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NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Thursday, June 13, 2013

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## Legislative & Regulatory News

### 2013 Legislative Agriculture Chairs Summit



NAEDA along with AEM, CNH and John Deere attended the 2013 Legislative Agriculture Summit representing the equipment industry. Topics of discussion included Ag & Carbon Emissions Protocol, Dairy Policy, State Efforts, Ag Diversification and Rural Development.

### Senate clears first immigration hurdle

The Senate on Tuesday voted to open debate on a comprehensive immigration overhaul bill on overwhelmingly bipartisan lines, staving off a filibuster 82 to 15.

All 15 senators voting to block debate were Republicans: John Barrasso of Wyoming, John Boozman of Arkansas, Michael D. Crapo of Idaho, Ted Cruz of Texas, Michael B. Enzi of Wyoming, Charles E. Grassley of Iowa, James M. Inhofe of Oklahoma, Mark S. Kirk of Illinois, Mike Lee of Utah, Jim Risch of Idaho, Pat Roberts of Kansas, Tim Scott of South Carolina, Jeff Sessions of Alabama, Richard C. Shelby of Alabama and David Vitter of Louisiana.

[Read more...](#)

Source: Roll Call

### Senate passes farm bill; food stamp fight looms in House

The Democratic-run U.S. Senate passed a \$500 billion, five-year farm bill on Monday that expands a taxpayer-subsidized crop insurance program and rejects sweeping cuts in food stamps for the poor being pursued in the House of Representatives.

The bill passed easily, 66 to 27, and now goes to the Republican-controlled House.

It was the second time in a year that the Senate has sent a five-year farm bill to the Republican-led House, which let the bill die at the end of 2012.

[Read more...](#)

Source: Reuters

### Peterson: Next Farm Bill could be last

House Agriculture Committee Ranking Member Collin Peterson grabbed some attention Monday when he suggested to National Grange members that the current farm bill being debated in Congress could be the last.

## From the NAEDA Office

### Train Wrecks -More Regulations to Come

By Mike Williams

**NAEDA is your watchdog for laws and rules that can impact your industry.**

I believe most Americans know very little about the regulatory process at the federal level of government or even at their own state and local levels. Many times these regulations, rulings, decisions, etc. can be real train wrecks if allowed to stand or be implemented.

In a May 1, 2013 article published in Human Events, John Stossel had this to say about the details of President Obama's Affordable Care Act, so called Obamacare. I thought this is worthy of a read as the law goes into effect next year and the ensuing regulations that will be learned the hard way. Here is his take on the law:

"Many people lazily assume that the law will do roughly what it promises: give insurance to the uninsured and lower the cost of health care by limiting spending on dubious procedures.

"Don't count on it.

"Consider just the complexity: The act itself is more than 906 pages long, and again and again in those 906 pages are the words, 'the Secretary shall promulgate regulations ...'

In a phone interview Tuesday, the Minnesota Democrat said he has explained in the past that farm and nutrition policy could largely operate on cruise control if the safety net were shifted more to crop insurance.

"This is not something new. I've been saying this since I was chairman," Peterson said. "I said when I was chairman that in five years we might only have crop insurance, maybe 10 years."

Peterson explained crop insurance doesn't need a farm bill because it's permanently authorized. Until 2008, crop insurance wasn't even part of the farm bill, but handled in separate legislation. The Supplemental Nutrition Assistance Program also has permanent authorization. Some of the major conservation programs also have permanent authorization, Peterson said.

[Read more...](#)

Source: DTN Progressive Farmer

### **Medicare on track for insolvency in 2026; Social Security seven years later**

Medicare will reach insolvency by 2026 while Social Security's two trust funds will become insolvent by 2033, the program's trustees reported Friday, May 31. Unless Congress acts, Social Security will no longer be able to pay full benefits to retirees after 2033. Only three-quarters of benefits will be delivered after the projected insolvency date.

The trust fund that pays disability benefits through Social Security is headed for insolvency in 2016 and will only be able to pay out 80 percent of benefits after that date, the trustees found.

Medicare's trust fund will become insolvent in 2026 — two years later than previously estimated. By that date, the fund that covers Medicare's hospital benefit will begin to spend more money than it takes in. The additional two years of Medicare solvency projected this year were due to lower-than-expected spending.

The insolvency date for Social Security is unchanged from last year.

The annual reports are likely to put the focus back on the troubled entitlement programs and could give impetus to address them in a debt deal this fall.

[Read more...](#)

Source: The Hill

### **Iowa adopts retailer "Bill of Rights" to sell higher blends of ethanol, biodiesel**

Iowa retailers would be free to sell any ethanol and biodiesel blends of their choice, under legislation adopted earlier this month by the state legislature and now awaiting the signature of Gov. Terry Branstad. Monte Shaw, executive director of the Iowa Renewable Fuels Association, says the governor will likely sign the bill.

Sponsors of the legislation say it is aimed to protect retailers from restrictions on supply agreements that they say improperly limits the sale of biofuel blends higher than E10 (10 percent ethanol gasoline) and B5 (5 percent biodiesel).

Specifically, the measure prohibits supply agreement restrictions on fuels from other suppliers, the installation of blender pumps, the use of current equipment to distribute higher ethanol and biodiesel blends, the advertisement of ethanol or biodiesel blends and the locations on retail sites where higher blends can be offered. The legislation also prohibits suppliers from insisting retailers can accept only cash for higher blends.

IRFA says the measure protects retailers "Big Oil efforts to restrict competition," while assuring the sale of E15, E85 and B20.

"This legislation represents a solid step forward for higher ethanol blends, consumer choice, and the federal Renewable Fuel Standard (RFS)," said IRFA President Rick Schwarck. "One supplier should not be allowed to dictate to local retailers what they can and cannot do with products from other suppliers."

The state's retailer trade group, the Petroleum Marketers and Convenience Stores of Iowa (PMCI) also commended the legislation.

"'Secretary' refers to Secretary of Health and Human Services Kathleen Sebelius. Her minions have been busy. They've already added 20,000 pages of rules. They form a stack 7 feet

high, and more are to come.

"Our old health care system was already a bureaucratic and regulatory nightmare. It had 16,000 different codes for different ailments. Under our new, 'improved' system, there will be more than a 100,000.

"Government likes to think regulations can account for every possibility. Injured at a chicken coop? The code for that will be Y9272. Fall at an art gallery? That means you are a Y92250. There are three different codes for walking into a lamppost— depending on how often you've walked into lampposts. This is supposed to give government a more precise way to reimburse doctors for treating people and alert us to surges in injuries that might inspire further regulation.

"On Government-Planned World, this makes sense. But it will be no more successful than Soviet central planning."

I think Mr. Stossel summed that up pretty well, don't you? But, that is only one set of regulations. If you have not had the chance to review a copy of the Federal Register that is published almost every workday, you should. You will see a continuous spiel of proposed, amended and/or new regulations coming out of the federal government. That stack of 7-foot-high regulations for Obamacare won't hold a candle compared to the total height of all the published Federal Registers over the course of a year.

### **NAEDA Keeps Track for You**

You are probably asking, "How do you know?" Well, one part of the work NAEDA does in government relations for our members is to read through each and every one of those Federal Registers looking for issues, problems and opportunities in the regulations that could negatively or positively impact your dealership and employees. We make comments to the federal agency when requested and/or offer suggestions to make the regulations better.

Lastly, other train wrecks in regulations sometimes come from court decisions. Whether they are from state or federal circuit courts, appellate courts or even Supreme Courts, they rule on laws and regulations every day that can make changes in how businesses must react and/or comply.

A great example of a court implication is when the U.S. Court of Appeals for the D.C. Circuit ruled on Jan. 25, 2013, that the three

"This legislation helps Iowa farmers, Iowa businesses and Iowa consumers by maintaining competitive fuel prices and promoting the state's leadership position in biofuel production," said PMCI President Dawn Carlson.

Iowa is the leader among states the production of ethanol and biodiesel, with 41 ethanol refineries capable of producing more than 3.7 billion gallons annually and 12 biodiesel facilities with the capacity to produce nearly 315 million gallons each year. The state also has one wet mill and two cellulosic ethanol facilities currently under construction.

Source: 25x'25

### EPA to Court: No review of E15 decision

The Environmental Protection Agency asked the Supreme Court to deny a request from several industry associations to review a lower court decision upholding the agency's waiver for 15% concentration of ethanol, or E15, in gasoline for vehicles model 2001 and newer.

The American Fuel and Petrochemical Manufacturers, Alliance of Automobile Manufacturers and the Grocery Manufacturers Association each petitioned the high court to review the U.S. Court of Appeals for the District of Columbia's Circuit decision on Aug. 22, 2012 upholding EPA's E15 waiver for light-duty vehicles models 2001 and newer.

In that decision, D.C. Circuit judges held that the three trade groups lacked standing to challenge EPA's 2009 decision for the E15 waiver.

[Read more...](#)

Source: DTN Progressive Farmer



### Industry & Manufacturing News

#### New AEM bulletin emphasizes static electricity risks during refueling

#### Industry educational outreach focuses on Ultra Low Sulfur Diesel (ULSD)

"ULSD...Not Your Same Old Diesel Fuel Anymore" is a new best practices guidance bulletin from the Association of Equipment Manufacturers (AEM); the bulletin warns of the greater static electricity ignition hazards associated with use of Ultra Low Sulfur Diesel (ULSD). With federal regulations mandating ULSD use, AEM undertook the educational outreach to help inform machine operators and others on the farm or construction jobsites about ULSD characteristics that can affect safety during refueling.

The bulletin explains that the removal of sulfur and other compounds in ULSD fuel decreases its conductivity and increases its ability to store static charge. "Static electricity discharge when combustible vapors are present could result in a fire or explosion," the bulletin notes. [Read more...](#)

members of the National Labor Relations Board (NLRB) were unlawfully recess-appointed in January 2012 by the president. Based on that court ruling, the NLRB had lacked a quorum since August 2011 and all their hundreds of decisions since that time could be invalid.

When I titled this article with the word "train wrecks," I was being somewhat facetious. But, as we look at the work of the last Congress and the new 113th Congress, there are a number of items that will come with new regulations because of laws passed then or that are being considered now for passage. One document that was recently released by the House Ways and Means Tax Reform Working Groups for the full committee consideration included 560-plus pages of recommendations for tax reform alone. Think what the regulations would be if those tax changes were all signed into law! Other examples include: the farm bill, immigration reform, trucking regulations, water infrastructure funding, streamlined sales taxes and all the agency appropriations. More train wrecks? We can certainly hope not.

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To view online click [here](#).

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NAEDA Update is provided as a service to members of the North American Equipment

Source: AEM

### **Fiat Industrial and CNH Global announce name of company to result from mergers**

Turin - Burr Ridge -- (June 6, 2013) -- Fiat Industrial S.p.A. (MI: FI) and CNH Global N.V. (NYSE: CNH) announced today that the name of the Fiat Industrial subsidiary, FI CBM Holdings N.V., into which Fiat Industrial and CNH are proposed to be merged, will be changed to CNH Industrial N.V. ("CNH Industrial").

If the mergers are approved by the requisite votes of the Fiat Industrial shareholders and the CNH shareholders, Fiat Industrial and CNH will each be merged into CNH Industrial. CNH Industrial's shares will be listed on the New York Stock Exchange and shortly after the closing of the merger on the Mercato Telematico Azionario managed by Borsa Italiana.

The merger agreement contains customary representations and warranties and the mergers are subject to customary closing conditions, including a condition capping the exercise of withdrawal rights by Fiat Industrial shareholders and opposition rights by Fiat Industrial creditors, at €325 million in the aggregate. The mergers are also subject to approval by the shareholders of each of Fiat Industrial and CNH. Fiat Industrial, as 87% shareholder of CNH, has agreed to vote its CNH shares in favor of the merger at the CNH shareholders' meeting. The merger is expected to close during the third quarter of 2013.

[Source: CNH](#)

### **IRON Solutions redesigns popular IRONSearch.com, connects equipment buyers, sellers faster than ever**

FRANKLIN, Tenn.--(BUSINESS WIRE)--IRON Solutions today launched its enhanced and redesigned IRONSearch.com site, with streamlined features that allow buyers and sellers of agricultural and industrial equipment to connect and close deals faster than ever before.

The design of the new IRONSearch.com increases the visibility of equipment for sale, enabling buyers to perform highly targeted searches and assuring that dealers get more views for their equipment offerings. Because it gives buyers more options for contacting sellers, it means more leads for dealers – leads that are closer to a purchasing decision.

IRONSearch.com is a trusted and popular online marketplace for the efficient and profitable exchange of equipment, driving more than \$2 billion in annual sales. The redesigned site is even more tightly integrated with the respected IRON Official Guides and real-time appraisal tools, so it ensures competitive and fair prices for both dealers and equipment buyers.

The new IRONSearch.com also offers easier page-to-page navigation, with streamlined buy and sell pages. It now requires fewer steps to shop for equipment or post equipment for sale. Dealers can easily list equipment along with photos, videos, and unlimited specifications. They can also enhance their listings with standard OEM specifications powered by the IRON Official Guides.

[Read more...](#)

Source: Business Wire

### **Kohler Co. adding 300 jobs in southeastern Wisconsin**

Kohler Co. will add more than 300 jobs in southeastern Wisconsin over the next three years, the company announced May 29, 2013.

The job creation is a result of an expansion of the Kohler-based company's global power business. Kohler is a privately held company whose products include mobile and standby generators.

The company will add an extension to its production facility in the town of Mosel in Sheboygan County. The jobs will be added at company locations in Mosel and the villages of Saukville and Kohler, the company said.

"This investment reflects our commitment to provide homeowners and businesses with superior product and rapid delivery," said Herb Kohler, chairman and CEO of Kohler Co.

Since 2011, the demand for standby power has surged with more than 5,000 power outages and more than 50 million homes and businesses affected in North America alone, Kohler Co. said.

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.

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Source: [Biz Journal](#)

### **NAEDA Industry Relations Taskforce meetings**

NAEDA and our legal counsel Siegfried Bingham, continue to be extremely busy reviewing proposed changes by various manufacturers to their dealer agreements. Many of these reviews are being funded by the NAEDA Industry Relations Fund for the benefit of all dealers. NAEDA's Industry Relations Taskforce (IRTF) has future meetings set with John Deere (July 17-18). Additional requested meetings include Briggs & Stratton, Kubota, New Holland and AGCO. If you are a dealer for one of these particular brands, please feel free to contact NAEDA or your regional affiliate with any issue you would like to be addressed by the IRTF in their meetings.

### **New Agritech Business Barometer reports global optimism**

#### **Agricultural machinery associations release state-of-the-industry survey**

Manufacturers of agricultural machinery are optimistic about near-term business expectations in most parts of the world, according to the Agritech Business Barometer from the Agrievolution Alliance. The alliance is a global coalition of agricultural equipment manufacturing associations that work to advance member companies' interests in industry issues, data exchange and public policy on a worldwide basis.

The alliance's Economic Committee created the twice-a-year "barometer" survey to obtain accurate, timely global market trend data for members' use in business planning. The survey queries senior-level agricultural equipment manufacturing representatives about their current business and outlook for their respective markets.

The committee promotes international data exchanges for greater market transparency of agricultural modernization requirements on an economic basis. The committee initiated the member survey in 2010 and now provides a summary report to the public. The public report includes an executive summary and graphs by dates and by region.

The Agritech Business Barometer covers Brazil, western Europe, Japan, India, South Korea, Turkey and the United States.

#### **Survey Summary Results**

According to the latest Agritech Business Barometer, the global evaluation of current business remains very positive, and short-term growth expectations are dominant in all regions. For the first time in this survey, the majority of Japanese manufacturers have a positive outlook on the market situation. The boom in the Indian and Brazilian markets was confirmed. Also, half of the companies surveyed in the United States expect to see sales growth in the next six months, while the rest expect to at least maintain the high level reached in 2012. More cautious voices come from Europe, where some markets are declining.

[Read more...](#)

Source: AEM

### **Dealer Summit announced for GIE+EXPO**

A highly relevant new seminar has just been announced for Dealer Day at GIE+EXPO in Louisville. On Oct. 23, a lunch-and-learn Dealer Summit will include a session unveiling new research about buying and attitude trends to help dealers be more effective in reaching top contractors. The seminar will also include a panel discussion on important developments like diversification, marketing, social media, sales management and more. Distributors are also encouraged to attend. Attendees will receive a full copy of the research report.

The new research will be presented by GIE Media, the publishers of Lawn & Landscape, Golf Course Industry and Green Industry Supply Chain News magazines.

Another just-announced presentation will include an incisive panel discussion featuring leaders from major manufacturing partners moderated by longtime industry leader Kim Rominger. 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.

Topics for the panel discussion 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 new Dealer Summit will run from noon until 3 p.m. on Wednesday, Oct. 23 at the Kentucky Exposition

Center, the site of GIE+EXPO (the Green Industry & Equipment Expo) and the collocated Hardscape North America. Pre-registration is required for participation in the Summit. The cost to attend the Summit is \$50 and the cost to register for the tradeshow is \$10 through Sept. 11; \$25 Sept. 12-Oct. 22; or \$50 onsite.

Kris Kiser, president & CEO of the Outdoor Power Equipment Institute, one of the sponsors of GIE+EXPO, said, "Astute dealers and distributors will jump at this opportunity. This is a chance for them to hear, first hand, about the big trends impacting the market and how their supply partners plan to work with dealers in the future. "

#### Dealer Day

GIE+EXPO's 2013 dates are Oct. 23-25. Wednesday, Oct. 23, will be an exclusive preview day for dealers, retailers, distributors and media. A Dealer Resource Pavilion will be open 9 a.m. - 7 p.m. and indoor exhibits will be open 3 - 7 p.m. During a welcome reception on the show floor, 5 -7 p.m., many of the exhibitors will host games, food, festivities and prizes in their booths, including a \$5,000 giveaway sponsored by STIHL Inc.

On Thursday and Friday the tradeshow and the adjacent Outdoor Demonstration Area will be open to all in the industry.

#### Registration

Now the 9th largest tradeshow in North America, GIE+EXPO is sponsored by the Outdoor Power Equipment Institute, Inc. (OPEI), Professional Grounds Management Society (PGMS) and Professional Landcare Network (PLANET). For information and online registration: [www.gie-expo.com](http://www.gie-expo.com). Other contact points: [Facebook](#), [info@GIE-EXPO.com](mailto:info@GIE-EXPO.com) and 800-558-8767/812-949-9200.

Source: GIE+EXPO

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## NAEDA, Association & Program Partner News

### 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>

### Equipment Dealers Foundation provides Scholarship assistance

The NAEDA Equipment Dealers Foundation (EDF) Scholarship program assists in the training, retraining, or advancement of employees or potential employees of equipment dealers in order to create a larger pool of qualified, committed, long-term employees for those dealerships. Assistance comes in the form of grants by EDF, NAEDA affiliates and dealership scholarships for individual classes, vocational training curriculums, associate degrees, bachelor degrees and post-graduate degrees.

This year EDF provided funding assistance to 82 scholarship recipients for students sponsored by dealer members of four NAEDA regional affiliates representing six states. Student applicants who were first sponsored by equipment dealers applied to their regional equipment dealer association. Those awarded scholarships by the affiliate associations were then forwarded to EDF for application of additional funds.

The NAEDA Equipment Dealers Foundation is pleased to provide this assistance to the future employees in our industry.

### Federated Insurance to host Designated Risk Management Seminar for equipment dealers

Federated Insurance, NAEDA's endorsed provider for business liability insurance and risk management services will conduct a special [Designated Risk Management Seminar](#) for equipment dealers. The seminar will be held July 15-17, 2013 at Federated headquarters in Owatonna, MN.

Equipment dealers are interested in controlling losses and those companies that are most successful at controlling their losses have designated a key person as their risk manager. The challenge is that it's typically not a full-time position. The responsibility often falls on someone who has other full-time duties to fulfill. This is where Federated's Designated Risk Manager Seminar can be so valuable. The Designated Risk Management seminar targets specific risk management concerns for our industry and Federated understands the risks inherent with equipment dealers.

There is no charge for association members to attend this seminar as this training is another association member benefit thanks to our partnership with Federated Insurance. Attendees, however, are responsible for air and ground transportation to and from Owatonna, Minnesota, and lodging in Owatonna.

[Click here to register...](#)

## Canadian News

### MP's resignation provides challenges to Stephen Harper and his Conservative government

MP Brent Rathgeber has resigned from the Conservative caucus because of "the government's lack of commitment to transparency." Rathgeber, who represents the Alberta riding of Edmonton-St. Albert, announced his resignation on Twitter late Wednesday.

[Read more...](#)

Source: CTV News

### **Canadian job gains in May best since 2002**

Canada's economy had its best month for job creation in more than a decade last month, adding 95,000 new jobs, according to Statistics Canada. A consensus of economists had been expecting Canada to create only about 15,000 jobs during the month.

[Read more...](#)

Source: CBC news

### **Canada releases list of US products that could face tariffs in meat-labeling dispute**

Canada warned Friday that it may impose tariffs on everything from orange juice to bread if the United States doesn't change a meat-labeling policy that Canadian beef and pork industries say is costing them more than CA\$1 billion (US\$979 million) a year. The federal government on Friday released a long list of agriculture and other products that could be affected by Canada's retaliation in an ongoing dispute over U.S. country-of-origin meat-labeling rules.

[Read more...](#)

Source: Global News

### **Canadian agriculture needs a labour strategy, says FCC**

Farm Credit Canada (FCC) chief agriculture economist is advocating that agricultural stakeholders need to focus on a labour strategy. Jean Philippe Gervais, FCC's chief agricultural economist says that labour is a vital asset on the farm, noting that agribusinesses need a comprehensive employee recruitment and retention plan for workers.

[Read more...](#)

Source: Farms

### **Ag More Than Ever reaches milestone - One year of improving perceptions of Canadian agriculture**

This week marks the one year anniversary of the industry-led cause, aimed at improving perceptions of Canadian agriculture –Ag More Than Ever. The nation-wide campaign has been embraced by farmers, ag-groups, agri-business and others alike. The united-front has tackled the daunting task of shifting perceptions about Canadian agriculture.

[Read more...](#)

Source: Farms

### **Ag equipment costs up for 2013: Stats Canada**

Real gross domestic product (GDP) expanded 0.6% in the first quarter, the fastest pace in six quarters, bolstered by a 1.5% increase in exports. On a monthly basis, real GDP by industry grew 0.2% in March. Exports were the largest contributor to growth in the quarter. Export volumes increased 1.5%, after a gain of 0.2% in the fourth quarter of 2012 and declines in the previous three quarters. Imports were up slightly by 0.3%, after falling 0.8% in the previous quarter.

[Read more...](#)

Source: 4-traders

### **Farm profits generate optimism, but some remain guarded**

It is time for grain farmers to ditch their negative Nelly attitudes and start talking positively about their industry, says a Manitoba farm leader. Growers in the three prairie provinces posted record crop receipts of \$18.3 billion in 2012, according to Statistics Canada.

[Read more...](#)

Source: The Western Producer

## Tip of the Month

# NAEDA Compliance Tip of the Month

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## [June Tip of the Month: Keeping Valuable Facebook Friends](#)

Despite the fact that you're trying to increase your online presence and reach through Facebook, it is still important to be selective when it comes to your dealership Facebook fans. Your fans should:

1. "Like" your dealership for transparent and relevant reasons – While games, giveaways, and contest may be alluring to the average socialite, it does nothing for brand engagement if all of your fans don't care about you and are simply waiting for the next silver platter to show up.
2. Nearly 100% of your fans should be local – No other invention in history has been able to connect local communities better than social media. Yet, local brands continue to target (usually unknowingly) users outside their local market. It does your dealership no good if the bulk of your followers live in India or Egypt.

[Read more...](#)

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[CARA Special: What Will They Fine Me For? - June 18, 2013](#)

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[Penguin 2.0: What You Must Know About Google's Latest SEO Update - June 26, 2013](#)

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