



VALUE OF NAEDA MEMBERSHIP

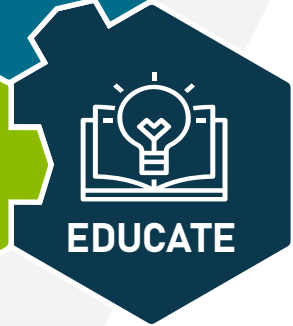
OVERVIEW OF OUR PROGRAMS, PRODUCTS AND SERVICES



ADVOCATE



ELEVATE



EDUCATE

AT NAEDA, OUR JOB IS YOU.

We're an advocacy association that works tirelessly to advance the interests of our members – more than 4,000+ 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?”** NAEDA members have access to value-added products and services that help them grow and be successful, in three key areas...

+ ADVOCATE + ELEVATE + EDUCATE

NAEDA is here to help you be better. **Better growth. Better business. Better customer relationships.** That's our job, and we've been doing it for more than a century.

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.

BECOME A MEMBER TODAY!

Stay informed and up-to-date on issues important to you.

CLICK OR SCAN THE BELOW QR CODE...



REVIEW THE FOLLOWING PAGES AND GET TO KNOW NAEDA!

Every equipment dealership is unique, and each marketplace has its nuances that impact business operations differently.



Manufacturer Relations

- Manufacturer – Dealer contract review & interpretation.
- Manufacturer policy review & interpretation.
- Lead the **Industry Relations Task Force** (IRTF) regular meetings with OEMs to discuss dealer issues.
- Manufacturer lobbying; discussing such issues as market share tabulation, wholegoods and parts availability, supply chain issues, warranty reimbursement, product quality, to name a few, as well as dealer contract and policy provisions.
- Industry Relations; liaison with manufacturer associations such as AEM or FEMA.

Federal Government Affairs

- Represent equipment dealers' interests in Washington, D.C., with dedicated NAEDA staff.
- Build relationships with key House and Senate members and their staff to advance dealer positions on issues.
- Arrange annual "fly-in" into Washington, D.C., as a lobby day at the Capitol.
- Establish coalitions with other like-minded organizations like American Farm Bureau, Commodity Groups (i.e., Corn Growers Assn.) and Chambers of Commerce.
- Lead legislative efforts on bills that are helpful to dealers – i.e., dealer protection provisions (secure sponsors, co-sponsors and support).
- Lead **Illegal Tampering Coalition** comprised of 28 industry trade associations in the fight against **Right to Repair**.
- Participate and present at legislative conferences to shape policy and legislation nationwide.
- Monitor and assesses House and Senate bills, and other legislative and regulatory developments and lead association approach to such issues. On behalf of dealers, provide oversight on language and intent, and gauge impact on equipment dealers.
- When required, secure favorable language for dealers on key industry issues before the House and Senate.
- Provide dealer perspectives on key legislative issues, such as the fight on **Right to Repair**, taxation changes and any other key issue impacting the equipment dealership industry.
- Monitor, assess and respond to national party platforms, federal political campaigns, campaign promises, and commitments made by candidates for office.

State and Government Affairs

- Similar representation as with Federal government affairs, but focused in 31 states.

- Assist members in our 31 states on state regulations, transportation, taxation, revenue concerns and EPA issues.
- Work with regional equipment dealers' associations (when necessary) to provide support and assistance on the legislative efforts in the other 19 states.

Legal Resources

- Free "**Dealer Hot-Line**" for legal advice on human resources, customer disputes, manufacturer relations, succession planning, OSHA compliance and other regulatory issues, UCC information, tax law, succession planning, and merger and acquisition services.
- Access to Association law-firm that provides dealer specific focus and representation.
- Eligible to apply for financial support on industry wide legal issues through NAEDA's **Industry Relations Fund** (IRF).

Data & Information

- Annual **Cost of Doing Business Study**
- Annual **Compensation and Benefits Survey**
- Annual **Dealer Manufacturer Relations Survey**
- Annual **Workforce Development Survey**

Business Services

- Equipment Dealer Consulting, LLC
 - Certified Audits
 - Tax Consulting
 - Valuations
 - Reviews and Compilations
 - Mergers and Acquisitions
 - Succession Planning
- Industry leading Health Care Plan for dealership employees.
- Industry leading Human Resources advice for dealership leadership.
- Business insurance coverage.
- Access to association partner programs at member preferred rates; retail and inventory financing programs, office supplies, business forms, etc.

For details on Equipment Dealer Consulting, LLC click or scan the QR Code.





THE MOST EFFICIENT AND INNOVATIVE
PROVIDER OF VALUE-ADDED SERVICES
AND SOLUTIONS TO SUCCESSFUL DEALERS.

Training & Consulting

- Delivered through NAEDA's *Dealer Institute*, access to "*Ask the Expert*" program at no charge. Dealership business advice and strategies to provide guidance on dealership operations.
- Full-service training and consulting firm that provides dealer management training for service managers, parts managers, etc. and other key staff.
- Classroom style training, virtually hosted training and onsite consulting suited to dealerships' specific needs.
- Online Ag & Construction Technician testing for hiring or evaluation.

Meetings and Information

- *North American Dealer Conference* (NADC) providing cutting edge information on new developments in the equipment industry.
- Area dealer-only informational meetings on topical and industry related issues.
- Subscription to *Equipment Dealer Magazine*.
- Weekly newsletters/information emails on emerging issues.
- Free webinars covering business strategies, services and industry issues.

Foundations

- Access to scholarship programs for dealership employees to assist in their training costs.
- Partnerships with colleges that provide dealership specific training.
- *Technicians for Tomorrow* campaign to build awareness among students and their key influencers (parents and teachers) of the career opportunities with equipment dealerships.
- *Disaster Relief Fund* provides financial assistance to dealership employees who have been negatively impacted by natural disasters.

For details on Dealer
Institute click or scan the
QR Code.



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