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NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Wednesday, March 12, 2014

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From the NAEDA Office

Are Drones in Your Future?

Unmanned aerial vehicles could become a profitable revenue source for equipment dealers.

As more progressive farming operations have grasped new technologies to make producing the nation's and world's food supply more efficient, progressive equipment dealers and the companies they represent have strived to keep pace with the advancements in agricultural technology. GPS, precision agriculture and more recently, coordination by telematics, comprise the current generations of technological applications that most dealers are and have been assisting customers with for years.

Many dealerships have or are planning to establish departments within the dealership to provide consulting services, expertise and training for the sales and support of precision farming products. Finding and maintaining a qualified management, sales and service team has always been a challenge for dealers. Adding a qualified consulting team with backgrounds in agronomy, fertilizer, seed, chemical, etc., will be of equal challenge for many dealers.

That brings us to the next major advancement in precision agriculture, and specifically, what will the equipment dealer's role be, if any. Unmanned aerial vehicles (UAVs), or drones, are replacing more expensive manned aircraft to provide aerial imagery of farm fields. This high-quality imagery is used to provide a real-time assessment of current problems as they occur during the growing season.

While the Federal Aviation Administration (FAA) currently prohibits the commercial use of UAVs, the agency is in the process of developing rules for commercial use. However, researchers and agricultural companies are gearing up to test UAVs and to develop applications for farmers. It is pretty clear to see the advantages UAVs can and ultimately will play in crop production. The economic potential for agriculture is too great for it not to take hold.

With this growing interest in how drones can be valuable new tools in

Legislative & Regulatory News

U.S. more energy secure because of shale, chamber says

The United States became more energy secure in 2013 as the shale boom continued to pad domestic resources, according to an analysis by the U.S. Chamber of Commerce.

The chamber's International Index of Energy Security Risk showed that the United States now ranks as the sixth-most-secure among the top 25 energy consumers worldwide, up one spot from a year earlier. Ranking ahead of the United States were Norway, Mexico, New Zealand, the United Kingdom, and Canada.

Ukraine ranked last.

"Ukraine has consistently ranked last among the top 25 energy users," the chamber said in a statement.

"Ukraine must import virtually all forms of energy and is especially reliant on Russia for natural gas. Its economy is also very energy inefficient."

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Source: Fuel Fix

Unemployment insurance plans duel in Senate

The partisan stalemate over restoring lapsed emergency unemployment insurance benefits is expected to continue after Senate Republicans, skeptical of the offset in a new Democratic plan, unveiled their own proposal last week.

"If [Democrats] want a UI extension, they have it," Sen. Dean Heller, R-Nev., who is one of seven Republican sponsors of the bill, said just before unveiling the bill Thursday.

Senate Democratic Leader Harry Reid, D-Nev., could seek to take up the Democrats' bill, sponsored by Sen. Jack Reed, D-R.I., as soon as this week, aides said Friday.

The Democrats' plan would extend benefits for six months and offset the cost by using savings from the recently enacted farm bill.

Democrats and Republicans have been duking it out over unemployment benefits for the long-term unemployed ever since they expired last year. The chamber has failed twice to extend benefits, both times falling short of the 60 votes needed to advance legislation.

Democrats see the issue as part of their message on addressing income inequality, which they hope resonates with voters in the November midterm elections.

Republicans charge that Democrats do not want an agreement on the issue so they can continue to use it as a political cudgel to paint the GOP as not caring about the unemployed.

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Source: Roll Call

Groups object to equipment pooling, LKE repeal in Senate Finance Tax Reform Plan

Eighteen state and national trade associations joined in a Feb. 25 letter to leaders of the Senate Finance Committee objecting to the committee's proposal to create a new asset pooling system to depreciate business property and repeal like-kind exchange.

The letter to Sen. Ron Wyden (D-Ore.), who recently took over the committee's chairmanship, and Ranking Member Orrin Hatch (R-Utah) expressed support for tax reform that improves the Internal Revenue Code (IRC) for both corporations and pass-through entities and creates a tax environment conducive to economic growth and investment. However, the letter said the pool scheme, proposed in November 2013 (before Wyden took over the Finance Committee) would create unrealistically lengthy asset recovery periods for business assets that will negatively impact business cash flow and reduce economic growth and job creation.

Because many companies will have to continue to track individual assets for business purposes, pooling would actually create new recordkeeping requirements and add complexity, the letter said.

A copy of the letter can be [read here](#).

House votes to overhaul federal reg process

The House on Thursday approved legislation that would force federal agencies to be more transparent about pending regulations, and make them choose regulatory alternatives that impose the smallest cost possible on companies.

The Achieving Less Excess in Regulation and Requiring Transparency Act, or the ALERRT Act, is the GOP's latest attempt to limit the impact of federal rules on the private sector. Republicans say the explosion of regulations is the chief culprit behind the lackluster job growth around the country, a message the GOP appears likely to repeat up until the November midterm elections.

The GOP found scant support among Democrats for the idea, with just 10 Democrats supporting the bill in the 236-179 vote. The Senate is unlikely to consider it, and on Tuesday the Obama administration threatened to veto the bill.

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Source: The Hill

Vilsack urges EPA caution in revising RFS

WASHINGTON, Feb. 28, 2014 - Agriculture Secretary Tom Vilsack told the nation's ethanol producers that he's reached out to EPA chief Gina McCarthy and White House officials to make sure they understand the importance of their industry before going through with plans to cut the Renewable Fuel Standard (RFS).

The EPA in November issued a [proposal](#) to lower the RFS requirement for 2014 by 16 percent, from the initial congressional mandate of 18.15 gallons of ethanol and biodiesel for blending into gasoline to 15.21 billion gallons. The plan is now undergoing interagency review at the White House Office of Management and Budget. Vilsack said he's asked McCarthy to carefully review the 15,000 comments the proposal has generated from stakeholders and the public, many of which argue that corn-based ethanol has lowered the cost of gasoline, is good for the environment, reduces the country's dependence on foreign energy, and helps create jobs.

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Source: Agri-pulse

agriculture, the FAA has selected six public entities that will develop and conduct unmanned aircraft systems (UAS) research through test sites around the country. These congressionally mandated test sites will conduct critical research into the requirements necessary to safely integrate UAS into the national airspace over the next several years. The selected sites include the University of Alaska, the state of Nevada, New York's Griffiss International Airport, North Dakota's Department of Commerce, Texas A&M University at Corpus Christi, and Virginia Polytechnic Institute and State University (Virginia Tech).

According to an article in *Farm Industry News*, "UAV s can obtain a vast array of aerial data by flying over farm fields, and the type of data they collect depends on the camera system the UAV is carrying. Most UAVs carry consumer-grade cameras that collect high-resolution still images and video when flying over a field. The user then views the images or footage once the UAV surveys a field to identify abnormal spots that may need to be visited for problems related to nutrients, pests, weeds, moisture or other issues. The benefit lies in being able to scout your fields faster by quickly identifying the problem spots rather than walking a whole field on foot."

Will equipment dealers have a place in the marketing, sale and servicing of UAVs? Will the equipment manufacturers develop a stake in the distribution? If so, this potentially could be a significant revenue generator for the equipment dealer who has and will provide value-added consulting services and products for their customers. In fact, one NAE DA member, Riesterer & Schnell, a multi-store dealership in Wisconsin, is taking that step into the future. The dealership will begin offering the helicopter-style drones (hexacopters) for sale to agriculture customers through their retail locations.

This proposition is probably not as far-fetched as it may sound. While these types of services have traditionally been provided by farm service and custom application businesses, shouldn't the dealer of the future be looking at these opportunities? Without question, UAV s could become a complement to the current and future products and services dealers can use to provide to remain a viable partner with their customers.

Maybe robots are next?

JOE DYKES is director of Member



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Industry & Manufacturing News

States wrestle with developing, restricting drones

BRIGHAM CITY, Utah (AP) — Law enforcement, government agencies and others are itching to use drones for everything from finding lost hikers to tracking shifting wildfires. But privacy watchdogs are urging state legislatures to step in and head off any potential privacy violations.

That tension is on display as more than 35 states consider drone legislation this year, according to the National Conference of State Legislatures. The bills include ways to attract an industry that could generate billions and restrictions on drone use and data collection.

"It's in its nascent form now, but it's growing and will be growing in the future," Steve Erickson, who leads a privacy watchdog group called Citizens Education Project, told Utah lawmakers recently.

The proposed legislation comes as states are awaiting clear federal guidance on drones. Many states have taken additional steps to lure the unmanned aircraft industry, such as trying to become a federal testing site, with hopes it will be a financial boon.

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Source: Big Story AP

Hog prices take off, probably due to PED-V

How large are the losses of baby pigs due to PED-V (Porcine Epidemic Diarrhea Virus) and how will the losses reduce slaughter supplies this spring and summer and for the rest of 2014? No one knows the correct answer, but lean hog futures market participants seem to have decided that the losses will be very large for slaughter supplies this spring and summer. In the past two weeks, April lean hog futures have risen by \$10.68 and June futures have risen by \$6.10 to record highs.

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Source: Farmdoc

AGCO Co-Founder James Seavers passes away

In a February letter to AGCO employees, Bob Crain, vice president of North American operations, reported that James Seavers, one of the original founders of AGCO Corp., unexpectedly passed away on February 16. Mr. Seavers would have been 68 on March 8.

In his letter, Crain wrote, "Mr. Seaver was an original founder of AGCO Corp. in 1990 and a critical part of the executive leadership team for 15 years before his retirement in 2005. Mr. Seaver is credited with shaping much of AGCO into the company it is today and played a critical role in the sales and marketing growth, seeing the company grow from \$300 million to \$5.2 billion at the time of his retirement. He served the company as Senior Vice President, Sales and Marketing; Chief Executive Officer, AGCO Finance Group; and Senior Vice President, Worldwide Sales. Prior to that time he served the company in various other senior office positions.

"Upon Mr. Seaver's retirement in 2005, AGCO CEO, Martin Richenhagen commented, "His contribution to AGCO's growth is immeasurable, and he should be very proud of his accomplishments. We certainly are." Former AGCO CEO and Chairman of the Board of Directors, Bob Ratliff added, "He has been a wise advisor and good friend, not just to me, but to everyone who had the good fortune of working with Jim." During his time

Services for the North American Equipment Dealers Association (NAEDA).

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

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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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with AGCO, Mr. Seaver touched the lives of many AGCO employees still with us today as well as the entire dealer network in North America and abroad. He will be remembered as a great mentor, dear friend and respected colleague.

“Mr. Seaver is survived by his wife, Susan Seaver of Johns Creek, Ga., his son, Christopher Seaver and daughter-in-law, Cara Seaver and two grandsons, Charlie and Sawyer, of Decatur, Ga., a sister Ann Brinson and husband Glenn of West Palm Beach, Fl.; a nephew Bob Brinson and family of Atlanta, Ga.; a niece, Beth DesJardin and family of West Palm Beach, Fl. and Brother-in-law, Vincent Lauria and wife, Marcia of Atlanta, Ga.”

A Funeral Mass was held on Friday, February 21, 2014 at St. Benedict's Catholic Church, 11045 Parsons Road, Duluth, Ga.

In lieu of flowers, the family requests that donations can be sent to the American Heart Association in the name of James M. Seaver.

[Obituary](#)

Source: Farm Equipment

Canadian News

Ottawa steps in to ease grain backlog

The federal government is compelling railways to start clearing a backlog of grain across the Prairies, and says it will issue stiff penalties if they fail to meet minimum weekly shipping targets. Transport Minister Lisa Raitt announced Friday that the government has issued an order in council, which comes into effect immediately, that will force Canadian National Railway and Canadian Pacific Railway to move 500,000 metric tonnes of grain each week, which is double the current volume.

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Source: CTV News

Harper headed to South Korea in hopes of finalizing free-trade negotiations

With parliamentarians on a break week, Prime Minister Stephen Harper is heading to South Korea to sew up a landmark free-trade deal – a pillar of the government's economic strategy that comes after a similar deal with the European Union.

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Source: The Globe and Mail

Rosy year ahead for farmers: Ag Canada

Canadian farmers generated near-record income in 2013 and are expected to have another terrific year in 2014, according to Agriculture Canada. Aggregate net cash income for 2013 is projected to be \$13.23 billion, just shy of the historical peak of \$13.35 billion set in 2012. Average net operating income on a farm level is forecast to be an all-time high of \$68,498.

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Source: The Western Producer

Expect 'volatile, uncertain' 2015 election due to riding boundary changes: Nanos

All four federal political parties have started the nomination process for the next federal election in 2015 which is expected to be 'volatile' and 'uncertain' due to the riding boundary changes across the country, says pollster.

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Source: The Hill Times

Canada's economy expands at 2.9% pace, beating forecasts

Canada's economy expanded at an annualized pace of 2.9 per cent in the last three months of 2013, Statistics Canada reported Friday. That was better than the downward-revised pace of 2.4 per cent seen in the U.S. over the same period. It was also better than the 2.5 per cent growth rate that analysts had been expecting.

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Source: CBC News

Income splitting remains on the table as Harper continues to support 'excellent policy'

Stephen Harper is publicly contradicting his Finance Minister for the second day in a row, defending a major

Conservative campaign pledge to allow income splitting as “an excellent policy” even though Jim Flaherty has voiced misgivings about the fairness of the measure.

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Source: The Globe and Mail

Federal government invests \$3.4 million in farm safety

A federal investment of \$3.4 million over five years in the Canadian Agricultural Safety Association (CASA) will fund more farm safety training and monitoring progress towards safer farms, officials said here last week. The funds support CASA efforts to implement the Canada FarmSafe Plan as well as initiatives such as annual national agricultural safety weeks held each March.

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Source: Manitoba Co-Operator

NAEDA, Association & Program Partner News

NAEDA to release 2014 Dealer-Manufacturer Relations Survey summary report

NAEDA will be releasing its comprehensive report on Dealer-Manufacturer Relations the last week of March to dealers (through their regional affiliate associations) and the manufacturers who are featured in the survey report. These companies received a minimum number of ratings from dealers for inclusion in the survey.

NAEDA Elects New Leadership

The North American Equipment Dealers Assn. (NAEDA) has announced the election of its new officers for 2014-15. They assumed their new roles March 1, 2014 at NAEDA's annual meeting in Phoenix, AZ.

Blaine Bingham, of Mesa, Ariz., has been elected chairman of the board of directors of NAEDA. Bingham is president/general manager of Bingham Equipment Company. The dealership sells Bobcat, Case Construction, Kubota, New Holland, Stihl, Toro and Landpride equipment from nine locations in Arizona. Bingham is serving his second three-year term on the NAEDA board from the Far West Equipment Dealers Association.

Brian Carpenter, of Middlebury, Vt., has been elected first vice chairman and treasurer of the board of directors of NAEDA. Carpenter is general manager/partner of Champlain Valley Equipment Inc. The dealership sells Case IH, Kubota, New Holland, Stihl, Woods and Landpride equipment from three locations in Vermont. He is serving his second three-year term on the NAEDA board from the Northeast Equipment Dealers Association.

Mark Foster, of Attica, In., has been elected second vice chairman and secretary of the board of directors of NAEDA. Foster is the ag division manager of Birkey's Farm Store, Inc. The dealership sells Case IH, Case Construction, Grasshopper and Woods equipment from thirteen locations in Illinois and Indiana. He is serving his first three-year term on the NAEDA board from the Mid-America Equipment Retailers Association.

Also serving on the NAEDA Executive Committee is **Richard E. "Rick" Lawhun**, President/CEO of NAEDA; **Tom Nobbe**, Wm Nobbe & Co., representing the Midwest Equipment Dealers Association, as immediate past chairman and **Mike Caraway**, Executive VP, SouthEastern Equipment Dealers Association who represents all the NAEDA affiliated associations.

An introduction to EMV and smart credit cards

EMV will significantly alter the U.S. payments industry, bringing a global standard and advanced security to the point of sale, while paving the way for innovation through mobile acceptance. Every physical point-of-payment that accepts a mag-stripe card today will be updated to include the ability to accept contact and contactless EMV chip cards and related devices (smart phone, key fob, watch, etc.).

Over the next few years, EMV will act as a springboard for the implementation of a wide-range of innovative value-added smart card and mobile commerce applications. These applications will, in turn, provide a world of exciting possibilities for consumers, merchants and financial institutions.

EMV adoption will dramatically alter the way payments are made, similar to major shifts that occurred with the migration from paper to electronic processing, and again with the introduction of e-commerce and online shopping.

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Source: Elavon

KPA Webinar: Going green just got easier

Green Incentives for Eco-Friendly Service and Repair Shops

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Thursday March 13, 2014



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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 March 13, 2014

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If you have any questions or feedback, please contact Becky Ross at bross@kpaonline.com, (866) 356-1735



Presenter:
Steven E. Schillinger
President, GRC-Pirk
Management Company

Steven E. Schillinger is the Administrator of the EPA Energy Star Green Garage Challenge as a registered environmental & licensed electrical engineer. Prior to joining GRC-Pirk Management in Reno, Nevada, Mr. Schillinger designed electronic control systems in the aerospace industry. As president of American Society of Heating, Refrigerating and Air Conditioning Engineers, he chaired design groups including the Naval Civil Engineering committee that developed specifications for the Energy Conservation Investment Program, a Military Construction funded program to improve the energy efficiency of DOD facilities.



Presenter:
Eric Schmitz
Vice President, Product and
Business Development, KPA

Eric is a registered environmental assessor and is the Vice President of Product and Business Development at KPA. Prior to joining KPA, Eric worked as a field chemist and project manager for a hazardous waste disposal contractor across the US. Eric earned his B.S. in Environmental Toxicology from the University of California at Davis.

The GHS deadline has passed. What now?

OSHA required all employees to be trained on the new label elements and safety data sheet (SDS) format of the Globally Harmonized System (GHS) by December 1, 2013.

There will be additional requirements over the next two years as the revised Hazard Communication Standard (HCS) is fully implemented.

Read [more...](#)

Source: KPA

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.

Tip of the Month



[Tip of the Month: Do You Know the Social Media Account](#)

[Privacy Laws in your State?](#)

Due to the rapid growth of social media, employers and employees have fought to find a balance between social media and the workplace. Some employers attempted to require employees to provide access to their social media accounts, causing lawmakers to create legislation to ban these practices.

Since 2012, twelve states have passed legislation barring employers from requesting electronic password information, including social media passwords. Currently similar legislation is pending in many other states.

To learn the status of your state's social media accounts privacy laws, click [here](#).

KPA's Human Resource Management product helps keep employers compliant with social media laws. For a copy of KPA's Social Media policy email BTorrez@kpaonline.com.

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