT Compliance - February 5, 2013](#)

[Social Media, The BIG Picture - February 6, 2013](#)

[Product Demo: KPA SEO: The Most Powerful Search Marketing in the Auto Industry. Period. - February 12, 2013](#)

[How to Maximize Your Opportunities Using Call Monitoring - February 13, 2013](#)

© 2012 The North American Equipment Dealers Association. NAEDA Update is provided as a service to members of the North American Equipment Dealers Association. This information may not be reprinted without permission from NAEDA.

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