



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Wednesday, January 22, 2014

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[Best Line Equipment Turns to New Business System to Support Rental Business Growth](#)

According to the American Rental Association, double-digit growth in the construction and industrial and general tool segments is helping drive overall rental industry revenue growth 10.2 percent in 2014 and 14.9 percent in 2015. To support rental growth, dealers like Best Line Equipment are turning to comprehensive dealer management systems.

[Read more](#)

HAPPY NEW YEAR FROM NAEDA

Reminder- 2014 Dealer-Manufacturer Relations Survey link sent out

NAEDA has sent out a reminder to complete its annual Dealer Manufacturer Relations Survey. If you have not completed your survey, please take a few moments to click the link included in the email to participate in this important industry survey. Each dealer can rate up to five manufacturers that they represent. If you have misplaced the link please contact dykesj@naeda.com. The survey will close on January 27th.

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From the NAEDA Office

Here's what we told Congress

NAEDA has lobbied hard for its positions on tax reform.

WOW! Congress adjourned in December with a two-year budget deal. Who would have thought that was possible, given the fact that they are even more unpopular than the president who is going to sign this deal. Just remember Congress will be back in Washington in January to discuss a host of unfinished business after their return and the elections next fall.

One item that caught our attention, prior to the adjournment, was the Senate Finance Committee's proposals to overhaul America's tax code. Those proposals, many of which are not friendly to dealers, caused NAEDA to respond before adjournment and submit "requested actions" to the committee for their consideration. The requested actions are summarized below. A complete copy of NAEDA's comments to the Senate Finance Committee is available by contacting me for a copy at williamsm@naeda.com.

Tax Code Reform

- Make permanent the bonus depreciation and Section 179 provisions enacted under The Small Business and Work Opportunity

Case could destroy pillar of union power

Labor unions are at risk of having one of their most successful organizing tactics nullified by the Supreme Court.

On Tuesday, the high court will hear oral arguments in *Harris V. Quinn*, a case that could upend agreements with state governments that allow taxpayer-funded home-care workers to unionize.

Those deals have helped boost public sector unions in several states at a time when overall union membership is declining.

Read [more...](#)

Source: The Hill

USDA Reviewing COOL Language in Spending Bill

A USDA spokesperson told DTN Friday that the department is reviewing the appropriations' language on country-of-origin labeling in the 2014 omnibus spending bill this week, but no decisions have been made on whether USDA should change course.

"USDA is in the process of reviewing the explanatory statement that was attached to the appropriations bill. The final rule that modified the labeling provisions for muscle cut meat commodities covered under Country of Origin Labeling went into effect on May 23, 2013. During the six month period following the effective date of the regulation, USDA has conducted an industry education and outreach program concerning the provisions and requirements of this rule. USDA continues to assist retailers and suppliers with complying with the rule," the spokesperson said in an email to DTN.

The explanatory language came from a joint agreement by the House and Senate Appropriations Committees. The text states that the agreement reached in Congress does not approve of USDA's continued implementation, enforcement and spending on mandatory country-of-origin labeling regulations. Appropriators noted the potentially high cost of implementing USDA's new rule, which has a range of \$53.1 million to \$192.1 million at the high end. Lawmakers noted Canada and Mexico still are not satisfied. Canada has responded by suggesting possible retaliatory tariffs of \$1.1 billion. "Mexico is expected to issue a similar list of U.S. exports totaling several hundred million dollars."

"It is strongly recommended that USDA not force increased costs on industry and consumer and that the department delay enforcement of the final rule ... until the WTO has completed all decisions related to cases," lawmakers wrote.

Thus far, it's unclear whether the farm bill conferees will take a vote on how to treat country-of-origin labels

Source: DTN Progressive Farmer

LIFO Coalition sends letter to Congress

A letter has been sent from the Coalition to the Hill in response to the tax reform drafts released last fall by Finance Chairman Max Baucus and the ongoing push for reform by the Ways and Means Committee. The letter was sent to the Chairmen and Ranking Members of both tax-writing committees with copies to all Members of the House and Senate.

It is unclear at this point how much momentum exists for comprehensive tax reform, especially with the December announcement that Finance Chairman Baucus will be leaving the Senate soon to become U.S. Ambassador to China.

To read a copy of the letter, click [here](#).

25x'25 Enters Second Decade Focused on Renewable Energy Goals

As the 25x'25 Alliance enters its second decade, the organization is restructuring its leadership team to further strengthen plans to devote more effort into defining and articulating the multiple benefits of a 25x'25 future, the co-chairmen of the new executive leadership committee said today.

Read Smith, a Washington state grain farmer and former president of the National Association of Conservation Districts, and Bart Ruth, a Nebraska corn and soybean farmer who is a former president of the American Soybean Association, said in a joint statement that the reconstituted leadership team will help the alliance launch a "fresh vision" campaign that will embrace an "all of the above energy approach while emphasizing the tremendous economic and quality-of-life improvements that renewable energy development has delivered to our nation, particularly in rural areas."

The 25x'25 Vision calls for America's farms, ranches and forestlands to produce the biomass, biofuels, wind energy, solar power, geothermal energy and hydropower sufficient to meet at least 25 percent of the nation's energy needs by the year 2025, all while providing an ample, affordable and safe supply of food, feed and fiber.

Tax Act of 2007, the Economic Stimulus Act of 2008 and the American Taxpayer Relief Act of 2012.

- ▶ Change the farm and ranch equipment assigned class life to five years for depreciation purposes. This will match the same assigned class life of construction equipment.
- ▶ Modify the current depreciation schedules for buildings and their contents to accurately reflect actual lifetime usage rates and specialty uses to match the industry's needs.
- ▶ Do not repeal Last-in, First-out (LIFO) accounting method.
- ▶ Delete IRC Section 263A of the IRS Code.

NAEDA has been consistent in asking for these tax measure changes, or no changes in some cases, over the last few years. We fully believe that Congress may try and tackle tax reform once they return from the holiday recess, but not certain as to that outcome or the timing of such actions.

That will make the 2014 fly-in scheduled for April 2-3 so important. It will be that one-on-one dealer contact with your representatives and senators that will play an important role in any tax reform programs, particularly the ones mentioned above. So, please get the dates on your calendar and plan to attend this, our 11th Annual Fly-in, in Washington, D.C.

Two other items remain on our congressional agenda for the new session that we hope Congress will tackle after their holiday recess. One is the farm bill and the other one is the Water Resource Development Act of 2013.

Farm Bill

On the farm bill, bills have been passed in both the House and Senate that are now in conference committee for reconciliation. They appeared to be close to an agreement prior to adjournment, so we hope the final differences will be ironed out and a farm bill agreed to shortly after Congress returns in January.

In a joint congressional letter sent by AEM, AED and NAEDA this fall, we have said:

"Too often policy makers fail to fully appreciate the impact farm programs have beyond the farm gate. America is the world's leader in agricultural equipment manufacturing and is responsible for the livelihoods of many Americans who have no connection to production agriculture. According to an economic analysis conducted by Global Insights, 250,000 jobs in all 50 states are directly and indirectly supported by the agricultural equipment industry. The security of these jobs is largely dependent on

To read and download the statement outlining the 25x25 Vision going into its second decade, click [here](#).

Year's first national water forecast predicts limited supply west of the Continental Divide

WASHINGTON, Jan. 15, 2014 – A limited water supply is predicted west of the Continental Divide, according to the USDA Natural Resources Conservation Service (NRCS) National Water and Climate Center (NWCC) data in its first forecast of 2014. The NWCC also predicts normal water supply east of the Continental Divide and will continue to monitor, forecast and update water supplies for the next six months.

Monitoring snowpack of 13 western states, the center's mission is to help the West prepare for spring and summer snowmelt and streamflow by providing periodic forecasts. It's a tool for farmers, ranchers, water managers, communities and recreational users to make informed, science-based decisions about future water availability.

"Right now the West Coast is all red," NRCS Hydrologist Tom Perkins said. "Early indications are it will be very dry in the western part of the West, but wetter as you travel east. There are some exceptions to this, as New Mexico, Arizona, parts of Utah and southern Colorado are also expected to be dry."

[Read more...](#)

Source: USDA

Depreciate or Lease?

Congress threw U.S. agriculture a curve ball when it let accelerated depreciation virtually vanish in 2014. The popular 50% bonus depreciation sunset Dec. 31. More painful, instead of \$500,000 of Sec. 179 capital improvements eligible for first-year tax writeoff, your new limit is only \$25,000. (Don't have a panic attack--DTN's tax columnist Andy Biebl expects Congress to retroactively lift that ceiling to \$140,000 or so, but that's not set in concrete yet. John McNutt, a consultant with Latta Harris in Tipton, Iowa, speculates the ceiling could be \$200,000 or even \$250,000.)

Unless Congress acts, someone in a high tax bracket who spent a total of \$1.1 million on capital purchases could write off 77% of the costs in 2013, but only 14% this tax year, according to Jack Selzer, an attorney with Seigfried, Bingham PC, legal counsel to the North American Equipment Dealers Association.

Another way to look at it is that the grower would need to come up with an extra quarter-million dollars of cash or debt to make the purchase in 2014 vs. 2013, Selzer says, so the tax change alone is likely to price some customers out of the purchase. Obviously, that could dampen demand for grain bins, tiling, irrigation or pricey farm equipment.

[Read more...](#)

Source: DTN Progressive Farmer

Food industry to fire preemptive GMO strike

The giants of the U.S. food industry who have spent millions fighting state-by-state efforts to mandate new labels for genetically modified organisms are taking a page from their opponents and pushing for a federal GMO law.

But the Grocery Manufacturers Association, which represents such food and beverage leaders as ConAgra, PepsiCo and Kraft, isn't exactly joining the anti-GMO movement. It's advocating for an industry-friendly, watered-down law with a voluntary federal standard — a move that food activists see as a power grab by an industry that has tried to kill GMO labeling initiatives every step of the way.

The most powerful players in the food industry say they are simply trying to find a national solution for GMO labeling, rather than having to navigate a patchwork of dozens of state laws for every packaged food item on the grocery shelf. According to a discussion draft of GMA's proposed bill obtained by POLITICO, labeling standards would not be mandatory and the industry would submit to more FDA oversight.

[Read more...](#)

Source: Truth about Trade

Farms and the Affordable Care Act

Effective January 1, 2013, there are two new Medicare taxes that will affect higher-income farmers. The Net Investment Income Tax (NIIT) is a new 3.8% tax on certain types of passive income. Wages, self-employment income and other sources of income subject to Medicare tax may be subject to the new Additional Medicare tax of 0.9%. Whether these taxes will affect a farmer depends upon the farmer's tax filing status and level of adjusted gross income (AGI) for the year. The income thresholds for each filing status are as follows.

Read [more](#).

Source: Farmdoc / University of Illinois / Marc Lovell

the health of the U.S. agricultural sector, and completion of the 2013 farm bill will help ensure the long-term vibrancy of the agricultural economy and demand for agricultural equipment. Continued delays or more extensions are simply not acceptable."

Water Resources

The Water Resource Development Act of 2013 is also important to us and to agriculture. This bill makes a \$12 billion investment in the nation's ports and inland waterways infrastructures (locks and dams). Passage of this bill would enable activities at ports and waterways that contribute more than \$649 billion annually to the U.S. GDP and sustain more than 13 million jobs.

Those pieces of legislation, H.R. 3080 and S. 601, have been passed and are now waiting on conference committees to resolve the differences between the two bills. One thing we also like about these bills is the fact that they try to streamline coordination among 18 different federal agencies, congressional jurisdictional committees, and they prioritize projects and cut red tape on the projects. All of which everyone agrees needs to be done.

As you get a chance to see and visit with your representatives and senators, don't forget to mention these items to them. They need to hear from their constituents in order for them to justify their votes on these issues, as well as others.

MIKE WILLIAMS is vice president for government relations with the North American Equipment Dealers Association (NAEDA).

To read this article in full, click [here](#).

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North American Equipment Dealers Association

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

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Industry & Manufacturing News

Section 179 Deduction and Bonus Depreciation – 2014 Update

Section 179 of the Internal Revenue Code allows your customers to expense a portion of equipment purchases (new or used) in any given year. This essentially allows customers to accelerate depreciation of the equipment and the related tax savings. In 2013, this deduction could be used by any customer making purchases of equipment (or other property that must be depreciated) that totaled \$2,000,000 or less in that year. If your customer was in this category, \$500,000 of these purchases could be deducted under Section 179.

The bad news for dealers is that in 2014 the Section 179 deduction amount drops to \$25,000, and the maximum amount of equipment that can be purchased before the deduction begins to be phased out is \$200,000 (the deduction will be completely phased out once purchases exceed \$225,000).

Read [more...](#)

Source: Seigfreid Bingham, PC

Snowpack indicates limited water supply as Western drought rolls on

There's little relief ahead for the drought-weary U.S. West, according to a government agency's first water supply forecast of 2014.

The USDA's Natural Resource Conservation Service's (NRCS) National Water and Climate Center is predicting a limited water supply west of the Continental Divide, based on the snowpack in 13 western states.

"Right now the West Coast is all red," NRCS hydrologist Tom Perkins said in a news release. "Early indications are it will be very dry in the western part of the West, but wetter as you travel east." A normal water supply is seen east of the Divide.

"But that could all change by the end of the season," Perkins continued. "This early in the season - who knows? It always changes."

A seasonal forecast from the National Oceanic and Atmospheric Administration's (NOAA) Climate Prediction Center is calling for a milder and somewhat drier than normal winter for much of the West.

According to NRCS meteorologist Jan Curtis there is a very small chance for normal precipitation on the West Coast.

"The North Cascades in Washington might have a normal year, but Oregon and California are unlikely to have normal precipitation," Curtis said.

Melissa Webb, the lead snow surveyer for NRCS Oregon, said she isn't alarmed yet.

"Oregon snowpack looks grim right now, but the season is young and storms are on the horizon," Webb said. "While concerned, we're hopeful for some recovery in the next couple of months."

Although NRCS' streamflow forecasts do not predict drought, they provide information about future water supply in states where snowmelt accounts for the majority of seasonal runoff. In addition to precipitation, streamflow in the West consists largely of accumulated mountain snow that melts and flows into streams as temperatures warm into spring and summer.

The latest forecast comes as California enters its third year of drought. The state has more than 80,000 farms growing more than 400 different crops, as well as raising beef and dairy cattle. In addition to being the

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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dominant U.S. producer of fruits, vegetables and nuts (including 80 percent of the world's almonds), California is the leading dairy producer in the U.S.

Dave Kranz, director of communications for the California Farm Bureau, said that without additional precipitation, it is likely that some of the state's most agriculturally rich areas will receive, at most, 10 percent of its normal irrigation allocation, and possibly none.

USDA has already declared every county in the state a natural disaster area, making qualified farmers in those locations eligible for emergency loans.

[Source: Agri-Pulse](#)

Farm Bureau wary of Big Data

SAN ANTONIO (DTN) -- American Farm Bureau members are concerned about the drive in private industry for "Big Data" and what such data aggregation efforts mean for personal information.

Delegates to the group's annual convention adopted new policy this week, stating that such information should remain property of the farmer and warrants protection. Members believe companies have an obligation to fully disclose how they use data, compensate farmers when information is shared with third parties and prevent such information from being subject to federal Freedom of Information Act requests. Also, farmers should have the right to ask for their data back from a private company.

One Farm Bureau state president told DTN that farmers have concerns over various issues, such as how they are measured against others on fertilizer use, for instance. Moreover, Farm Bureau members became more concerned about data collection and sharing after EPA gave personal information about livestock feeding operations to environmental groups last year.

[Read more...](#)

Source: DTN Progressive Farmer

More translations offered for Ultra Low Sulfur Diesel best practices bulletin

AEM is assisting members who work in world markets by posting 20 additional translations of its Ultra Low Sulfur Diesel (ULSD) end-user guidance bulletin on its website.

All of the latest translations are available as free PDF downloads that are ideal for quick, laser printer quality copies.

[Read more...](#)

Source: AEM

JCB appoints new North American Chief as Patterson retires

JCB's John Patterson CBE, who rose through the ranks from field service engineer to Group Chief Executive, has retired after 43 years' service. His retirement sees Arjun Mirdha take up the position of President and CEO of JCB in North America, where John Patterson has led operations since 2008 as Chairman and CEO.

John Patterson joined JCB in 1971 and went on to work in Canada and America before returning to the UK in 1988 as Managing Director of JCB Service. In 1993, John, was appointed Managing Director of JCB Sales before becoming Group CEO – only the third person in JCB's history to hold the position.

He went on to become the company's second longest serving CEO and in his 10 years in the role, sales broke the £1 billion mark for the first time, eventually reaching more than £2 billion by the time he stood down in 2008. He then became Chairman and CEO of JCB Inc based in North America.

JCB Chairman Lord Bamford said: "During John's time as Chief Executive, JCB achieved unprecedented sales growth and led the company's transformation into a truly global company. I thank John for his contribution over the past 43 years and am delighted he will remain a Director of the JCB Group and Chairman of the Board of the JCB USA companies."

Under John Patterson's leadership as Group CEO, JCB opened facilities in Savannah, GA; Sao Paulo, Brazil; Pune, India and Shanghai, China. In 2010 he oversaw a \$40 million investment in a new range of skid steer and compact track loaders which went into production at JCB's North American HQ in Savannah.

John Patterson said: "I am proud that there are no boundaries to career development at JCB and I have had an incredible time over the past 43 years. I am proud to have been part of a team which has seen JCB become the world's third largest construction equipment manufacturer and achieve market leadership for many of its products.

"JCB has made excellent progress in North America in recent years but there are many more opportunities to be seized and I wish Arjun Mirdha well as he leads the team as President and CEO of JCB in North America."

Arjun Mirdha took up his new role from 1st January 2014, reporting directly to Graeme Macdonald, JCB Group Chief Executive.

[Source: JCB](#)

Two new OEM Sales Manager appointments at Kawasaki

GRAND RAPIDS, Mich. (Jan. 9, 2014)---The Engines and Power Products Division of Kawasaki Motors Corp., U.S.A. is strengthening its OEM sales operations with the addition of two OEM sales managers who will report to Tim Malinowski, senior sales manager-OEM sales. Malinowski said that the appointments of Bryant Huyser and Darrell Hyde are effective immediately.

Huyser has been with Kawasaki since 2007, most recently as the senior sales coordinator following a role as the sales and inventory coordinator. His well-established relationships with OEM companies and his extensive knowledge of the company's manufacturing processes at its Maryville, Mo. facility will support his ability to easily transition to his new post.

Hyde, who comes to Kawasaki from Suspa Inc., a marketer of industrial gas springs and dampening products following a position related to the turf and construction industries with United Rentals, will focus on business expansion in the commercial and related markets.

"These additions to our team will enhance the company's ability to expand on the relationships that have been built with our OEM partners over the past years," said Malinowski.

According to Malinowski, both of the new sales managers will be taking care of current customers and also developing new opportunities for the brand. Kawasaki works with some of the most recognized names in the lawn and garden industry, as well as with industrial and golf industry vehicle manufacturers.

Most of the company's engines are built by Kawasaki Motors Manufacturing Corp., U.S.A. in Maryville. The KMM facility recently celebrated the completion of more than seven million units since opening in 1989.

Kawasaki Engines and Power Products, a division of Kawasaki Motors Corp., U.S.A., distributes gasoline engines and professional handheld power products for landscape, industrial, and consumer markets. The division is headquartered in Grand Rapids, Mich., and services customers through its network of more than 7,500 independent dealers through the United States, Canada, and U.S. Trust Territories of the Pacific, including Guam

[Source: Kawpower](#)

Manitou Group appoints Michel Denis president and CEO

The Manitou Group board of directors has named Michel Denis as the group's new president and chief executive officer.

Denis replaces interim president and CEO Dominique Bamas who was appointed to the position in March 2013. Bamas' resignation was amicable and in accordance with agreements made with the board to step down once a permanent replacement was found.

"After having assisted the Board for several years as a Director, (Bamas) made himself available at a pivotal moment in our history that required a realignment between profitability and development," said board Chairman Marcel Braud in a prepared statement. "During this period he stabilised financing for the next five years, reduced the debt and initiated a combination of optimisation programs and developments from which the group should benefit in the upcoming years."

Denis, 48, is a graduate of the French business school ESSEC as well as French engineering school Ecole Centrale de Lyon. Most recently he served as CEO of the Fraikin Group, Europe's leader in truck rentals.

[Source: Equipment World](#)

Canadian News

Canada's economy losing 'haven' reputation: report

It's not as dramatic as last year's calls to "short Canada," but at least one economist warns the country is quickly losing its status as a "safe haven" for investors. An underperforming stock market, the falling loonie and the amount of money being pulled out of the country by foreigners are reasons to believe Canada may be losing its lustre.

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Source: Yahoo Finance Canada

Canada's economy in 2014: where are we going?

The health of a nation's economy has a lot of moving parts, meaning predictions often involve a lot of ifs, ands or buts. Forecasters are anticipating further weakness with the loonie, which could possibly dip below 90 cents over the next two years as slow growth and low inflation pull it down.

Read [more...](#)

Source: Global News

Bank of Canada expected to keep key interest rate at one percent

The Canadian dollar, already the worst performing primary currency, could be in for even more downward pressure depending on what the Bank of Canada has to say at its next scheduled interest rate announcement on Wednesday. There is no doubt the central bank will keep its key rate at one per cent, where it's been since September 2010.

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Source: Castanet

FCC offers to help customers affected by grain bottleneck

Farm Credit Canada (FCC) is offering assistance to customers across Western Canada affected by the current backlog in the grainhandling system resulting from record high volumes of grain, the Regina-based federal Crown corporation announced Thursday. Due to the record harvest of 95.5 million tonnes of grains and oilseeds in 2013, many producers in Western Canada are experiencing delays in being able to deliver and convert their crop to cash.

Read [more...](#)

Source: Leader Post

Ag more than ever trumpets farming opportunities and optimism

FCC surveys have found 80 per cent of farmers expect to be better off in five years but urban residents often have a negative view "Ag More Than Ever is an industry-driven cause," says Lyndon Carlson, senior vice-president of marketing with Farm Credit Canada. "We're here to tell the real story of agriculture, about a proud past and a promising future; to get the story out and talk positively about our industry."

Read [more...](#)

Source: Manitoba Co-operator

Harper Government advances Agricultural trade in Europe

Agriculture Minister Gerry Ritz represented the interests of Canadian farmers and met with key trading partners attending the 6th Berlin Agriculture Ministers' Summit at the Global Forum for Food and Agriculture during International Green Week.

Read [more...](#)

Source: Ein News

Provinces remain united over Canada Job Grant concerns

Provincial and territorial labour ministers emerged from a teleconference call Friday afternoon united in their position that the Canada Job Grant, a new skills training program scheduled to come into effect on April 1, should not come at the expense of existing training programs for Canada's most vulnerable workers.

Read [more...](#)

Source: CBC News

Canadian Equipment Dealers raise over \$80,000 for Foundation

The Canada West Equipment Dealers Association is pleased to announce that over \$80,000 was raised for the Canada Equipment Dealers Foundation (CEDF) at the association's 2014 annual general meeting and convention. The funds were raised through a variety of events, including a silent and live auction, and private donations.

Read [more...](#)

Source: Farm Equipment

Dealer Candidate Course

The Canada West Equipment Dealers Association, in partnership with Jerkins Creative Consulting (JCC) is pleased to announce the dates for the 2014 Dealer Candidate Course. To be held June 24-25, 2014 in Regina, SK; the course is now open for registration!

The Dealer Candidate® Course will prepare and train your staff to achieve excellence. Whether you are looking at succession planning or creating more qualified departmental or corporate leadership, this course takes your leaders and prepares them for the next level of management and vision.

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Source: CWEDA

NAEDA, Association & Program Partner News

Consider a contribution to NAEDA's Equipment Dealers Foundation

NAEDA's Equipment Dealers Foundation (EDF) was created to provide grants to meet the industry's need for training resources, career advancements and scholarships. Through the years, the EDF has expanded its efforts to help dealership employees affected by natural disasters. Moving forward, your support is needed for research, grants and scholarships to continue to enhance our industry.

When faced with a disaster, the EDF has been able to step in and help. The EDF has financially aided a number of dealers and dealer employees, thanks to the generous support of dealers, manufacturers, suppliers and affiliated associations.

The purpose is not to replace insurance coverage or the entire business economics; rather, the efforts through "bridge grants" of up to \$2,500 help put food on the table, replace toothbrushes and toothpaste, put gas in the vehicle and generally help individuals get their everyday routine back as quickly as possible. To date, the EDF has provided more than \$200,000 to assist disaster victims.

In 2012 and 2013, EDF has offered a matching scholarship program in conjunction with dealers and affiliate associations, with the goal of helping dealers train the next generation of employees. These scholarships, coupled with the other matching grants of the sponsoring dealer and affiliate associations, were used to help students interested in the equipment industry attend schools and receive training so they can be a part of our industry after graduation. To date, 145 matching scholarships have been awarded to students.

Now is where you can help. In order for EDF to assist when disaster strikes again—and it will—and to help do research and provide important industry data and education, and provide scholarships to students excited about our industry, we need your continued support. Please consider a generous donation to the NAEDA EDF as we close out the year.

Please visit our website at <https://www.naeda.com/SupportEDF/EDFFoundationOnlinePayment.aspx> to contribute online.

Thank you.

NAEDA Shipping Program freight management company celebrates its 25th Anniversary



PartnerShip, the company that manages the NAEDA Shipping Program, is celebrating its 25th Anniversary this year.

PartnerShip was founded by the non-profit National Association of College Stores (NACS) in 1989 to help college stores with all of their small package and LTL freight shipping needs. 25 years later, they are now a leading shipping solutions provider to small and medium businesses across North America. Today they help over 17,000 businesses across over 120 industries and trade groups manage their **small package, LTL freight, tradeshow, and specialized shipping**.

If you do any amount of shipping – big or small – make sure you are taking advantage of this member benefit and the broad set of services, the significant discounts, and the logistical expertise that PartnerShip brings to us through the NAEDA Shipping Program.

This message is brought to you by PartnerShip®, the company that manages the NAEDA Shipping Program. For more information or to enroll, email sales@PartnerShip.com or call 800-599-2902.

How NAEDA members can manage the impact of the 2014 small package rate increases



Your Shipping Connection FedEx and UPS recently announced their annual small package rate increases. The UPS rate increases take effect on December 30, 2013, while the FedEx rate increases take effect on January 6, 2014. As always, how much more expensive your particular small package shipments will be in the New Year largely depends on many factors, including shipment volumes, sizes, weights, and modes.

Here are some quick facts:

- FedEx Express package and freight rates will increase an average of 3.9% for U.S., U.S. export and U.S. import services.
- FedEx Ground and FedEx Home Delivery rates will increase an average of 4.9%.
- UPS Ground, Air and International rates will increase an average of 4.9%.

The small package shipping experts at PartnerShip have dug into the details and analyzed the new rate tables to assess the true impact to shippers and help you make sense of these increases. [Click here to download the Small Package Rate Increases ePaper.](#)

Now is the time to take full advantage of the benefits available to you through the NAEDA Shipping Program. When you visit PartnerShip.com/24naeda and enroll in this free program, you receive significant discounts on select FedEx® services – helping to offset these new rate increases.

This tip is brought to you by PartnerShip®, the company that manages the NAEDA Shipping Program. For more information or to enroll, email sales@PartnerShip.com or call 800-599-2902.

Currie Management Consultants Leadership Development 2014



You are invited to the following event: [LEADERSHIP DEVELOPMENT 2014](#)

Tuesday, February 25, 2014 at 8:30 AM

- to -

Wednesday, February 26, 2014 at 3:00 PM (EST)

This is a reminder that the kickoff meeting for Leadership Development 2014 is approaching. There are still openings! Please feel free to call or email if you have any questions. Registration is available on-line at the following link: <https://currieleadershipdevelopment2014.eventbrite.com>

Minimizing the cost of your processing account

The cost of accepting card payments is driven primarily by interchange, which is set by card associations like Visa®, MasterCard®, Discover® Network and UnionPay. They charge interchange fees to offset the costs associated with the card payments network. Interchange fees are evaluated quarterly based on an analysis of industry costs and economic conditions. Although interchange fees are applied to all credit card processors equally, they fluctuate in amount based on a variety of factors.

The interchange rate you pay can be affected by factors you can control as well as those outside of your control. For example, you can't control the type of card presented or whether the cardholder earns miles or rewards for using the card, but you can control the way your account is configured, how the transaction data is entered into the terminal, and the time of settlement versus time of authorization.

You must make sure your payment operations are set up to help your transactions qualify at favorable rates. Card Associations quote the lowest rate for a transaction, assuming that a number of requirements (which vary according to the card type, the type of business accepting the card payment, and the transaction channel) are met. If one or more of these requirements are not met, the transaction is categorized at a more expensive interchange level. This is referred to as a "downgrade."

[Read more...](#)

Source: Elavon

Digital edition of the Equipment Dealer Buyer's Guide available

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.

Share your input with NAEDA's OPE Dealer Council

Do you have topics or issues you would like the [NAEDA](#) OPE Dealer Council to address at its February 3, 2014 meeting? If so, contact [Joe Dykes](#) or any member of the council now. Click [here](#) for contact information.

Topics to submit might include issues affecting your store and actions of a distributor, manufacturer and or other supplier. They might involve warranty problems, Internet problems or other management issues you face.

Also, let us know if you have heard about issues other dealers have expressed to you. Be sure and include the state or province where the issues are occurring in your message so the council can know if it is a local, state, provincial or national issue. The council wants to know about issues affecting your dealership so they can be addressed by them directly and help get them resolved.

Tip of the Month



[January Tip of the Month: Uploading New MSDS to Your Online Inventory](#)

Ever want to upload a new mSDS to your online inventory? To follow our "How to" Video to watch a step by step short tutorial on how to upload an mSDS to your online facility, [click here](#).

Please contact support at (800)-486-0400 or email us at support@kpaonline.com for any questions.

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