

Purity remains NAEDA's top manufacturer relations issue



This "Action Alert" icon will be displayed whenever action steps exist to help your voice be heard on topical issues. Dealers can expect to see alerts in all forms of NAEDA communications.

Manufacturer Relations		
ISSUE	ACTION SUMMARY	NAEDA'S POSITION
Dealer Purity	<p>NAEDA and John Deere will meet on Sept. 5 in Shawnee Mission, Kan. to discuss dealer purity related issues. Purity will also be a topic at NAEDA's board of directors meeting in St. Louis on Sept. 13-14. NAEDA continues to develop strategies that will help dealers address ongoing purity concerns and it remains the top manufacturer relations issue for NAEDA and affiliate organizations.</p>	<p>Aggressive dealer purity actions are not in the best interest of dealers or manufacturers. NAEDA believes the marketplace determines "loyalty or purity" and we have indicated as much. Products should meet customers' needs, be high quality, competitively priced, generate a good margin and earn dealer support.</p>
Warranty Database	<p>NAEDA, FEMA and FEWA reviewed the initial "beta version" of the proposed warranty database program in August and have made specific program enhancement recommendations to Advantech Consulting Group, program developers for the Web-based system. A beta test will be conducted this fall, with final product delivery and rollout scheduled Jan. 1, 2008. Dealers and manufacturers are currently being sought for field testing. Advantech's Brent Natzke will demonstrate the beta version to NAEDA's board during its September meeting in St. Louis.</p>	<p>NAEDA believes a single warranty database makes sense for dealers and manufacturers.</p>
Government Relations		
ISSUE	ACTION SUMMARY	NAEDA'S POSITION
Farm Bill	<p>The U.S. House passed their version of the 2007 farm bill, 231 to 191, in late July, thus moving the topic to the Senate for consideration after Congress' nearly month-long August recess. The president has specifically warned he will veto any farm bill that increases taxes and violates pay-as-you-go (PAYGO) rules intended to mandate fiscal responsibility. Senators will now consider the House farm bill, as well as proposed legislation currently awaiting Senate consideration.</p> <p>NAEDA is actively supporting the farm bill titles of Trade, Rural Development, Conservation, and Energy. Specific title support was emphasized during testimony before the House Agriculture Committee delivered by Bob Frazee, then-chairman of NAEDA, on Sept. 13, 2006. NAEDA has purposely not taken any position on the various commodity programs.</p> <p>For a summary of the House-passed version of the farm bill, please go to the Advocacy Center at NAEDA's Web site (www.naeda.com) and click on the House farm bill link.</p>	<p>For the 2007 farm bill, NAEDA supports legislation that: provides for planting flexibility; provides a safety net for producers and considers extreme weather conditions and trade related issues; balances the needs of conservation and the needs of land used for production; considers trade issues; supports education and research efforts; provides for rural development activities to include agricultural credit, beginning farmer programs and value-added programs for a renewable bio-economy; and provides for educational programs to help dealers hire and retain quality employees in the agriculture and outdoor power equipment industries.</p>
Accelerated Depreciation	<p>Passage of accelerated depreciation legislation is of critical importance to maximize sales of agricultural equipment. To support NAEDA's accelerated depreciation legislative efforts, send letters to your House and Senate members. Letters supporting accelerated depreciation from dealer constituents of Senators Tom Harkin (D-IA), Saxby Chambliss (R-GA), Max Baucus (D-MT) and Charles Grassley (R-IA), key majority and minority leaders of the Senate Agriculture and Finance committees, are especially valuable at this point, as are letters to all senators on those respective committees.</p> <p>You can draft and send your letters via the Internet by clicking the Web addresses shown below or by going to NAEDA's Web site at www.naeda.com and clicking on the available live links. You may use the resulting prewritten letter or produce a customized version of your own, which can then be forwarded to your House and Senate representatives.</p> <ul style="list-style-type: none"> ■ Senate – to support S. 1621: http://ga1.org/campaign/S1621_EqDep ■ House – to support H.R. 2280: http://ga1.org/campaign/eq_dep_hr2280 	<p>NAEDA has been involved with other industry trade groups to move H.R. 2280 and S. 1621 legislation forward. NAEDA is also supporting accelerated depreciation efforts in Canada.</p>
Workforce Development	<p>NAEDA staff attended the 2007 annual meeting of the National Council of State Legislatures (NCSL) in Boston on Aug. 5-9 to identify legislative issues and dealer advocacy opportunities. Workforce development was a recurring subject within a number of the programs presented.</p> <p>The states' role in educating students and displaced workers to meet workforce demands of the future was emphasized. It was apparent throughout the meeting state legislators and their staffs are very much concerned about education, energy costs and supplies, healthcare, workforce development, telecommunications, global warming and other environmental issues, including water rights and usage.</p>	<p>Finding and keeping qualified people is one of NAEDA's top three organization priorities.</p>

A companion reference is regularly updated in the Dealer Advocacy Center at www.naeda.com.

Legislative Tracking

During the September board meeting, NAEDA's directors will consider taking positions on five issues of potential significance to equipment dealers. The issues are as follows:

Farm Credit Expansion Proposal

If enacted as part of the 2007 farm bill, the Farm Credit System proposals could increase competition in the rural housing market, enable farm-related businesses to more readily obtain competitive credit, and provide Farm Credit's directors greater flexibility to modernize certain stock requirements.

Global Regulatory Cooperation Project

The U.S. Chamber's Global Regulatory Cooperation Project (GRC) seeks to remove the many different types of In-Country Barriers (ICBs) to trade and promote market-oriented trade policies with foreign governments. GRC is intended to overcome current piecemeal and sporadic trade efforts by individual companies, industries, and various government agencies.

Highway Trust Fund

The nation's transportation infrastructure is in crisis. There is a call to commit adequate resources while finding new and creative ways of financing new construction and repair of existing roads, bridges, and transit as quickly as possible. The U.S. Chamber of Commerce recently distributed information to start the discussion on the Highway Trust Fund and its future funding needs.

Industrial Loan Companies (ILCs) (H.R. 698 and S. 1356)

Proposed House and Senate legislation would amend the Industrial Bank Holding Company Act to prevent additional commercial firms from acquiring or establishing ILCs. ILCs are specific purpose banks with limited operations. GMAC for car financing is a good example

Nebraska Tractor Testing

AEM has been working on draft language that would take the Nebraska Tractor Test to the national level in what they hope would be a transparent change in current requirements for Nebraska tractor tests for sales in that state.