

The background of the top half of the cover is a collage of torn pieces of white paper pinned together with white pushpins. The words on the papers include 'INNOVATION', 'MOTIVATION', 'SUCCESS', 'CREATIVITY', 'VISION', 'LEADERSHIP', and 'NETWORK'. Thin black lines connect the pushpins, forming a web-like structure.

WESTERN

Equipment Dealers Association



YEAR IN REVIEW 2020

SUCCESSES OF THE ASSOCIATION AND THE
BENEFITS FOR MEMBERS

2020 YEAR IN REVIEW

Resources for Successful Dealers



ADVOCATE

When an issue arises that affects our industry and your business, we're on it. We vigorously advocate and communicate positions so our members can thrive.

ELEVATE

We are relentlessly focused on the growth and success of your business. Through the combined capabilities of Equipment Dealer Consulting, LLC., MNP, and the many other partner programs, we provide services your company needs to grow and prosper.



EDUCATE

Through our Dealer Institute, Foundations, and other initiatives, we bring dealership owners, managers and employees the information and skills they need to serve customers and grow your business. WEDA is recognized in the industry as a leader in development and expertise in our educational offerings.





ADVOCATE

With the unprecedented COVID-19 economic shutdown in early March 2020, your Association worked feverishly - and was successful - in securing essential service designation for equipment dealers from various governments in both Canada and the United States.

Securing this designation was imperative to allow dealerships to stay open during shutdown and quarantine periods.

WEDA monitored and reported on state and local lockdown measures including providing Safe Passage letters to members. We sent coalition letters to Governors and Congress regarding PPP expense deductibility and liability protections.

Keeping your voice heard through engagement with all levels of government. We continue to work towards positive outcomes that benefits dealers.

Thanks to dealer demonstrations in Idaho and Missouri, coupled with strong lobbying efforts highlighting dealer voices, WEDA was able to defeat Right to Repair (R2R) bills in Idaho, Missouri, Oklahoma and Oregon. Your Association continues to lobby state, provincial and federal governments regarding R2R to make the sale and installation of these devices' illegal across North America.

Our work with government is making a difference and we are confident over time we will ultimately see this issue resolved.

WEDA brought dealer concerns to the Industry Relations Task Force (IRTF) meetings with the following manufacturers: AGCO, Case IH, John Deere, Kubota, and New Holland. Other manufacturer meetings included Degelman, Mahindra, and Versatile.

WEDA's participation in the IRTF brings the voice of the dealer to the forefront on major issues.

Met with government affairs representatives from Association of Equipment Manufacturers (AEM), Farm Equipment Manufacturers Association (FEMA), Associated Equipment Distributors (AED), Outdoor Power Equipment Institute (OPEI), AGCO, Bobcat, Caterpillar, CNH, Cummins, John Deere, and Kubota, on issues that affect the industry.

By working with other associations and manufacturers, our goal of "Will it Help the Dealer" is heard.

Worked with AMC on USMCA language with regards to interoperability, which ensured products manufactured by two different OEMs could connect with each other and allowing dealers to carry a variety of implements most suited to a customer's needs.

WEDA works on behalf of its members to protect their rights and make sure they are treated fairly in situations like the restructuring of Morris Industries.

ELEVATE

Equipment Dealer Consulting, LLC.

Continue to monitor the “Floor Plan Interest Deduction” to make sure its not in jeopardy of being removed. This protects a valuable deduction for equipment dealers since it allows 100% deduction (some limitations) of interest paid on new and used equipment.

This deduction was part of the Tax Reform Act a couple of years ago that WEDA/EDC helped push through.

Performed over 30 valuations for dealers across the United States and Canada to help with the merger process, acquisition of more territory and for estate planning.

Our work with government is making a difference and we are confident over time we will ultimately see this issue resolved.

Equipment Dealer Consulting, LLC., and Dealer Institute conducted the Cost of Doing Business Study webinar to provide dealers recent information on ratios, trends, and analysis that will help them move forward.

This valuable study which provides impactful industry information helps WEDA advocate on behalf of dealers.

Equipment Dealer Consulting, LLC., and Dealer Institute are helping dealers sell their dealership by providing a business valuation and assisting the dealer in negotiations with the buyer.

A win-win for both parties.

Equipment Dealer Consulting, LLC., provided input on a panel discussion on mergers/acquisitions that focused on what is happening in the current market, trends, and the impact of COVID-19.

EDC is your respected resource that provides industry information to help educate others on the impact to our industry.



New Partner Programs

West Texas National Bank

WEDA established a new inventory finance partnership with West Texas National Bank. U.S. dealers now have another competitive option for retail or inventory financing.

Moneris®

WEDA has partnered with Moneris®, Canada's #1 payment processor for mobile, online and in-store payments. Whether you want to process transactions in-person, online or via mobile devices, Moneris offers a variety of solutions that can meet your unique business needs. As a WEDA member, you can benefit from preferred rates on payment solutions and processing fees.

Borden Ladner Gervais (BLG)

WEDA recently partnered with Canada's leading law firm, Borden Ladner Gervais, to assist dealers with issues that require additional legal opinions and help in rectifying those concerns. By replicating the services provided by Seigfreid Bingham in the U.S., WEDA Canada's new partnership brings Canadian dealers the much-needed legal services through this new Hotline with BLG.

A stylized lightbulb icon with a heart shape inside, positioned to the left of the 'EDUCATE' header.

EDUCATE

Dealer Institute

To meet dealer demand, Dealer Institute adapted their curriculum and delivery methods to accommodate a robust virtual platform, maintaining a strong, successful schedule of courses.

To date, over 2,000 dealership employees have participated in the various virtual program offerings since March 2020.

Through the Dealer Institute, over 30 of North America's highest performing dealers took part in our performance groups.

While it may be new to some, it is no secret to WEDA and the dealers involved, WEDA Performance Groups are a life-changing experience. WEDA Performance Groups have facilitated a platform for dealers to become industry leaders.

Through Dealer Institute's Independent Dealer Performance Evaluations (IDP's) and executive coaching programs, we helped dealers understand the reality of their operations in developing and implementing short- and long-term initiatives to excel in today's market.

Dealer Institute saw the need for assisting leading organizations through internal and external transitions which ultimately is for the betterment of the dealer.

One of the ongoing challenges our industry faces are recruiting employees to fill vacancies, both now and in the future.

WEDA continues to work with colleges across Canada, partnering with Olds College in Alberta, Saskatchewan Polytechnic and Parkland College in Saskatchewan, Assiniboine Community College in Manitoba and Fanshawe College in Ontario.

What Dealers Had to Say

*"John, on behalf of myself and other Alberta and Canadian dealers, I just want to say thank you to you and your team for the great job you are doing in supporting us throughout the crisis so far. Whether it's been emails of best practices, advice, or communications with government, you've done a great job. Keep it up
– I know it's been a lot of work."*

"Have I ever told you how much I like having our contracts in the digital format that you helped me get set up. It's so nice to be able to fill them in and then be able to read them after the fact."

"You're welcome for the donation, we are happy to help out in return for your support in 2020. We really got to see how you guys stand behind us dealers."

"We are already seeing the impact of participating in Dealer Institute courses. The participants are now thinking about how we can do business more efficiently and profitably which has positively impacted the parts and service departments."

"The Service Management install guaranteed us \$100,000 increase in sales but we received more than 3 times that amount after the install was complete. This program has delivered more than promised and has opened our eyes to what is possible."