

2012 *NAEDA Equipment Dealer* Editorial Calendar



Month	Features	Equipment Spotlight
January	Outlook 2012 Annual outlook for the general economy – and specifically the equipment industry. Forecasts and trends!	Hay and Forage Equipment
February	How Dealers Are Responding to Spiraling Benefit Costs Results from the NAEDA wage and benefit survey. Plus, a close look at what some dealers are doing to cope with escalating benefit costs.	UTVs and ATVs
March	Power Pro – Ready for Action New web site, feature dealers, explanation of process and perks.	Outdoor Power Equipment
April	Using the Internet and Social Media to Attract and Retain Customers Does the internet and social media really work for dealers? How? Can it work for me? Learn the do's and don'ts of how they work and are used to push greater bottom line results.	Construction/Industrial + Shop Equipment, Supplies and Tools
May	2012 Buyer's Guide NAEDA's annual directory of equipment industry manufacturers, distributors and suppliers.	All types of equipment
June	10 Ways to Prepare for When the Regulators Knock at Your Door For most dealers it is not a matter of if, but when a regulator will come calling. Are you prepared? What regulations should you pay special attention to? How should you prepare?	Seeding and Planting Equipment
July/August	Feeding the World – Part I The doubling of food needed in the future and how U.S. and Canadian farmers, ranchers and equipment dealers are responding. A two-part series looking at the importance of Trade, Technology, Infrastructure, Legislation (especially the Farm Bill) and Supply and Demand forecasts around the globe.	Tractors (all types), Parts and Power Equipment
September	Feeding the World – Part II A continuation of Feeding the World – Part I.	Snow Plows/Snow Equipment
October	8 Ways to Prevent Theft and Fraud Strategies to eliminate equipment theft, case studies of dealerships who have been affected, credit card fraud, employee purchasing and accounting fraud.	Grain Handling and Harvest Equipment
November	How the Equipment Dealer Foundation is Helping You! From disaster relief to educational programs and scholarships, learn how EDF is “Helping Dealers Succeed.”	Fertilizing and Spraying Equipment
December	What the 2012 Election Results Could Mean to You! Immediately following the 2012 elections there will be change ahead. What will that change mean to you, your dealership and your bottom line? An insightful look into the results and their implications.	Large Property Equipment