



2021 YEAR IN REVIEW

Successes of the Association
and the Benefits for Members

ADVOCATE ELEVATE EDUCATE



AT WEDA IT'S ALL ABOUT YOU!

We're an advocacy association that works tirelessly to advance the interests of our members – more than 2,200 North American agricultural, industrial, forestry, outdoor equipment dealers, and hardware and home centers. **Every day, in everything we do, we never take our eyes off one essential question: "Will it help the dealer?"** WEDA members have access to value-added products and services that help them grow and be successful, in three key areas...

- + ADVOCATE
- + ELEVATE
- + EDUCATE

We get it.

Running any business is challenging, and in our industry, it's even more so. That's why all we do is work to provide the support, the services, and the benefits that help members succeed.

You get it.

If we can help fortify the financial position of a single member through one of our many beneficial programs, we count that as a success.

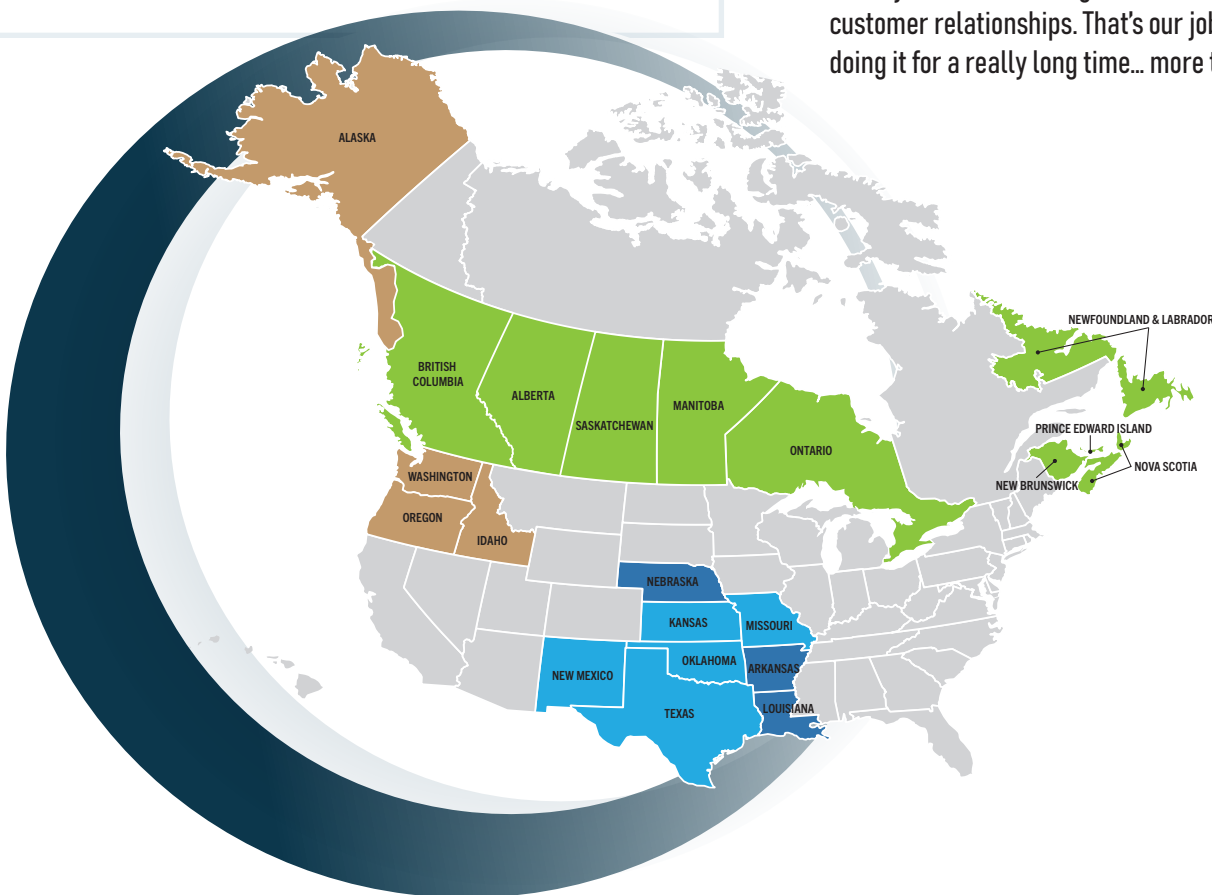
When our classroom, in-dealership training courses, or consulting efforts improve the business skills of a manager or the technical capabilities of a service technician, we're thrilled.

When we facilitate a networking opportunity among dealerships from around the country, we know we're doing our job.

Our ongoing discussions with key decision-makers advocating for legislation that protects and promotes our industry are invaluable to a dealer's success.

Why?

Because our job is you. Specifically, to help make you better. Better growth. Better business. Better customer relationships. That's our job, and we've been doing it for a really long time... more than a century.





ADVOCATE

WEDA is the only organization that presents viewpoints and opinions to elected representatives from an equipment dealer's point of view. Your support advances our advocacy work. Our advocacy work helps your business.

The three key areas where WEDA's advocacy services help your dealership stay current, informed, and successful are:

- **Manufacturer and Industry Relations**
- **Legislative and Regulatory Actions**
- **WEDA Dealer Hotline**

HERE'S WHAT WE'VE BEEN DOING IN 2021:

- Finalized unification plan on merger with three other associations.
- Held 4 board meetings.
- Held 13 committee meetings.
- Held 16 dealer meetings.
- Held Dealer Director elections in South West region.
- Helped many dealers with various tax, sales tax, PPP Loan Forgiveness, Employee Retention Credits, and merger & acquisition questions throughout the year.
- Continued relationships with manufacturers for the continued benefit of our dealers.
- Attended 6 Industry Relations Task Force meetings with manufacturers.
- Held over 20 meetings with manufacturers on dealer issues.
- Made presentations to manufacturers on M&A services.
- Met with 4 Ministers of Agriculture on industry issues.
- Gave 9 state of the industry presentations to various groups.
- Conducted Bobcat Dealer Survey.
- Conducted Workforce Development Survey.
- Represented dealers on Morris bankruptcy and purchase of assets.
- Participated in Ritchie Bros. industry panel.
- Lobbied federal government on interoperability.
- Made presentations to various farm commodity groups on dealer issues.
- Kept dealers aware of current tax law changes and COVID-19 (OSHA) requirements affecting employees with over 100 employees.
- Hosted dealer meeting with Members of Parliament on *Right to Repair* and inventory interest reduction.
- Addressed *Right to Repair* concerns in numerous provinces and states.
- Conducted over 10 media interviews on *Right to Repair* and supply chain issues.
- Held successful *Right to Repair* dealer demonstration in Red Deer, Alberta with attendees from Alberta's Ministry of Agriculture, various industry farm groups, commissions, and commodity groups, plus representatives from mainline manufacturers and dealerships.



***Pursuing
policies
that
support
your
success.***

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ADVOCATE CONTINUED

WEDA CEO John Schmeiser explains the benefits of association unification.



- Met with Ag Ministers in Alberta, Saskatchewan, Manitoba and Ontario supporting *Right to Repair*.
- Passed: Oklahoma transportation bill exempting dealers from escort vehicle requirements. WEDA introduced legislation in response to enforcement action against dealer because of ambiguous law.
- Passed: Texas bill clarifying sales tax on credit card vendor fees are not subject to sales tax. Legislation introduced in response to dealer audit where six figure additional tax burden was levied. After bill passed, the issue was resolved in the dealer's favor.
- Killed: *Right to Repair* legislation. Introduced in over 40 states, *Right to Repair* did not pass a single state legislature for the fifth year in a row.
- Missouri *Right to Repair* Ballot Measure: WEDA lead a broad industry coalition submission to the Secretary of State and Attorney General arguing against the unconstitutional provisions in the ballot measure.
- Lead industry response to Biden *Right to Repair* Executive Order.

WHAT DEALERS HAD TO SAY

"Government lobbying, manufacturer relations, legal assistance, education, educational scholarships, fundraising, business supplies, dealership surveys, agricultural dealer public awareness/recruitment, employee recruitment... the list goes on, and all for the benefit of our dealerships and their survival."

Gerald Swystun
Full Line Ag Sales, Saskatchewan

- Reviewed new John Deere Credit agreement, providing comments to John Deere and advising dealers on the changes to the agreement.
- Reviewed new John Deere "Code of Conduct" agreement, providing comments to John Deere and providing our support to the concept of the agreement.
- Reviewed new Mahindra agreement, providing comments to Mahindra and advising dealers on the changes to the agreement.
- Reviewed new Cummins agreement, providing comments to Cummins and advising dealers on the changes to the agreement.
- Updated U.S. Rental and Lease agreement.
- Met with Amazone on dealership agreement.
- Provided guidance to dealers on federal stimulus programs such as PPP.
- Updated dealers on state and federal COVID related protocols and mandates.
- Monitored federal tax legislation and reported to dealers on proposals.

"There are a lot of great benefits to being a member of the association, but the one that jumps out is the way they have kept us abreast of changes in laws and regulations that pertain to our business and offering possible solutions to those changes."

Shawn Skaggs, Livingston Machinery, Oklahoma



ELEVATE



**EQUIPMENT
DEALER**
CONSULTING, LLC.

Today, the success of an equipment dealership depends on many different factors – from day-to-day operations to finance, access to appropriate legal advice, and insurance protection. Your dealership might want to bring in partners, join forces with other dealerships or sell outright – and we can help.

We do the hard work of vetting and selecting the best people, companies, and resources in the industry to make it easier for you to guide your business to success. Put it all together and you have a vital WEDA service area we call ELEVATE to help your business succeed.

WEDA's partner services and business alliances can assist you with:

- **Accounting and Finance**
- **Legal, Cyber Security and Insurance**
- **Value-added programs and services**

HERE'S WHAT WE'VE BEEN DOING IN 2021:

- Achieved significant profit in both Canadian and U.S. operations. This helps keep your member dues low.
- Received "clean audit" assessment in both Canadian and U.S. operations.
- Performed over 25 valuations across the U.S. and Canada for dealers to merge or sell their dealerships.
- Working with various vendors, with the intent of providing equipment dealers more health care options for dealership employees.



***Member services
to take your
business higher.***

- EDC and Dealer Institute successfully sold a dealership on behalf of the seller.
- Performed estate valuations for various dealerships to utilize the Unified Gift & Estate tax exemptions.
- New preferred partner program with currency exchange partner Corpay who have a number of products and strategies to manage your Foreign Exchange risk.
- New preferred partner program with online safety management software provider SiteDocs who have a robust platform to make safety compliance easy and paperless.
- New partnership with Secuvant that prioritizes your cybersecurity needs.
- Signed new partnership agreement with Sunridge Partners, a private equity firm looking to expand their holdings in the equipment industry.
- Renewed partnership agreement with West Texas National Bank (WTNB).
- Renewed partnership agreement with AgDirect.



EDUCATE

In any equipment dealership, operational excellence is all about continual improvement, efficiently meeting your business goals, and making sure your staff is engaged and delivering exceptional customer service.



Dealer Institute is a division of WEDA, staffed with hand-picked top industry analysts and consultants with specific knowledge of the equipment industry across all dealership operations. We provide in-depth root cause analysis and customized solutions that grow your business and move your people toward success.

HERE'S WHAT WE'VE BEEN DOING IN 2021:

WORKFORCE DEVELOPMENT

Our recent Workforce Development Survey exposed glaring issues with personal and professional development provided in our industry. Dealer executives confirmed the issues, but also the challenges associated with finding people, let alone the right ones, to fill multiple positions in their organizations. While the focus on workforce development is at an all time high, COVID-19 created additional challenges, many of which we continue to face almost two years later.

- To help dealers support personal and professional development in this changed environment, Dealer Institute adapted their curriculum and delivery methods to accommodate a robust virtual platform and maintain a strong, successful schedule of courses, with over 2,000 participants in various programs.



AFTERMARKET GROWTH

Continued challenges from COVID-19 presented many organizations with the opportunity to focus development of frontline parts and service employees. In 2021, we surpassed 3,500 students who participated in our Parts Counter Sales Training course and just under 2,000 in Service Counter Sales Training. With Aftermarket growth at the forefront, Aftermarket Leadership, Service Management Installations, coupled with Parts and Service Counter Sales Training have helped dealer organizations realize significant increases in efficiency and profitability.

- Over the last four years, the Service Management Installations averaged \$267,000 in additional revenue to installed service departments.

PERFORMANCE GROUPS

Our performance groups continued to help dealers expand their business and effectively meet the extraordinary challenges of today's market. 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 and have facilitated a platform for so many dealers to become industry leaders.

ONSITE CONSULTING

With the increase in the level of sophistication of dealer organizations, the need for assistance in leading organizations through internal and external transitions has increased. Through Dealer Institute's IDP (Independent Dealer Performance Evaluations) and Executive Coaching programs, we have helped dealers understand the reality of their operations and develop and implement short- and long-term initiatives to excel in today's market.

- In 2021, we had over 700 students through on onsite training, focused specifically on their dealers needs.

Developing people to grow your business.

MANUFACTURERS

Dealer Institute is working with manufacturers on three major fronts. The first is providing independent training and consulting initiatives directly to OEM dealer networks. The second is training OEM field personnel on dealer operational best practices, to enhance their ability to be a better industry partner. The third is navigating the complete merger and acquisition process, assisting dealers through one of the most complicated and stressful transactions experienced personally and professionally.

ADDITIONAL HIGHLIGHTS:

- Developed M&A Suite of Services.
- Held 15 educational webinars for dealers.
- Added additional trainers to Dealer Institute.
- Hired new Western Farm Show manager.
- Hosted a webinar on the CODB Study, with Gord Thompson highlighting the results for the 2021 study for the year ending 2020.
- Hosted a webinar on the equipment industry economic trends, impact of COVID-19, PPP loans and what to expect in 2022.
- Delivered 12 podcasts on industry issues.
- Provided article in the winter editions of the Association's magazines, *Canadian Equipment Dealer* and *Western Equipment Dealer*, on the impact of the CODB Study and importance in tax law changes, etc.
- Launched new Service Technician Test website for members at www.servicetechtest.com.
- Met with Saskatchewan Polytechnic on Executive Dealership MBA Program.
- In conjunction with Olds College and Careers, The Next Generation; launched a successful dual credit distance learning pilot program in Alberta for high school students to explore a career as an agricultural equipment technician.
- Working with Olds College to develop a dual credit program to attract high school students and more specifically, urban high school students to explore careers in agri-food, food science and precision agriculture in conjunction with their Techgronomy Programs.
- Launched an online high school parts technician course in conjunction with Saskatchewan Polytechnic and the Sun West Distance Learning Centre to fill the void in both career awareness and recruitment for the parts counter.

WEDA'S FOUNDATIONS

Operated by a group of volunteer dealers and association staff, the Foundation's missions are to:

- create education and workforce development programs
- establish and fund scholarship programs
- promote public awareness campaigns of the industry's career opportunities
- fund research that delivers significant industry benefits.



Western Equipment Dealers Foundation

- Hosted board meeting for the WEDF
- Raised \$17,700 at the Summer Golf Classic
- Raised \$8,100 at the new annual Clay Shoot
- Total Raised for scholarships = \$25,800
- Donated \$5,000 to support WEDA's OSUIT Technician Training Program
- WEDF disbursed twenty \$1,000 ag technician and other industry education scholarships



Canada Equipment Dealers Foundation

- Hosted board meeting for the CEDF.
- Worked with Saskatchewan Polytechnic on fundraising for new ag technician facility.
- In year four of our five-year partnership with the Sun West Distance Learning Centre in Saskatchewan in support of our high school Ag Tech Programs – over the last four years 381 students have completed the AET20, AET30 or PT30 program.
- Launched a new Dual Credit AET program in Alberta with 15 students in our pilot year in conjunction with our partners: Olds College, Chinooks Edge School Division and Careers, The Next Generation.
- Fulfilled our \$250,000 five-year funding commitment with Parkland College in Yorkton, Saskatchewan.
- Raised \$10,000 from individual dealer contributions on Giving Tuesday.
- Raised over \$77,000 from the CEDF Online Auction held in February 2021.
- Awarded 130 scholarships totalling \$74,000 in matching scholarship funds to dealership staff to further their education.
- Planning to host our annual CEDF golf tourneys this June through August, stay tuned for more details.



HEAD OFFICE - CANADA

2435 Pegasus Road NE
Calgary, AB T2E 8C3

PHONE 403.250.7581

TOLL FREE 800.661.2452

EMAIL info@westerneda.com

HEAD OFFICE - UNITED STATES

10100 N. Ambassador Drive, Suite 310
Kansas City, MO 64153

PHONE 816.561.5323

TOLL FREE 800.762.5616

EMAIL info@westerneda.com

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westerneda.com