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#### Online Customer Portal Helps Wade Incorporated Improve Efficiency

For many dealers, managing accounts receivable is a manual and time-consuming process. Wade Incorporated's new system reduces the time it takes to process monthly invoices by more than half. What's more, customer can now reconcile their accounts online, schedule service and order parts.

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## Industry & Manufacturing News

#### NAEDA hosts Manufacturer panel at GIE+EXPO Dealer Day

The North American Equipment Dealers Association has been asked to assist with programming for the Dealer Summit during the Dealer Day at GIE+EXPO on Wednesday, October 23. NAEDA's Outdoor Power Equipment Council (comprised of top OPE dealer representatives from NAEDA's regional affiliates) has provided direction into this program with a recommendation for a moderated manufacturer panel discussion.

The Dealer Summit will be held at the EXPO Center on Wednesday, October 23<sup>rd</sup> from 12:00 pm to 3:00 pm. The Summit begins with a luncheon at noon, followed by an Industry Update. The Manufacturer Panel will run roughly from 1:30 to 3:00 pm. We have selected a top notch panel with a thorough representation of the industry.

Moderator - Kim Rominger, Executive VP/CEO, Ohio-Michigan Equipment Dealers Association

Panelist:

Joe Wright, Sr. Vice President & President, Briggs & Stratton Engine Power Group

Michael Happe, Group Vice President, The Toro Company

Michael Rudolph, Asst. Vice-President, Power Equipment Division, American Honda Motor Co., Inc.

Bob Mullet, VP and Chief Operating Officer, Excel Industries, Inc.

A listed of questions/issues have been solicited from OPE dealers throughout North America. The questions and discussion will cover broader industry terms and will cover any proprietary company information.

Question cards will also distributed to the audience to solicit additional questions onsite. The moderator will screen these questions. Follow-up questions from the moderator and/or audience will be encouraged

Our goal is to share the broad industry expertise on the panel participants and dealers to gain a better perspective of the industry, present and future.

#### 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 22nd 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.





Take your business to the next level...





# From the NAEDA Office

# Emergency Planning and Community Right-to-Know Act (EPCRA)

By Frank Bryant

In January 2013, the U.S. Environmental Protection Agency (EPA) and New Cingular Wireless (NCW) reached an administrative settlement requiring the company to pay a civil penalty of \$750,000 regarding alleged reporting, planning and permitting violations at 332 legacy AT&T Wireless (AWS) sites now owned by NCW. The basis of the case was NCW's failure to comply with the Emergency Planning and Community Right-to-Know (EPCRA) reporting requirements related to the presence of sulfuric acid and diesel.

In addition, NCW agreed to spend \$625,000 on supplemental environmental

#### CNH Industrial opens trading on the NYSE

CNH Industrial has announced, on the NYSE, U.S, and MTA, Italy, trading of shares of CNH Industrial - a new Group created from the merger of Fiat Industrial and CNH Global, has began.

The stock market debut of CNH Industrial heralds the launch of a solid, major industrial enterprise; a global leader in capital goods, uniting CNH"s agricultural and construction equipment operations with Iveco trucks, commercial and specialty vehicles and FPT Industrial's broad portfolio of powertrain applications. Group revenues in 2012 totaled Euro 26 billion with a trading profit of more than Euro 2 billion.

From tractors and combines, excavators, dozers, trucks, buses, firefighting and civil protection vehicles to powertrain solutions for on and off road and marine, the Group designs, produces and sells "machines for work". Across its 12 brands, 64 manufacturing plants, 49 research and development centers, a workforce of more than 68,000 people and some 6,000 dealers, CNH Industrial is present in 190 countries giving it a unique competitive position.

Read more.

## Smithfield shareholders approve deal

Smithfield Foods, Inc. announced Tuesday that its company shareholders voted in a strong majority to approve its proposed sale to China's Shuanghui International. The U.S. pork producer, which is worth about \$13 billion, said more than 96 percent of the votes favored the transaction. The vote came after Starboard an investing firm holding nearly 6 percent of Smithfield shares announced last week that it could not put together a financing plan to purchase Smithfield. Following the shareholder vote, Smithfield President and CEO C. Larry Pope said, "The partnership is all about growth, and about doing more business at home and abroad."

Source: Agri-Pulse

# New survey finds consumers unaware of risk and illegality of using higher ethanol fuel blends

OPEI set to launch ethanol education and consumer protection campaign on October 23 at GIE+EXPO 2013 in Louisville, Kentucky

**Alexandria, Va., September 11, 2013**—A new online survey conducted by Harris Interactive on behalf of the Outdoor Power Equipment Institute (OPEI), the international trade association representing 100 small engine, utility vehicle and outdoor power equipment manufacturers and suppliers, finds that U.S. consumers are ill-prepared for the introduction of higher ethanol fuel blends.

EPA has approved the introduction of some mid-level ethanol blends (E15, E30, E85) for use in a small, subset of automobiles in an effort to comply with the federal renewable fuel mandate; the problem is that these higher ethanol fuel blends may be dispensed alongside current fuels, but they are illegal and risky to use in hundreds of millions of small engine products and applications.

This includes small engine products, such as mowers, garden tractors, chain saws, boats, snow throwers, trimmers, UTVs, power washers, blowers, chippers, grinders, generators, jaws of life, concrete saws and other compact construction equipment, as well as small engine applications such as water pumps and irrigation systems.

The study conducted on behalf of OPEI from July 31-August 2, 2013 surveyed 2,040 U.S. adults ages 18 and older about their fuel buying behavior and fuel awareness at gas stations.

Read more...

Source: OPEI

# AED presents the 2013 Leadership Academy featuring a day with the Disney Institute What would it be like if the Walt Disney Co. stepped into your business?

That's what you will witness - and engage in - while benchmarking the world-class best practices of Disney principles in action.

Through lecture content customized to the equipment distribution industry, group exercises and a behind-thescenes Disney field experience, your DI facilitator will impart lasting lessons that will shape your skills and mindset for the rest of your career.

Who should attend: Next generation dealer principals and rising stars of the dealership management team, as well as current owners/management; manufacturer and service company executives.

When: Nov. 20-22

Where: Orlando, FL

Space is limited for this first-ever AED-sponsored Disney Institute event.

projects (SEP) to resolve the alleged violations. The SEP projects will include providing hazardous materials awareness and health and safety training to building inspectors and firefighters. In addition, it includes procuring emergency response equipment, such as firefighting equipment, gas meters, HazMat identification equipment, satellite phones and other emergency communications equipment.

During a recent environmental field survey of five equipment dealers, SES, Inc. (SES) — consultant for Southwestern Association (SWA)—found that two of five facilities visited were subject to the same EPCRA requirements cited by EPA in the NCW case, based on the amount of sulfuric acid and/or diesel on-site.

The Emergency Planning and Community Right-to-Know Act of 1986 was enacted to help communities plan for emergencies involving hazardous substances. The act establishes requirements for federal, state and local governments, Indian tribes and industry, regarding emergency planning and "Community Right-to-Know: reporting on hazardous and toxic chemicals."

The Community Right-to-Know provisions help increase the public's knowledge and access to information on chemicals at individual facilities, their uses and releases into the environment. States and communities, working with facilities, can use the information to improve chemical safety and protect public health and the environment.

The regulations require that an initial submittal be made to the Local Emergency Planning Committee (LEPC), the State Emergency Response Commission (SERC) and the local fire department for any hazardous material stored on-site, exceeding the reporting threshold. Threshold quantities for diesel and sulfuric acid are 10,000 pounds and 500 pounds, respectively.

EPA considers sulfuric acid to be an extremely hazardous substance (EHS). It is important to understand that the amount of sulfuric acid contained in batteries must be counted in addition to any amount stored in containers used to charge the batteries. This initial submittal must include a material safety data sheet and a list of all hazardous chemicals grouped by hazard classifications specified in the regulations.

For any chemical stored at any time during a calendar year, and above the threshold quantity, dealers must annually submit an Emergency and Hazardous Chemical Inventory Form to the LEPC, the SERC and the local fire department before March 1 (for the previous year). Facilities

Read more...

# NAEDA Update Official Sponsor



# FIND OUT WHY DEALERS ARE CHOOSING BASIC





#### OVER OTHER VENDORS IN THE INDUSTRY



#### Legislative & Regulatory News

#### LIFO, LKE could be on chopping block in tax reform legislation

House and Senate tax committee members are finally putting pen to paper and drafting comprehensive reform legislation. Industry groups are getting nervous as lawmakers have warned that key parts of the Internal Revenue Code are on track for major changes or outright repeal.

Of particular concern to AED and NAEDA is the fact that "last in, first out" (LIFO) tax accounting method and like-kind exchanges (LKE) are apparently both in the crosshairs. Lawmakers are looking for revenues everywhere and LIFO in particular is a big target.

Because Senate Finance and Ways & Means Committee meetings have been private, we don't have certain information on what has been discussed or decided at this point. However, we have heard from sources that LIFO and LKE are in danger and action is needed to inform Ways & Means Committee Republicans about the importance of both.

If you have 10 minutes, please send a personalized letter to your lawmakers, particularly if you have a location in the district of a Ways & Means or Finance Committee member. Thanks to AED, in a cooperative effort, they have made it easy as possible to send a letter by following these steps.

- 1. Download a pre-drafted letter urging lawmakers to protect LIFO and/or LKE here:
  - a. LIFO
  - b. LKE
- Place the letter on your company letterhead and complete the bracketed information specific to your company. Don't forget to address the letter(s) to your senators/representatives. Save the letter and convert to a PDF file.
- 3. Look up your lawmakers' tax staffer and e-mail the letter to her/him. A complete list of tax staffers can be found <a href="here">here</a>.

Bonus Depreciation and Section 179 Expensing Rules for 2013 updated

provide either a Tier I or Tier II form. Most states require the Tier II Form. Some states have specific requirements in addition to the federal Tier II requirements.

An additional requirement is in place for extremely hazardous substances (sulfuric acid) stored above its threshold planning quantity (TPQ) of 1,000 pounds. A full 55-gallon drum of sulfuric acid weighs about 550 pounds. Remember, that you must also count the amount contained in all batteries.

If the TPQ is exceeded, the facility must provide notice to the LEPC and SERC. In addition, the facility must provide the name and contact information of the facility emergency coordinator who will participate in the emergency planning for the EHS.

We all remember the recent explosion in the Texas town of West. Numerous first responders were killed in the explosion. EPCRA regulations are designed to prevent these disasters.

This article is provided for your information, to remind you of these rules and to encourage you to review your operations in order that you will not only be in compliance with regulations, but more importantly, that you ensure your employees and neighbors stay safe.

FRANK BRYANT is president of SES, Inc., and consultant for NAEDA and Southwestern Association (SWA), in Merriam, Kan. He can be contacted at 913-485-5899.

To read this article in full, click <a href="here">here</a>.

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#### **About NAEDA Update**

North American Equipment Dealers Association

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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 For the last two years about this time, Jack Selzer, NAEDA's Tax Attorney has provided the basic tax depreciation/expense rules that can help sales people in making new and used equipment sales before year end. Because of some changes, it is timely to revisit these rules.

There are two provisions we need to look at --

Section 179 expense deduction for new and used equipment. The Section 179 deduction for 2013 is \$500,000. There is a "phase out" \$ for \$ after the purchase of \$2,000,000 of new and/or used equipment. This if a customer has \$2,500,000 of purchases in 2013 there will be no Section 179 deduction. This phase out shows that this deduction is designed for small and mid-sized businesses.

Bonus depreciation for new equipment. Like last year, the extra additional bonus depreciation is 50% of the purchase price of new equipment. Example – if a customer buys new equipment in 2013 for \$600,000 the customer can take an extra \$300,000 bonus depreciation deduction in 2013.

Read more.

#### NAEDA joins 236 organizations on debt limit letter

NAEDA joined with 236 organizations in a letter to urge the House of Representatives and the United States Senate to pass a Continuing resolution to ensure the uninterrupted funding of the federal government into the next fiscal year and to act expeditiously to raise the nation's debt limit.

Read a copy of the letter.

#### Power plant regulation could affect cooperative ratepayers

EPA is reconsidering a regulation that would set limits on emissions of hazardous air pollutants during the startup and shutdown of coal-fired power plants. The proposed rule could increase electricity bills for rural electric cooperative utility consumers.

"It's a relatively small detail that could turn into a big problem," said Rae Cronmiller, environmental counsel for the National Rural Electric Cooperative Association (NRECA). In comments filed with the EPA regarding the final rule, NRECA asked the agency to adopt a more flexible definition of "startup" to better accommodate different power plant designs, which need varying amounts of time to begin generating power.

NRECA also stressed the importance of clear statements requiring that clocks measuring startup time reset when startup fails and limiting the definition of "startup" in the rule to hazardous air pollution regulations. Cronmiller warned that, absent these changes, power plants could run into unanticipated compliance issues when they attempt to renew their operating permits.

Some environmental groups, such as the Sierra Club, the Environmental Defense Fund and the Environmental Integrity Project, submitted comments urging the EPA to stand firm on startup and shutdown regulations, arguing that power plants release pollutants at higher rates during startup than other times. But any regulations against pollution should at least "be do-able for responsible operators," Cronmiller said, indicating that the rule's writers probably did not mean for it to be used to harass coal plants.

Regardless of EPA's intent, "Regulatory creep happens all the time," Cronmiller said. And the consequences could be significant. Regulatory fees add up quickly, and the structural adjustments plants would need to avoid them would be prohibitively expensive. "Any cooperative cost is eventually borne by the consumers," Cronmiller said, since cooperatives cannot appeal to investors or taxpayers as investor-owned or municipal utilities might. Electric cooperative customers generally pay higher rates than other electricity consumers because the greater spaces between rural homes and businesses create higher distribution costs.

Cooperatives also rely on coal for more of their power than other utilities, furthering the chances of rate increases in rural communities due to this regulation. Last year, the country's 40 rural electric-generation cooperatives derived 70 percent of their power from coal, compared with 37 percent for all U.S. generators. More than 16 million residential consumers, 13 percent of the national total, purchased \$26 billion of electricity from cooperative utilities, according to an NRECA fact sheet.

The comment period on this proposed rule closed on August 26. The EPA currently is evaluating the comments received and considering next steps. The regulation comes at a sensitive time for coal. Development has slowed due to increased interest in natural gas. Last week, the EPA, following the president's order to address climate change without waiting for Congress to act, issued a greenhouse gas emissions limit for new power plants.

That regulation, critics argue, places a moratorium on new coal-fired power plants unless they employ carbon capture and sequestration technology. This will affect electric cooperatives' abilities to retire and replace working coal plants and further deter development of new plants.

Source: Agri-Pulse

### Feed vs Food report issued

#### 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 <u>naeda@naeda.com</u> or subscribe online at <u>www.naeda.com</u>.

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





The perception exists that feed produced for livestock competes for human food supplies and represents an inefficient or wasteful use of resources. This perception can create confusion in communicating with retailers and other supply chain partners, policymakers, and consumers. In this <u>CAST publication</u>, scientific experts examine the facts and provide science-based information on which reasoned choices can be made in determining appropriate resource allocations regarding livestock production.

Source: Cast Issue Paper #53



#### Canadian News

#### Agriculture Canada spends \$3.7 million on research to develop new oilseed types

The federal government is spending \$3.7 million on research to develop new oilseed varieties. The research will focus on camelina sativa — a type of oilseed plant that can survive with little water and fertilizer on marginal land. Agriculture Canada says such properties make this type of oilseed plant attractive to farmers as a rotation crop.

Read more...

Source: Winnipeg Free Press

#### Stephen Harper says he won't accept Keystone XL rejection

In what is perhaps his most direct challenge to U.S. President Barack Obama, Prime Minister Stephen Harper issued a harsh threat Thursday that Canada won't take no for an answer on the contentious Keystone XL pipeline. "My view is that you don't take 'no' for an answer," he said at a Q&A session with the Canadian American Business Council. "We haven't had that (refusal) but if we were to get that that won't be final. It won't be final until (the pipeline) is approved and we will keep pushing forward."

Read more...

Source: O Canada

# Canadian consumers feel more economic confidence in September: Conference Board

A monthly measure of Canadian consumer confidence hit its highest level since 2010, although it remains below what could be described as "optimistic." The Conference Board of Canada said Monday its index, based on interviews early in September, rose 6.2 points to 91.

Read more...

Source: Montreal Gazette

#### Cross-border labelling beef hurting both sides, says Alberta's agriculture minister

A decade after bovine spongiform encephalopathy (BSE) slammed borders shut on Canadian beef, the country's livestock industry faces new and lingering international battles. U.S. rules force mandatory country of origin labelling (MCOOL) of Canadian agricultural products including beef and pork and bring with them increased tracking and processing costs. The program was adopted in 2008 after American farm and consumer groups argued shoppers have a right to know where their food comes from.

Read more...

Source: Edmonton Journal

#### Canadian economy bounces back in July

Canada's economy had one of the best months in years in July, rebounding strongly from a June swoon and returning the economy back to the path of moderate growth. Statistics Canada reported Monday that gross

domestic product in July advanced an encouraging 0.6 per cent during the month, wiping out half-point setback in June that was mostly attributed to a two-week construction strike in Quebec and flooding in Alberta.

#### Read more...

Source: CTV News

#### Record-large Canadian crops come as no surprise

Upward revisions in Friday's Statistics Canada production report to all major grain and oilseed crops grown in Canada came as no surprise to industry participants, with even larger crops expected to be confirmed in subsequent reports. The headline canola and wheat numbers were both up considerably from the August report.

#### Read more..

Source: Alberta Farmer Express

#### Feds, province invest \$17 million in agriculture research chairs

The federal and provincial governments are making a significant investment into agricultural research. On Friday, they announced \$17.25 million in funding over the next five years for 13 strategic agriculture research chairs at the University of Saskatchewan. The money will be used to help researchers develop new crops, expand knowledge and enhance technologies to grow the industry.

#### Read more...

Source: Global News

#### Canadian population surpasses 35 million

Canada's population has surpassed 35 million over the past year, a 1.2 per cent increase with growth generally higher in the western provinces, according to Statistics Canada. Canada's population is estimated at 35,158,300, an increase of 404,000 over the last year.

#### Read more...

Source: CBC News

#### Parliament to resume Oct. 16

Parliament will return on Oct. 16 — a month later than scheduled — with a Speech from the Throne focused on the economy, the Prime Minister's Office says. Prime Minister Stephen Harper had previously announced his plan to prorogue Parliament and on Wednesday, his office confirmed the date that MPs would be back in Ottawa.

#### Read more...

Source: The Star

#### NAEDA, Association & Program Partner News

I need a plan for that? Spill Prevention, Control, and Countermeasure Plan

# Dealer Webinars Free Educational Webinars



# I need a plan for that? Spill Prevention, Control, and Countermeasure Plan

Thursday October 10, 2013



#### http://www.dealerwebinars.com/spcc2.html

How the Spill Prevention, Control, and Countermeasure Plan Affects Your Dealership

SPCC: What's That? Join Claudia to learn what facilities need a plan, what dealerships need to do to be compliant, and ongoing requirements. This webinar will also cover the options of doing a SPCC plan on your own, or using an outside vendor to ensure an accurate plan.

#### 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: Thursday October 10, 2013Time: 9:00am - 10:00am Pacific

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

If you have any questions or feedback, please contact Becky Ross

at bross@kpaonline.com, (866) 356-1735

#### Presenter: Claudia Reynolds Engineer, KPA

Claudia Reynolds has been an Environment & Safety Engineer for KPA for two years, with over 5 years of previous experience inspecting dealerships and a background in environmental quality. Within just one year of working for KPA, Claudia won the Rookie of the Year Award for her impeccable client service. Claudia enjoys cruising in her 68 Pontiac LeMans with her husband.

## How to prepare your Dealership for a Natural Disaster

Sadly natural disasters are a risk for everyone no matter where your business or home is. So when disaster does strike, is your dealership prepared? <u>Get ready for a natural disaster by implementing the following steps.</u>

#### Protect your business from credit card scams: Code 10 Alert

Many identity theft rings operate outside the United States, but target U.S. merchants through phone and Internet transactions. Statistics show many foreign fraudsters order merchandise for shipment to Indonesia, Nigeria, Ghana or the United Kingdom. Alternately, they use unwary U.S. citizens as dupes in their schemes. By hiring unsuspecting U.S. home workers to act as freight forwarders for their illegal purchases, these fraudsters make it appear that goods are shipped to U.S. citizens versus rerouted to overseas destinations.

Typically, these fraud rings operate by contacting a merchant via e-mail or phone and making a card not-present purchase. They provide a credit card number, and in some cases, images of the front and back of the card to further create the illusion of legitimacy. After fraudsters have completed an order and received merchandise, they will initiate transactions using other card numbers.

Undetected fraud costs merchants dearly through chargebacks, and merchandise loss. The key to prevention is being on guard. Receiving an authorization for a transaction does not guarantee that the card is valid.

Being aware of the danger of credit card fraud makes you better prepared to protect your business against losses. Elavon offers its clients a strong line of defense against foreign shipment fraud through the industry standard "Code 10" process, backed by the experts in Elavon's Loss Prevention Group.

For example, if a mail order merchant receives a suspicious U.S. order or request for shipment of merchandise to a foreign country, the merchant contacts Elavon's voice authorization department and requests a "Code 10". The call is routed to the card-issuing bank and the card number is simultaneously forwarded to the Elavon Loss Prevention department.

A Loss Prevention representative contacts the card-issuing bank to inquire about validity of the card. They may also contact the cardholder, the ship to-address, or any other party to the transaction. If the card or transaction is confirmed to be a fraud, the merchant is contacted to stop shipment and a query is run across the entire base of Elavon merchants to determine if the same card has been used at other merchant locations. If so, the additional merchants are contacted in an attempt to stop their shipments. This proactively prevents chargebacks and losses that would be sustained by other merchants targeted by the same criminals.

For more information concerning <u>Code 10</u> and the NAEDA endorsed credit card processing program, contact Danielle Gibson 800-546-1831 ext. 5434 or <u>Danielle.Gibson@elavon.com</u>.

#### Recruiting and Social Media: Does it work?

In the past dealership hiring was orchestrated through channels like newspapers, TV ads, and recruiters. In this day and age, social media rules. Social media has proven to be a great source for hiring people across all industries, including the automotive industry. Using social media for hiring is at an all-time high: 92% of companies use social media for hiring.

Consider the following statistics:

- 45% of Fortune 500 firms link to their career page on social media.
- 93% of companies use LinkedIn.
- 66% of companies use Facebook.
- 54% of companies use Twitter.

So is social media working for recruitment?

- 73% of employees have been successfully hired with social media.
- 42% of companies claim candidate quality has improved.
- 20% of employees say it takes less time to hire on social.

Job seekers like using social media as a job hunt tool too:

- 14.4 million of US citizens have used social media to search for a job.
- 29% of job seekers use social media as their primary took for job searching.

The statistics prove that social media is no longer merely for personal relationships, and goes beyond internet marketing. Social media allows you to advertise your job opportunities and select potential employees from a broader pool of applicants.

This <u>article</u> is provided by KPA, a provider of HR Management and Internet Marketing services for over 5,100 Auto, Motorcycle, RV, Heavy Truck/Agricultural dealers. Contact KPA for a sample social media policy or interest in our services at <a href="mailto:info@kpaonline.com">info@kpaonline.com</a> or 800.853.9659.

Article Statistics supplied by www.staff.com.

#### Learn from Industry Experts at GIE+EXPO

With a top-notch lineup of experts addressing industry issues, the GIE+EXPO Workshops are sessions you'll definitely want on your "must-do" list in October. At \$50 each, the lessons learned will more than pay for your trip! Pre-registration is required.

#### The workshop schedule will include:

- Hardscape Session 1: Adding Hardscape Installation to your Company's Success Pat McCrindle
- Understanding Your Sales Process: Is it all about YOU or all about the CLIENT? Jason Cupp
- Ten Ways Significant Money Is Slipping Out Your Back Door and You Don't Even Realize It! Jonathan Pototschnik
- Hardscape Session 2: Production Management and Crew Motivation on the Hardscape Jobsite Frank Gandora
- Why Not You? Five Strategic Actions You Can Take Now To Grow Richard Arlington
- · How to Build a Marketing Plan that Grows with your Lawn Care Business Andrew Pototschnik

Just Added - Brain Food at Breakfast:

- Common Problems, Simple Solutions Mark Bradley
- Calculating Your Equipment's Owning and Operating Costs Tom Jackson

#### Learn Installation Techniques at Hardscape Demonstrations

As a bonus for signing up for hardscape session 1 or 2 above, you will receive free access to a series of demonstrations that will take place Thursday and Friday. Or, upgrade your GIE+EXPO registration for \$25. Discover the steps to expand your business and earn greater profits by adding hardscape installation to your list of services.

#### **NAEDA at GIE-EXPO Dealer Day**

All equipment dealers are strongly encouraged to attend this year's <u>GIE-EXPO</u> 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. <u>Check out the video</u> 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 lunchand-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.

#### 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.

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 versions 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, <u>digital.naeda.com</u> 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.





#### Tip of the Month: Update Your FMLA Posters

All private employers with 100 employees or more must file the Employer Information Report (EEO-1 Report) by September 30, 2013. Employers with 100 or less employees may have to file the EEO-1 Report if they are affiliated with one or more other companies. See if you need updated FMLA posters by September 30 here.

# Free KPA Webinars

I need a plan for that? Spill Prevention, Control, and Countermeasure Plan - October 10, 2013

Hazard Communication Program Changes - October 24, 2013

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