



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Wednesday, September 11, 2013

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www.pfw.com/customers/customer-story-wade-inc.htm?PUBLICATIONS-NAEDA-Text-0913-Wade_eServices

Legislative & Regulatory News

Inform employees of health insurance coverage by October 1

The Internal Revenue Service published a rule in the Federal Register requiring employers to provide all employees (full and part time) with information regarding their health coverage options by Oct. 1, 2013.

Mandated by the Affordable Care Act, the new rule applies to businesses that fall under the Fair Labor Standards Act regardless of whether the employer offers health insurance to any of its employees. Businesses will be required to notify new hires of coverage options within 14 days of their start date.

The Department of Labor has created model notices for employers that [do offer](#) and [do not offer](#) health coverage to employees. Notices must include information about what is provided in the Health Insurance Marketplace, an employee's eligibility for premium tax credits for certain plans, and that purchasing coverage in the Marketplace may mean forfeiting an employer-sponsored health care plan.

Congress returns with long to-do list, short timetable

Congress returns Monday with 39 legislative days scheduled before the end of the year to debate the most consequential foreign policy vote under President Obama, resolve pressing budget deadlines and determine whether an immigration overhaul has a fighting chance before the 2014 elections.

[Read more...](#)

Source: USA Today

Agricultural stakeholders will continue the push for congressional approval of a five-year farm bill

On tap in the House is a nutrition title bill that will likely seek to cut \$40 billion over 10 years from the Supplemental Nutrition Assistance Program (SNAP). The House leadership has not yet released the legislative language, but have outlined the parameters.

In a memo to House Republicans on Friday, House Leader Eric Cantor, R-Va., said the Nutrition Reform and Work Opportunity Act "restores the intent of the bipartisan welfare reforms adopted in 1996 by ensuring that work requirements for able-bodied adults without children are enforced - not waived - and eliminates loopholes exploited over the last few years to avoid the program's income and asset tests. It also empowers states to engage able-bodied parents in work and job training as part of receiving food stamps to help move them to self-sufficiency. Most importantly, no individual who meets the income and asset guidelines of the SNAP program and is willing to comply with applicable work requirements will lose benefits as a result of these reforms."

Cantor's memo included the nutrition bill in a list of actions the House will consider in September and October, but no specific timeline for the nutrition title was announced. Several sources have said the bill could come up as early as next week. After that, the next step would be to conference the House-passed farm bill and its nutrition legislation with the Senate-passed farm bill.

Source: AgriPulse

USDA climate report published

USDA's Climate Change Program Office has released and requested public comment on a [report](#) that outlines a set of consensus methods for quantifying greenhouse gas (GHG) emissions and carbon storage at the local farm, ranch or forest scale. "It is important that the methods exhibit scientific rigor, transparency, completeness, accuracy, and cost effectiveness, as well as consistency and comparability with other USDA GHG inventory efforts," USDA said in a statement. "Science-Based Methods for Entity-Scale Quantification of Greenhouse Gas Sources and Sinks from Agriculture and Forestry Practices" is the work of 38 scientists from across academia, USDA and the federal government who are experts in GHG estimation in the cropland, grazing land, livestock and forest management sectors. The report has undergone technical review by an

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From the NAEDA Office

Where's the Beef?

By Mike Williams

Do voters want a Congress genuinely concerned about dealing with real-life issues or will they settle for a pretend version?

On Monday, August 5, the scientists at Dr. Mark Post's laboratory at the Maastricht University in the Netherlands cooked the world's most expensive hamburger. It was made from meat grown in petri dishes in his lab for an event they hoped will change the way the world sees food.

Starting with stem cells extracted from a biopsy of a cow, Post's team grew 20,000 muscle fibers over the course of three months. Each tiny, hoop-like fiber grew in an individual culture well, suspended in a gel-like growth medium.

When they were ready, the fibers were removed individually by hand, cut open and straightened out. All the fibers were pressed together to form the hamburger—biologically identical to beef, but grown in a lab rather than in a field as part of a cow. His aim was simple: to show the world that growing real, edible meat in laboratories is no longer a fantasy and that this could be a potential solution to the impacts of meat production on our environment.

Post acknowledged that it will be essential to produce a product that looks and tastes exactly the same as real meat. And if they find there is a market for cultured beef, the same methods could be used to grow other proteins such as chicken, lamb, fish or pork in the lab.

In an article by The Guardian, Dr. Post said his cultured beef was still undergoing a life-cycle analysis to work out its overall environmental impacts, but early indications were that his lab meat reduced the need for land and water by 90%, and overall energy use was cut by 70%.

Though Post's work is at its earliest stages—there are many hurdles before he can scale up the process for large-scale manufacture—he has high hopes for his product. "Twenty years from now, if you have a choice in the supermarket between two

additional 29 scientists. A notice seeking comment is to be published today in the Federal Register and will provide instructions for submitting comments. The comment period will be open for 45 days.

Keystone XL decision likely delayed until 2014

A decision on whether to allow the Keystone XL pipeline to proceed will "likely be delayed until after the release of an inspector general investigation into conflict of interest complaints, a process that will take at least until early 2014, The Hill reported Friday." The IG is "looking into complaints that Environmental Resources Management (ERM), the contractor that prepared the most recent environmental impact statement on Keystone XL, failed to disclose potential conflicts of interest."

[Read more...](#)

Source: The Huffington Post

Lew tells Congress Treasury to hit debt limit in mid-October

In his letter to Boehner Monday, Treasury Secretary Jacob J. Lew said the Federal government "will hit the \$16.7 trillion debt ceiling in mid-October," and "urg[ed] Congress to raise the limit 'as soon as possible.'"

[Read more...](#)

Source: Bloomberg News

FTC set to investigate complaints that oil industry is blocking wider use of ethanol

The Federal Trade Commission is investigating allegations that oil companies are using undue influence over retailers to prevent gas stations from offering E15 (15-percent ethanol) and higher ethanol blends to customers. News of the FTC inquiry comes after a [letter](#) Aug. 2 from Sens. Chuck Grassley (R-IA) and Amy Klobuchar (D-MN) asked the commission and the Justice Department "to investigate possible anticompetitive practices by oil companies that limit consumers access to homegrown renewable fuels."

The senators said the request was made in response to "recent concerns, which indicate that oil companies may be taking steps to undermine efforts to distribute renewable fuels - including higher level ethanol blends - that help boost energy security and lower the price of gas for consumers."

The letter was addressed to Attorney General Eric Holder and FTC Chairwoman Edith Ramirez.

In a letter from Ramirez released by the senators this week, the FTC official said her agency would "make every effort to identify, prevent and prosecute practices in petroleum and other markets that violate any statute or rule that the agency enforces."

Biofuel industry leaders claim oil companies attempting to preserve the market share of petroleum based fuels are imposing, among other obstacles, restrictions on franchise agreements that prevent gas station operators from carrying E15 and E85.

"The promise of renewable fuels is rapidly becoming a reality and introducing much needed competition to the transportation fuels sector," Klobuchar, who chairs Senate Antitrust Subcommittee, and Grassley, the ranking member of the Judiciary Committee, said in their letter. "Given the implication these alleged activities, if true, could have on competition in the marketplace, we urge you to investigate them and consider whether any action is necessary."

Specifically, the senators cite "allegations that the oil industry is mandating retailers to carry and sell premium gasoline, thereby blocking the use of the current retail infrastructure to sell renewable fuels. Station owners who wish to sell renewable fuel would bear the cost and logistical burden of having to install additional infrastructure to do so."

In one case cited by the senators, "an oil company is alleged to be using its franchise agreements to preclude franchisees from offering higher level ethanol blends to their customers. By forcing a franchisee to carry premium gasoline as a condition of carrying regular gas, the oil company may be using its economic power over its franchisee to effect a tying arrangement in violation of the Sherman Act."

The senators, who both represent states with big biofuel industries, also said the allegations may represent a violation of a 1980 statute that prohibits discrimination or unreasonable limits against the sale of "gasohol" or other synthetic motor fuels.

The letter is the latest in an ongoing battle between the biofuels and oil industries. Oil companies and refiners have urged Congress to repeal the federal Renewable Fuel Standard (RFS), which requires the blending of specified amounts of corn ethanol, biodiesel and other renewable fuels.

The American Petroleum Institute, which represents oil producers, said the allegations are an effort by the biofuel industry to distract Congress from fixing what the oil industry has said is a "broken" RFS. Oil refiners and producers say a steep drop in gasoline consumption and larger supplies of ethanol are resulting in a "blend" wall - an inability to absorb the ethanol supply - and driving up prices at the pump.

The ethanol industry cites a number of studies showing ethanol has kept the price of gasoline down in recent years.

Source: 25x'25

House GOP plans mega-hearing on climate change

After virtually ignoring the nation's biggest environmental issue for years, Republican leaders of the House Energy and Commerce Committee are planning a major hearing on climate change on Sept. 18 and are inviting leaders of 13 federal agencies to testify. It will be the first time since President Obama unveiled his climate action plan in June that administration officials will testify on Capitol Hill about the agenda.

products that are identical, and they taste and feel the same and have the same price—and one is made in an environmentally friendly way with much less resources and provides food security for the population, and doesn't have any animal welfare connotations to it—the choice will be relatively easy," he said. "People will start to prefer this type of product, and then it will gradually transform meat production."

Compare Dr. Post's last sentence on people's preference for changes in food-supply product in relation to today's political climate in Washington, D.C. Everyone is concerned about what is happening in Washington, but we are gradually being transformed to a new reality.

When presented with the most direct opportunity to actually affect change through low-turnout congressional primaries, many of us apathetically rubber-stamp 95% of the incumbents with another two-year or six-year term. That has got to change if we want change.

This is not the 1990s. The challenges we confront domestically and abroad—challenges that threaten the very fabric of our republic and civil society—make the battles of 20 years ago look like child's play. As Americans, we can no longer afford to send members to Congress who act for the press release today and/or their next election fundraiser.

At the time of this writing, there are 33 Senate seats up for reelection next year and all 435 House seats. Elections will also be held for the delegates from the District of Columbia and four U.S. territories. The winners of this election will serve in the 114th United States Congress, with seats apportioned among the states based on the 2010 United States Census.

Also there will be local and state elections for governors and state legislators. Issues pertaining to debt, health care, markets and trade, Internet taxation and privacy, immigration, tax reform and infrastructure funding are just a few of the issues that will be debated at the federal, state and local level as this new election cycle starts this fall and winter.

A complete list of those running at the federal and state level can be found for the House at: http://en.wikipedia.org/wiki/United_States_House_of_Representatives_elections,_2014 and for the Senate at: http://en.wikipedia.org/wiki/United_States_Senate_elections,_2014.

The 2014 primaries will actually provide us with opportunities to express the changes we want from government. While we will be forced to deal with some of these congressional members in the general election, we are not in the general elections yet.

Now is the time for everyone to begin picking the best candidate in primaries to represent the country from all the states. It is also the time to change the Washington country club, and change the faces of both parties so the new electorates understand how we outside the "beltway" operate on a daily basis. I don't know if it is time to step back from the generic red vs. blue fight, but I do know we need to make sure that what we are looking at is indeed best for the country going forward.

That is where the beef really is! And that is a good thing.

MIKE WILLIAMS is vice president for government relations with NAEDA. He can be reached at williamsm@naeda.com.

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Energy and Power Subcommittee Chairman Ed Whitfield, R-Ky., who will preside over the hearing, sent out letters Aug. 6 inviting testimony from leaders of the Environmental Protection Agency; the departments of Agriculture, Defense, Energy, Health and Human Services, Interior, State, and Transportation; the National Oceanic and Atmospheric Administration in the Commerce Department; NASA; the U.S. Agency for International Development; the Export-Import Bank; and the White House Office of Science and Technology.

In the letters, Whitfield [asks nine questions](#) about how each agency devotes its time, money, and resources to climate-change policies and requests each official to include answers in his or her written testimony at the hearing. The subcommittee had asked the agencies to respond by Wednesday about who will testify. By press time Wednesday evening, only the Defense Department had confirmed it will provide a witness, although a Pentagon spokesperson was not able to provide the name. The subcommittee expects to confirm more witnesses in the coming days.

[Read more...](#)

Source: National Journal

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Industry & Manufacturing News

Ag confidence index results

Farmers' pre-harvest, bottom-line expectations about the agriculture economy are the most optimistic since the DTN/The Progressive Farmer Agriculture Confidence Index began tracking farmer sentiment in 2010.

The 2013 pre-harvest Agricultural Confidence Index is 109.2. That level shows farmers feel more confident about their current income situation than they did before harvesting 2012's drought-ravaged crop. Many believe input prices are leveling off, which contributes to an index rating that's up from 107.9 last August and higher than March's pre-planting value of 106.9.

A value of 100 is considered neutral with higher values indicating optimism and lower values reflecting pessimism. DTN surveyed 500 farmers and ranchers across the country between Aug. 21 and 29. DTN conducts the survey before planting, before harvest and after harvest each year.

[Read more...](#)

Source: DTN/The Progressive Farmer

Decision time for the RFS?

There has been much discussion over the last year about problems in implementing the Renewable Fuels Standards (RFS) due to the expanding gap between the implied mandate for renewable biofuels (ethanol) and the E10 blend wall. Our previous posts on this issue can be found [here](#), [here](#), and [here](#). In this post we update our previous analysis of EPA options for implementing the RFS for 2014 and 2015. The main focus is to highlight the constraints faced by the EPA as it considers potentially momentous decisions about the RFS rules for 2014 and 2015.

[Read more.](#)

Source: University of Illinois - Farmdocdaily

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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Chief Financial Officer appointment at Fiat Industrial and CNH Global

TURIN, ITALY--(Marketwired - Aug 26, 2013) - Fiat Industrial S.p.A. (FI.MI) and CNH Global N.V. (NYSE: CNH) today announced that Chief Financial Officer (CFO), Pablo Di Si, has resigned to pursue other interests.

Effective immediately, Massimiliano (Max) Chiara will become CFO of both Fiat Industrial and CNH. Most recently, Max was the Chief Financial Officer and Head of Business Development for Fiat Automobiles Latin America (FIASA). Prior to his assignment in FIASA, Max was the Head of Financial Planning and Analysis and Business Development Finance for Fiat S.p.A. and Chrysler Group LLC.

"The appointment of Max Chiara is clear evidence of the attention we have placed in both Fiat and Fiat Industrial on the development of the next generation of leaders," commented Sergio Marchionne, Chairman of Fiat Industrial and CNH. "Max has demonstrated an exceptional level of engagement and know-how in the various positions he has held within the Fiat world. He will be of great assistance to Rich Tobin, currently Chief Operating Officer of Fiat Industrial and Chief Executive of CNH, who has gone through a similar intense career progression in the last 20 years during which he and I worked together. Rich will be assuming the position of Chief Executive of CNH Industrial upon completion of the merger between Fiat Industrial and CNH."

Source: [Market Wired](#)

Mahindra USA grows Senior leadership team

Mahindra USA, the number one selling tractor brand in the world based on volume, adds Raymond Schroth to its senior leadership team as Senior Director of Aftersales. He joins MUSA with more than 20 years of experience working with major manufacturing companies inservice, engineering, training, warranty and quality operations. Most recently with Kubota Tractor Corporation, Schroth previously worked with BMW, Volkswagen and Hyundai. Schroth will oversee Mahindra USA's departments responsible for service, warranty, quality and product support.

"The addition of Ray to our senior leadership team is a continuation of our commitment to Mahindra's dealer and customer-first strategy in North America." said Mani Iyer, President of Mahindra USA. "Ray's experience in transforming and leading successful aftersales programs for major brands will support Mahindra's continued growth and success in the marketplace."

Schroth was the director of service for Kubota Tractor Corporation where he was responsible for the technical service center, warranty, training and customer satisfaction departments. At Kubota, his achievements included developing and implementing an extended warranty program for all products, installing a quality incident and cost tracking system for all products and leading the customer satisfaction monitoring system to improve overall customer satisfaction ratings.

"The growth of the Mahindra brand is fueled by adding people with strong core backgrounds in areas critical to our success." said Cleo Franklin, Vice President, Marketing and Strategic Planning, Mahindra USA. "Ray's extensive aftersales expertise will further strengthen Mahindra's industry-leading customer and dealer brand experience."

"It is exciting to become a part of a company that is solidly invested in cultivating its reputation," said Ray Schroth, Senior Director, Aftersales, Mahindra USA. I am proud to join the Mahindra leadership team and look forward to contributing to the continued growth of the fastest growing tractor manufacturer in North America."

Source: [Mahindra USA](#)

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-the-scenes 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.

[Read more...](#)

Ethanol Education: What you need to know and what you need to tell your customers

To be sure, most consumers do not understand the intricacies of how our fuel choices are set to change in the United States. For example, when consumers were asked about the 15-percent ethanol (E15) gasoline blend by AAA, the biggest U.S. driving organization, 95 percent of consumers were unaware of this fuel choice. Many would argue that many consumers are not even aware that the current fuel on the market contains 10-percent ethanol (E10).

Any attempt to educate consumers about the changing fuels market is daunting. But, the Outdoor Power Equipment Institute (OPEI) -- with the support of its membership and dealer network -- will be taking on this Herculean task in the second half of 2013. The fact is that higher ethanol fuel blends are entering the

marketplace, and they are not meant for outdoor power equipment and small-engine products, such as mowers, chain saws, snow throwers, generators, utility vehicles, or other lawn and landscape equipment. OPE owners and purchasers need to become clear on the correct fuel for which their equipment was designed, built, and warranted -- and use only that fuel.

[Read more...](#)

Source: OPE

Caterpillar announces retirements of long-time Officers; Appointments and changes for VP's

PEORIA, Ill. — Caterpillar Inc. (NYSE: CAT) today announced that three long-time vice presidents, Steve Fisher, Steve Larson and Bill Rohner, have elected to retire. Choosing from a mix of veteran company leaders and executives with outside expertise and experience, the Board of Directors of the company has appointed four new vice presidents, and the company is also changing responsibilities for other vice presidents. These moves align with Caterpillar's strategy and will add to the depth of Caterpillar's executive leadership ranks.

[Read more...](#)

Source: Caterpillar

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



Canadian News

New federal electoral maps finalized for Quebec, B.C., Saskatchewan

New federal electoral maps have been finalized in Quebec, British Columbia and Saskatchewan, setting the stage for the 2015 election races in each province.

[Read more...](#)

Source: The Globe and Mail

Green acres: The soaring value of Canada's farmland

In a lifetime of farming, Dwight Foster has never seen anything grow like the value of his land over the past five years. The price of a plot in and around North Gower, Ont., south of Ottawa, where he has 6,000 acres, has more than tripled since the height of the Great Recession. "For years and years, the price of land never really changed. In the past five years, it's done huge things," said Mr. Foster, 47, who cultivates corn, wheat and soybeans on his land.

[Read more...](#)

Source: The Globe and Mail

Stephen Harper confirms that he will run again for Prime Minister in the next election

Harper was asked about his political future during a speech in Whitehorse and, specifically, whether he would lead Conservatives into the next election. The prime minister chuckled before offering up a response. "The answer to the last question is, of course, yes," he to cheers from partisan supporters. "I'm actually disappointed you feel the need to ask that question."

[Read more...](#)

Source: Huffington Post Canada

Harper Government helps beef-up cattle genetics

Ontario's beef and cattle producers will be able to better seize the enormous potential offered by genomics with the support of the Government of Canada. Parliamentary Secretary, Pierre Lemieux (Glengarry-Prescott-Russell), on behalf of Agriculture Minister Gerry Ritz, announced today an investment of more than \$1 million in science and innovation that will help beef producers develop a strong genetic base for their livestock to help build an efficient and competitive industry for the future.

[Read more...](#)

Source: Marketwired

Canada's crop variety-registration system under review

The federal government is reviewing Canada's crop variety-registration (VR) system as part of its objective to "streamline" the system. Citizens can learn how the current system works and consider four alternatives in an "issues and policy" paper prepared by Agriculture and Agri-Food Canada (AAFC), the Canadian Food Inspection Agency (CFIA) and the Canadian Grain Commission.

[Read more...](#)

Source: Manitoba Co-Operator

Canadian productivity improves by 0.5% in 2nd quarter

Labour productivity among Canadian workers in the private sector rose by a stronger-than-expected 0.5 per cent in the second quarter, the biggest gain in six quarters, Statistics Canada said on Friday. Productivity is a measure of real gross domestic product per hour worked, and analysts had expected Canada to achieve just 0.3 per cent growth.

[Read more...](#)

Source: CBC News

Unemployment rate falls to 7.1 per cent in August: StatsCan

Canada's jobless rate fell to 7.1 per cent in August from 7.2 per cent the previous month, Statistics Canada reported Friday. The agency says most of the 59,000 net jobs created during the month were in part-time work. Employment increased in Ontario and Alberta, while it fell in Manitoba and was little changed in the other provinces.

[Read more...](#)

Source: Montreal Gazette

Harper offers Obama climate plan to win Keystone approval

Prime Minister Stephen Harper has sent a letter to U.S. President Barack Obama formally proposing "joint action to reduce greenhouse gas emissions in the oil and gas sector," if that is what's needed to gain approval of the Keystone XL pipeline through America's heartland, CBC News has learned.

[Read more...](#)

Source: CBC News

NAEDA, Association & Program Partner News

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 [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.

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, 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.

Tip of the Month



[September 2013 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

[Required OSHA and EPA Paperwork – Are your files accurate? - September 19, 2013](#)

[I need a plan for that? Spill Prevention, Control, and Countermeasure Plan - October 10, 2013](#)

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