



NAEDA Update

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION e-newsletter

Wednesday, February 26, 2014

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[Power Motive Corporation Increases Parts Inventory Turns](#)

Komatsu dealer Power Motive Corporation adopted a business system application to better manage its part inventory. Learn how Power Motive computed the best order quantity for parts based on demand data and doubled inventory turns for 70 percent of its business.

[Read more](#)

NAEDA NEWS ALERT

2014 AED/NAEDA Fly-in Reservation Form and Agenda

We look forward to your participation in the 2014 Washington, DC Fly-in scheduled for April 2 and 3. This will be a joint Fly-in with AED as was done last year.

We cannot stress to you how important this Fly-in can be for our legislative agenda for 2014. Given the upcoming fall elections, announced retirements and the fiscal/tax discussions taking place, Congress will be listening as they head into their second legislative session. If we are to get commitments from representatives and senators to move on the matters that are important to the us.....the Fly-in will be the time to get that accomplished.

Accommodations will be at the Hamilton Crowne Plaza Hotel which is located at 1001 14th Street, NW, Washington, DC 20005. NAEDA has 25 rooms blocked and we will also be able to accommodate additional nights if some participants want to come in early or stay after the Fly-in dates. Those rooms will be on a first come - first serve availability. The room rates per night for the hotel are \$279.00. The registration and housing form needs to be completed and returned to Amy Volk by noon on **Monday, March 10, 2014**. Please complete one form for each person who plans on attending. We will also need to know if a spouse/guest is planning on attending the briefing sessions so adequate materials can be prepared. Spouses and guests will be included in the meal functions.

The agenda for the meeting is attached, but note that some speakers have not been confirmed.

It is recommended that you start making contacts and appointments now for the Thursday hill visits as congressional schedules fill very quickly. If you need assistance in contacting your representatives or senators, you can go to <http://www.house.gov/representatives/> or to http://www.senate.gov/general/contact_information/senators_cfm.cfm and you will see a link to all the contact information for your representative and senators.

[Registration & Hotel form](#)

[Fly-in Agenda](#)

Additional briefing materials and "drop sheets" will be available at the Fly-in.

If you need additional information, please feel free to contact Mike Williams 636-349-6204 or williamsm@naeda.com or Amy Volk at volka@naeda.com or 636-349-6220.

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From the NAEDA Office

Two NAEDA Surveys Conducted Watch for publication of results from these surveys of NAEDA dealers.

In December 2013, NAEDA conducted a readership survey for our monthly publication, *Equipment Dealer*. The purpose of the survey was to identify whether our current editorial content was in line with readers' needs, as well as solicit additional topic content for the future.

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Legislative & Regulatory News

The key areas where dealers indicated they would like to see more editorial coverage were: employee management, industry outlook/information, manufacturer relations issues, legal issues, government relations, regulatory assistance, new equipment features and association news. This is encouraging as these topics are aligned with NAEDA's current priority of focus. We have the opportunity to maximize our resources to enhance the editorial content of this magazine to offer even more beneficial information for our readers.

While Equipment Dealer is owned by the North American Equipment Dealers Association, it has not been nor will it ever be primarily a "house rag." The magazine is certainly used to communicate important association issues to dealers, if necessary. However, the primary mission of the magazine is to offer insightful and useful information to equipment dealers and the industry. The results of the readership survey will help further fulfill that mission.

Look for additional changes in the magazine's content in future issues. We really appreciate the time dealers and other readers took to answer the survey.

NAEDA Dealer-Manufacturer Relations Survey

In January 2014, NAEDA conducted its annual Dealer-Manufacturer Relations Survey. The NAEDA Dealer-Manufacturer Relations Survey continues to be one of the association's most successful endeavors, providing important operating assessments for dealers and the primary companies they represent.

This year, we received cooperation from several manufacturers to assist in dealership participation and are expecting an even larger level of response from members and non-association members. However, only dealers who are members of NAEDA and their affiliate associations will receive the results of the survey.

The survey asks dealers to rate the manufacturers that they do business with in important categories regarding products (quality, availability and technical support), parts (availability, quality and return policy), communication, warranty and marketing/advertising support. Responses are compiled anonymously and distributed to manufacturers and NAEDA dealer members for comparison, analysis and review.

A summary report will be published and distributed to NAEDA dealer members

Tax code changes could cost agriculture

A new study shows proposed changes to the tax code restricting the use of cash accounting by agricultural operations would reduce agriculture's access to capital by as much as \$12.1 billion over the next four years.

The [study](#), released today by the national accounting firm Kennedy and Coe, LLC and Farmers for Tax Fairness revealed that U.S. agricultural producers forced to switch from cash-basis to accrual-basis accounting under new laws would have to pay out as much as \$4.84 billion in taxes during the next four years. Borrowing capacity of these operations would decrease by another \$7.26 billion over the same time period.

Source: Farmers for Tax Fairness

2012 Census of Agriculture preliminary results show growing farm economy

WASHINGTON, Feb. 20, 2014 –USDA today released the preliminary 2012 Census of Agriculture results. Key findings include an increase in the value of agricultural products sold in the United States totaling \$394.6 billion in 2012, up 33 percent (\$97.4 billion) from 2007. The number of farms and land in farms were down slightly, but held steady. Additionally, agriculture is becoming more diverse.

A copy of the highlights can be found [here](#). The full report, to be released in May 2014, will provide comprehensive data at national, state, and county levels on many additional aspects of American agriculture. Access the Preliminary Report, learn more about Census methodology, and find final results at www.agcensus.usda.gov.

Source: USDA Ag Census

House GOP plots anti-reg blitz

House Republicans next week will pass a legislative package aimed at making federal regulations more transparent and less costly to the economy. The legislation is the GOP's latest attempt to reduce the regulatory red tape that they say is stifling job creation. Republicans have said getting Washington out of the way of companies is the best way to turn around an economy that stills struggles to create jobs more than five years after the Great Recession.

Read [more...](#)

Source: The Hill



Industry & Manufacturing News

Two for One - Planter places two hybrids in field

From a distance, the Kinze planter looked no different from any others as it chattered across a field Feb. 21 in Moody, Texas. But "under the hood," this Kinze planter had two seed meters for each row and was placing two hybrids in different areas of the field, depending on what a predetermined digital map dictated.

Welcome to the world of concept multi-hybrid planters. This one, which was on its inaugural public run, was the result of a collaboration of Beck's Hybrid's, Kinze Manufacturing and Raven Industries.

The stars seem to be aligning for multi-hybrid planting technology, which promises a bump in yields along with a reduction in seed costs. Electric drives, improved yield maps and specialized hybrids and varieties have made the concept possible.

Both Kinze and Precision Planting announced at the winter farm shows that they have been working on planting systems that can plant two hybrids in the same field pass, putting Hybrid A in one area and Hybrid B in another. The idea would be to use a racehorse variety in the high-producing areas of a field and another -- less expensive -- hybrid in areas with less yield potential. Yield history and agronomic data could help select hybrids

and manufacturers in March. The report contains valuable feedback and information about the relationship between dealers and their suppliers. Both the manufacturers and the dealers have found the data to have value for improving product and service quality and for promoting top-ranked products to consumers.

Many manufacturers, for example, have expressed their support for the survey and for the results, good or poor.

► In some instances, manufacturers have used the survey results to promote their performance to their dealer network and even to end users.

► They have also used the results as a means to support change and improvements in their organizations.

Dealers have used the results:

► To evaluate potential new product lines and companies to carry.

► For competitive comparisons with brands they handle.

► To communicate areas of strengths and needs for improvements of their represented manufacturers.

Dealer's Choice Awards

Last year, NAEDA introduced the Dealer's Choice Awards, which recognize the manufacturers that have done an exemplary job in the key areas correlated to a dealer's operational model.

The Dealer's Choice Awards will again be awarded in 2014, and the NAEDA Dealer-Manufacturer Relations Survey summary rating data is utilized to determine the Dealer's Choice recipients in three categories (major tractor manufacturer, shortline manufacturer and outdoor power equipment manufacturer). Additional information from the survey's summary report and the Dealer's Choice Award recipients will be featured in the April issue of *Equipment Dealer* magazine.

JOE DYKES is director of Member Services for the North American Equipment Dealers Association (NAEDA).

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

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About NAEDA Update

North American Equipment Dealers Association

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that would actually do better in low-yielding areas.

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Source: DTN Progressive Farmer

Jacobsen Textron unveils plan for proven performance at Dixie Chopper

Earlier this year it was announced that Jacobsen Textron had acquired the assets of zero-turn mower manufacturer Dixie Chopper. Jacobsen will continue to operate Dixie Chopper out of the company's Indiana facilities and its existing management team will join Jacobsen.

As the company brings Dixie Chopper and its products into the fold, they will round out a complete product offering of turf maintenance equipment now including zero-turn mowers, reel mowers, trim mowers, wide-area rotary mowers, aerators, sprayers, utility vehicles and renovation equipment.

In the months following the acquisition, Jacobsen hopes to evaluate the brand's product offering and representation in the market as they invest heavily in the brand and the successes of its dealers. We recently spoke with David Withers, president of Jacobsen, who shares his plans and hopes for a union that brings all out on top.

Read [more...](#)

Source: Green Industry Pros

Industry Associations, Manufacturers reach agreement on Telematics data

AEM and the Association of Equipment Management Professionals (AEMP) along with a global contingent of heavy equipment manufacturers and fleet managers have agreed on a defined set of asset data that, when communicated remotely via telematics, can be sent to the end user of the equipment.

AEM and AEMP have announced that 19 data points will be part of a standard being developed and maintained by the two Associations and their memberships. In addition, the new standard defines a format that enables OEMs to deliver fault code information as part of the data feed.

A joint news conference with AEM and AEMP to answer questions about telematics and this defined set of data is scheduled for CONEXPO-CON/AGG, Thursday, March 6, at 9:15 a.m., room N252 in the Las Vegas Convention Center.

Read [more...](#)

Source: AEM

What polar vortex? Caterpillar sales to builders surge despite chill

Caterpillar Inc said on February 20 that sales of its construction equipment had surged in recent months, driven by an especially large jump in demand in North America, where a series of severe winter storms and arctic temperatures failed to keep builders out of dealer showrooms.

The Peoria, Illinois-based company, the world's largest maker of earth-moving equipment used by builders and miners, said that worldwide retail sales to end users in the construction industry rose 9 percent in the three months ended Jan. 31, driven by a 12 percent increase in North America.

Read [more...](#)

Source: Reuters

Canadian News

Saskatchewan and Alberta governments calls for immediate action and penalties on grain transportatio

The Saskatchewan and Alberta Governments are calling on the Federal Government to immediately oversee negotiations between the grain companies and CP and CN that will establish specific parameters around getting grain from the farm gate to ships at port.

Read [more...](#)

Source: Government of Saskatchewan

Read [more...](#)

Source: CBC News

North American Leaders Summit in Mexico sees Keystone on the agenda

Pressed by North American allies on an array of politically fraught issues, U.S. President Barack Obama on Wednesday vowed to press ahead with stalled efforts to expand trade agreements for the Americas into Asia and overhaul fractured U.S. immigration laws.

Fenton, MO 63026-3480

Phone: 636/349-5000

Fax: 636/349-5443

www.naeda.com

E-mail: naeda@naeda.com

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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.

To subscribe to NAEDA Update by e-mail, send your request to naeda@naeda.com or subscribe online at www.naeda.com.

You must be a paid member of a NAEDA-affiliated association for your subscription to be accepted.



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Source: CBC News

Canadian commodities continue to pile up after bumper crops

Canada's canola stockpile swelled to a record high, and wheat supplies were the biggest in 20 years by the end of 2013, Statistics Canada said on Tuesday, after farmers reaped bumper crops. Huge stockpiles came as no surprise after ideal weather helped farmers produce unprecedented wheat and canola harvests last year that grain handlers and railways have struggled to move to port.

Read [more...](#)

Source: Wisconsin Ag Connection

Canadian economic growth likely best it has been in years

Finance Minister Jim Flaherty said Canada's economy could post surprising growth this year as optimism remains strong around the U.S. recovery. Mr. Flaherty spoke about Canada's economic outlook at the Group of 20 summit in Australia on Sunday, saying that he sees the potential for growth to come in at between 2% and 3%, compared with a median of forecasts compiled by Bloomberg calling for 2.3% growth this year.

Read [more...](#)

Source: Financial Post

StatsCan: Farms getting larger, farmers getting older

A new report released by Statistics Canada says the number of farms in Canada is dropping, while the average age of a farmer continues to grow. The report entitled "Canadian Agriculture at a Glance," was based on data from the 2011 agricultural census.

Read [more...](#)

Source: Farms

Building Canada fund: Harper unveils \$14-billion in infrastructure cash

Prime Minister Stephen Harper lifted the veil Thursday on a \$14-billion infrastructure fund that will offer provinces, cities and smaller communities access to eagerly anticipated federal money over the next 10 years. The New Building Canada Fund, which was first announced in last year's federal budget, will be available starting this spring. It is part of the larger \$53-billion New Building Canada Plan, which also includes a Gas Tax Fund and a funding model for public-private partnerships.

Read [more...](#)

Source: Huffington Post Canada

2013 was an up-and-down year for Canada's pork industry

It was an up-and-down year for Canada's pork industry in 2013, as producers were struggling to break even in the first half of the year before posting a strong second half heading into 2014. "I think most producers in December 2012 were looking ahead at 2013 and thinking that it was going to be a fairly profitable year," said Perry Mohr, general manager for Hams Marketing Services in Headingley, Man. "I think it was February or March that both Russia and China banned U.S. pork that was fed ractopamine and that put a big damper on hog prices from that point until the middle of June, early July. Most producers were lucky if they were breaking even."

Read [more...](#)

Source: Alberta Farm Express

Federal Budget 2014: What's in it for Agriculture?

The federal conservatives tabled their budget Tuesday, which left little excitement for agriculture, as most of the items were announced ahead of time. Although not a new piece of information, the Tory's have included an initiative to launch a livestock insurance program for Western Canadian livestock producers. The program, which will start this spring, will provide an opportunity for cattle ranchers and pork producers to purchase insurance to protect against "unanticipated price declines."

Read [more...](#)

Source: Farms

Canada charts comfortable course to 2015 budget surplus

Canada's Conservative government looks set to comfortably balance its books in 2015 or even sooner, its latest budget showed on Tuesday, with cuts in spending on the public service more than offsetting a series of modest new expenditures. The low-key spending plan leaves Prime Minister Stephen Harper well-positioned to offer tax breaks and other initiatives in the run-up to an election scheduled for October next year.

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Source: Yahoo News

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NAEDA has teamed up with Elavon, one of the largest credit-card processors in the industry, to provide NAEDA members with great processing rates backed by excellent service.

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NAEDA, Association & Program Partner News

Documentation is the Best Offense - The Yellow Box

First impressions can mean everything especially when dealing with a regulatory inspection. If your manifests and documentation are orderly, the impression given to an Inspector is that the rest of your business is also in order. It also indicates that you pay close attention to the details involved in maintaining a safe and environmentally compliant business. Proper documentation also gives evidence of compliance as it is often stated that "if it isn't documented, it didn't happen."

The Yellow Box is a one stop shop, simple way of compiling all the documentation of a vibrant Safety and Environmental Program. Unfortunately, it often becomes a foot rest or is forgotten in the recesses of the Parts Department, when the documentation contained may be the difference between huge fines and penalties or proof of compliance. Your KPA Engineer will periodically review your documentation but it is especially important that you, as the ultimate owner of your Environmental and Safety Program, are well aware of what documents are housed in the Yellow Box.

Read [more...](#)

Source: KPA

KPA Webinar: Is it a work bay or a technician's man cave?

Thursday February 27, 2014

Learn what items should and should not be in a technicians bay.

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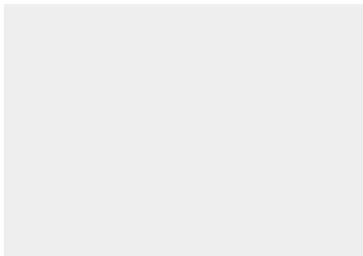
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Learn what items should and should not be in a technicians bay.

Think about how you kept your bedroom as a child. How would its appearance reflect upon you? Maybe you kept it neat and orderly, or maybe you had clothes and trash all over the place because you didn't care how it looked. Many times one's personal space gives a brief glimpse into a person's typical behavior. If you're building a safety culture or you're just worried about regulation compliance then you must consider the upkeep of a technician's workspace. Even though a technician's tool box and items are personal belongings, the facility management team has the final say over the appearance of the dealership. Controlling the look and shape of a workspace can be an effective tool for loss control. Take a look around your service department. Do you know, with 100% certainty, whether or not the refrigerators, droplights, air guns, cage fans, etc, are compliant by OSHA regulations? Please join KPA Engineer Zach Pucillo as he takes a glance at a technician's workspace and the safety implications of the many items found in a technicians work bay.

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 February 27, 2014

Time: 9:00am - 10:00am Pacific
 10:00am - 11:00am Mountain
 11:00am - 12:00pm Central
 12:00pm - 1:00pm Eastern

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



Presenter:
Zach Pucillo
 Engineer IV, KPA

Zach Pucillo has worked for KPA as an Environmental and Safety Engineer for the past 6 years. He has assisted automotive dealerships, manufacturing plants, and warehouses with compliance and reducing the number of accidents. Zach is a Certified Safety Professional and an authorized OSHA Outreach Trainer.

Free webinar: How to achieve greater success in hiring National Guard Members and other Veterans

Are you looking for expert tips on ways you can more successfully identify, interview and hire veterans and National Guard members?

You can watch a high quality recording of a 50-minute webinar featuring two experts whose nonprofit organizations helped employers hire more than 3,700 veterans in 2013. No registration is necessary to view the free replay. Here is the link: www.CenterForAmerica.org/webinar.html

Stacy Bayton and Erin Voirol discuss ways to make job postings more precise to attract veterans and Guard members who truly meet your expectations and requirements. They also identify mistakes made during interviews that cause recruiters to miss learning about the candidate's skills that are relevant to the workplace.

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.

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.

Tip of the Month



[February 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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