

Northeast

DEALER

The Newsletter of NORTHEAST EQUIPMENT DEALERS ASSOCIATION, INC.

www.ne-equip.com

APRIL 2017 Vol. 19, No. 217

EDA Joins Business Groups Opposing “BUY AMERICAN” Provision in New York State

The Equipment Dealers Association is among a group of 30 business organizations opposing the inclusion of any forced localization policies, also known as “Buy American” provisions, in New York State’s 2018 fiscal year budget.

In a letter to New York Governor Andrew Cuomo and state legislators, the organizations said such provisions undermine manufacturing in the state and limit the ability of New York-based companies to succeed and compete in the global economy.

Under the New York provision, all state agencies, public universities and colleges, and other state, regional and local purchasing agencies could only buy products that are manufactured domestically, and only if at least 60 percent of the final product’s components and subcomponents are also produced in the U.S. “No other U.S. state has ever sought to cast such a wide web affecting billions of dollars in annual purchases and thousands of contracts,” the letter points out.

The business organizations say although the concept of “Buy American” seems well-intended, it would have a negative impact on both large and small employers, as well as undermine efforts to spur economic development in the state.

“This policy approach directly undermines thousands of small businesses and large employers that rely on cross-border supply chains to compete in today’s global economy and provide goods at competitive prices for customers,” the letter says. “Small businesses would face the highest burden under the proposed Buy American approach because they are less capable of reinventing their supply chain and manufacturing networks while ensuring customer satisfaction at competitive prices.”

Opponents also say the provision would place an unrealistic administrative burden on state procurement officials and create “webs of complexity” for bidders.

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NEDA Workers' Compensation Safety Group

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DIVIDEND HISTORY



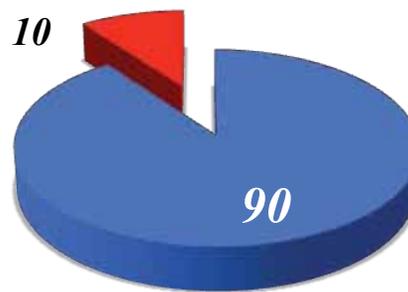
<u>Policy Year</u>	<u>Dividend</u>
2014-2015	20.0%
2013-2014	15.0%
2012-2013	15.0%
2011-2012	5.0%
2010-2011	20.0%
2009-2010	25.0%
2008-2009	37.5%
2007-2008	20.0%
2006-2007	35.0%
2005-2006	37.5%



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You may also visit us at www.haylor.com/NEDA

Observations **FIELD** from the



Tim Wentz
Field Director
717.576.6794

April 4th – 6th, I'll be attending the EDA Fly-in in D.C. and hope to see many of you there as well. I'll be curious to learn more about what we can expect from the "inside the beltway" crowd, more specifically if the proposed cuts to USDA is just the first volley or a reality month and the same with trade policy and the EPA.

According to the Capital Press (an Ag Website), the "Trump's FY2018 proposal would cut discretionary funding to USDA by 21 percent, a decrease of \$4.7 billion to \$17.9 billion. The current USDA budget includes \$25 billion in discretionary spending for such programs as

the special nutrition program for Women, Infants and Children called WIC, Rural Development, food safety, U.S. Forest Service, research and conservation activities. Of that total, 71 percent goes to WIC and SNAP food stamps for 44.5 million Americans, **16 percent goes to farm and commodity programs**, 7 percent goes to conservation and forestry and 6 percent goes to rural development, research, food safety, marketing and regulatory functions and management."

The response I often hear is "Good! WIC and SNAP food stamps need to be cut, USDA shouldn't be in the food stamp business in the first place." While that may or may not be true, the reality is that demographics aren't on Agriculture's side, direct on-farm and agriculture-related industries employ/make up a minority of the population, legislation/government support of the Ag sector is heavily dependent on support from urban legislators. It's a tight rope to walk!

We continue working to amend the dealer laws in Pennsylvania, although none has been introduced yet, and are making progress in Connecticut where HB 5633 (warranty compensation) has been folded into SB 821 which is moving forward. In addition to state dealer laws we have joined with EDA (Equipment Dealers Association) and AEM (Association of Equipment Manufacturers) and are working to defeat Right-to-Repair legislation in Massachusetts (Digital Right to Repair Act, SD 938 in the State Senate and HD 1692 in the House) and New York (SB S618). Please contact your legislators and ask that they act on your behalf! You should have already received information/talking points from NEDA regarding these bills in your inbox. It goes without saying the more voices we have, the more successful we'll be!

Please let me know if you have any questions.

I'd like to offer a huge thank you to those dealers who contributed to our legislative fund, legislative work is expensive, annual dues simply won't cover the "investment(s)"! We have a long way to go! ***"When we work together as an Equipment Dealer Association, we speak in a unified voice. Together we can achieve what individuals could not; the ability to attain our mutual goals."***

**When you REAP the benefits of membership
your PROFITS will follow!**

The general information provided in this publication is not intended to be nor should it be treated as tax, legal, investment, accounting, or other professional advice. Before making any decision or taking any action, you should consult a qualified professional advisor who has been provided with all pertinent facts relevant to your situation. This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is furnished with the understanding that the Northeast Equipment Dealers Association, Inc., the publisher, is not engaged in rendering legal, accounting or other professional service. Changes in the law duly render the information in this publication invalid. Legal or other expert advice should be obtained from a competent professional. Some of the editorial material is copyrighted and may be reproduced only when permission is obtained from the publisher and the association.

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News

In Memoriam

EDWARD J. SIRUM

Edward J. Sirum, 72, of Federal Street, Montague, MA died Tuesday March 7, 2017, at the Baystate Medical Center in Springfield.

He was born in Montague on June 22, 1944, the son of Adam and Mary (Semaski) Sirum. Ed attended local schools in Montague and was a graduate of Turners Falls High School Class of 1962. He continued his education at Quincy Junior College obtaining his Associates degree in Business in 1985. Ed was a Chief Warrant Officer, Second Class in the Massachusetts Army National Guard for thirty-nine years.

He was general manager of Sirum Equipment Company in Montague for over 50 years.

Besides his beloved wife of fifty years, Diane (Bohemier) Sirum, Ed leaves two sons, Dwayne Sirum and his wife, Barbara, of Bishopville, SC,; Stephen Sirum of Turners Falls; two grandchildren, Paige Blackburn and her husband, Steven, of Hudson, NH, and Brett Sirum of Turners Falls; four brothers, Anthony and his wife, Amelia, of Montague, Henry Sirum of Juno Isles, FL, Alexander and his wife, Ramona, of Okeechobee, FL, and Francis and his partner, Linda Gorey, of Greenfield; several nieces and nephews.

Memorial contributions may be made to the Juvenile Diabetes Association, 26 Broadway, 14th Floor, New York, NY 10004.

Sympathy message available at www.kostanskifuneralhome.com.

Advertising Space is Available!

The Northeast Dealer, the Northeast Equipment Dealers Association monthly Newsletter is designed primarily as a source of information for its dealer members and others involved in the industry. Distribution is to more than 850 members and contacts.

For additional rate information, publication profile, format specifications, advertising deadlines or any additional questions contact Dave at the Association office at (800) 932-0607 or Art Smith, Editor at ajssja@embarqmail.com.

**THE NEDA OFFICES WILL BE CLOSED
FRIDAY, APRIL 14TH
IN OBSERVANCE OF GOOD FRIDAY!**

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Is Your Marketing Plan Falling Flat?



An Integrated Marketing Plan offers the layered approach to promote your brand, special offers and more based on the ways that buyers shop for your products.

Join this free webinar hosted by Fastline Media Group as we explore **“How to Boost Sales with an Integrated Marketing Plan.”**

In this session we'll provide tips and tricks on what makes a good balance of digital and print marketing and how to integrate it with the equipment buying cycle to get the best bang for your buck.

Date: **Wed, May 10, 2017**
 Time: **3:00 PM EST**
 Duration: **45 minutes**
 Cost: **Free**



WEBINAR
WEDNESDAY
 From
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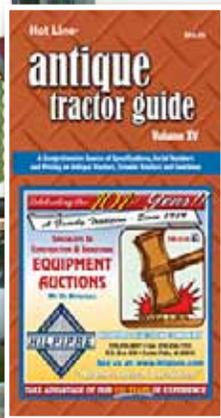
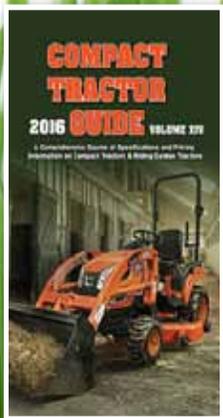
Susan Arterburn
 Marketing Director
Fastline Media Group

Susan Arterburn has spent her career at Fastline Media Group devoted to understanding and developing successful marketing for the agriculture industry. Previously Susan spent more than 10 years in marketing agencies. Her 15 years in the marketing industry have provided experience on both the advertiser and media solutions provider sides.

Visit www.FastlineMediaGroup.com/Resources to register and see a list of upcoming events.

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News

New Partnership to be Called LandPro Equipment, Will Create Largest John Deere Dealer in the Northeast

Lakeland Equipment and Z&M Ag and Turf, Western New York's two John Deere dealers, announced a new partnership with Argonne Capital Group on Feb. 1, 2017. The two dealer groups will merge their assets into a new company called **LandPro Equipment, LLC** that is backed by Argonne and existing shareholders of Lakeland and Z&M.

LandPro Equipment, LLC will be the largest John Deere turf and agricultural equipment dealer in the Northeast. The combination of the two companies will mean great things for customers and its over 300 employees. The combined company will be headquartered in Falconer, NY and managed by Tracy Buck, President of Z&M Ag and Turf and Ryan Payment, the newly appointed Vice President.

Z&M Ag and Turf was established in 1963 and was purchased by Tracy Buck, a long-time employee, and John Griffith in 1994. In 2001, Z&M purchased Goodridge Farm Supply in Oakfield, NY and Alexander, NY and also welcomed Tom Kelsey as a partner. Today, Buck and Kelsey own six Z&M Ag and Turf locations.

Lakeland Equipment was founded in 1983 when Marty Phillippe and Gene Roling purchased the existing John Deere dealership in Wayne County, NY. In 1990, Roling and Phillippe partnered with Bob McNamara and Mike Wilson to open 2 more dealership locations.

Argonne Capital is a private investment firm based in Atlanta, Georgia that specializes in partnering with and growing closely-held family businesses. This merger will further enhance that experience. The infusion of capital from Argonne will allow LandPro Equipment to create a dynamic, people-driven organization that will have a positive impact on our customers, employees and investors."

LandPro Equipment will continue to serve the same commercial, construction, farming, and homeowner customers as Lakeland and Z&M have for the past 30 years.

Store locations are in: Falconer, NY; Springville, NY; Alexander, NY; Oakfield, NY; Clymer, NY; Edinboro, PA; Avon, NY; Brockport, NY; Hall, NY; Macedon, NY; North Chili, NY; and Savannah, NY.

Fastline Media Group Hires Vice President of Sales

Fastline Media Group hired Pat Higgins for the Vice President of Sales position. Higgins' oversees the Fastline Media Groups' sales team including four managers and nearly 40 local sales and marketing representatives around the country. Higgins' responsibilities include developing, implementing and guiding Fastline Media Group's integrated marketing solutions. Products include print, digital and online content offerings such as Fastline and Big Ag equipment catalogs, Pink Tractor magazine, The Best in Ag: Online Digital Sourcebook, online advertising at Fastline.com, BigAg.com and PinkTractor.com and much more.

He's a graduate of the University of Kentucky with a Bachelor of Science in Marketing.

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NEDA

Northeast Equipment Dealers Association



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*****APRIL 2017*****

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AGKITLEDHDMAG

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Order Form

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 Shipping Address: _____
 City, State, and Zip: _____

Item #	Qty.	Cost Each	Total
AG-KIT-LED-HD	_____	\$163.05	_____
AGKITLEDHDMAG	_____	\$173.62	_____

SUB TOTAL _____

Terms: NET 30 DAYS TO APPROVED MEMBERS

(If not for resale) TAX _____

Freight: PREPAID FREIGHT ON CASE QUANTITIES

SHIPPING _____

TOTAL _____

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(Circle One)

Cardholder Name: _____ Signature: _____

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OFFER EXPIRES April 30, 2017

APRIL & MAY



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specifically with equipment dealers in mind.

"At Fastline Media Group we are always looking for new ways to disseminate important and timely information to our equipment dealer customers," said Susan Arterburn, Marketing Director. "As industry experts in the field of agriculture marketing, Webinar Wednesday provides a unique way for us to share and communicate with equipment dealers."



5 WAYS TO RUIN YOUR SOCIAL MEDIA PRESENCE

Wednesday, April 12, 2017

3 PM EST, 45 minutes

Register at:

<https://cc.readytalk.com/r/9lp3bkbxs6m9&eom>

Free

Five ways to ruin your social media presence delves into the common misconceptions of how companies want to use social media and gives you five ways to truly experience the benefits of social media.



HOW TO BOOST SALES WITH AN INTEGRATED MARKETING PLAN

Wednesday, May 10, 2017

3 PM EST, 45 minutes

Register at:

<https://cc.readytalk.com/r/2u9ha1cq5zi5&eom>

Free

An Integrated Marketing Plan offers the layered approach to promote your brand, special offers and more based on the ways that buyers shop for your products. Learn some tips and tricks on what makes a good balance of digital and print marketing and how to integrate it with the equipment buying cycle to get the best bang for your buck.

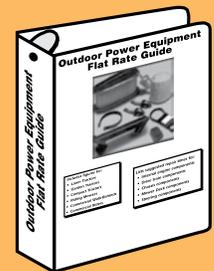
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Team SI
innovation lives here.

NEDA Members,

Team SI thanks you for all the positive feedback we received from the NEDA Annual/Regional Meetings a couple weeks back in Pennsylvania, New York and New Hampshire.

As many of you already know and are currently taking advantage of, Team SI is offering a FREE website audit and a FREE TradiDital marketing plan that is data-driven on a county-by-county basis. This is being offered exclusively through NEDA (\$5,000 dollar value).

Team SI will ONLY work within the confinements of your Co-Op budget if that is what you desire. If you want to focus on something else (construction, used equipment, large ag, etc.) Team SI would still ask for you to fill out the form to build a custom plan around those goals.

This form is short but also requires you to do some digging to provide the information that is needed to build a data-driven marketing plan on a county-by-county basis:

<https://thesocialinnovation.wufoo.com/forms/p1irputu1hrku5r/>

This **DOES NOT OBLIGATE YOU** to Team SI. This is a **FREE** Analysis / TraDigital marketing plan that is data-driven on a county-by-county basis.

Due to the amount of 1st party, 2nd party and 3rd party data that Team SI must analyze, we ask that you allow 3-4 weeks before receiving a fully customized, data-driven marketing plan.

Sincerely,

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National Sales Executive.
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Haylor, Freyer & Coon Inc. Compliance Webinar: **Employee Benefits During an FMLA Leave**

Thursday, April 27, 2017

3-4:30 p.m. Eastern | 2-3:30 p.m. Central | Noon-1:30 p.m. Pacific

Reserve your seat EARLY to ensure you receive advance webinar materials.

Please be sure to list HF&C when completing your webinar registration. Register at least 24 hours prior to receive advance webinar materials.

Employers face significant risk if benefits are not properly handled for employees taking an FMLA leave. This session will discuss in detail the employer's obligations, employee communication requirements and other rules specific to employee benefits during and after FMLA leave. This session is designed for employers with at least 50 employees who are subject to FMLA. Topics will include:

Benefit reinstatement rules | What to do if an employee does not return from FMLA | When to offer COBRA

Presented by: Bob Radecki, President, Benefit Comply, LLC and Regan Debban, J.D., MBA, Senior Consultant, Benefit Comply, LLC.

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Here are some of the events that trigger the need for a business valuation:

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- Liquidation or Reorganization
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Fax: 816-474-3447 • dshay@seigfreidbingham.com

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Dave Close at 800-932-0607 x 235
davec@ne-equip.com

OSHA WORKPLACE SAFETY COMPLIANCE PROG.

Dave Close at 1-800-932-0607 Ext. 235
davec@ne-equip.com

PARTNERSHIP FREIGHT PROGRAM

Yellow Freight, UPS Freight, FedEx Ground
Keith Korhely at 800-599-2902 x 2254
kkorhely@Partnership.com

DEKRA INSIGHT

CERTIFIED SPCC PLAN

Dave Close at 800-932-0607 x 235
Robb Roesch at 800-888-9596 x 222
robb.roesch@dekra.com

NEDA Theft Alert

Owner Information: Tom Beaty, LandPro
Equipment, 185 Rt31F, Macedon, New York,
14502

Phone: 585-233-3775

Email: tbeaty@landproequip.com

Theft: John Deere, **Model:** 825i, **Year:** 2015
Type: Gator Utility Vehicle
ID Number: 1M0825GEAGM111878

General Description of Equipment: 1008 bighorn
tire 14-yel - alloy 2006 benchseat, hp gator
yellow 2500 components, 825i epas(green)
3006 dlx cargo bx w/poly/b&t lite 4001
ops w/ doors 4030 roof, black 2p ops poly
4051 pwr lift brsh/fndrgrd flrmat 4199 less

rear protection pkg 4249 less heavy-duty
brushguard 6309 less front hood rack

Theft Date: 03/11/2017 to 03/12/2017

Theft Location Address: 185 RT31F, Macedon,
New

York, 14502, United States

Wayne County Sheriff, Incident Number:

17-10747, 03/13/2017

Contact Phone: 315-946-9711,

Law Enforcement - For access to NER's
equipment ownership registration and theft
records, and for machine identification
assistance, call NICB: 800-447-6282.

For online access, go to:

www.ner.net/law-enforcement.html

EDA BOARD OF DIRECTORS AND OPE DEALER COUNCIL HOLD MEETINGS IN LOUISVILLE

Recently, the EDA Board of Directors met in Louisville, Kentucky for their winter board meeting, one of three held annually. The meeting was held in conjunction with the United Equipment Dealers Association's annual Dealer Convention. Mike Lessiter from Lessiter Media was also in attendance. The meetings culminated in the National Farm Machinery Show, held at the Kentucky Expo Center.

Topics discussed at this meeting

included:

- Membership update and budget review;
- Special update from Mike Lessiter from Lessiter Media on the Farm Equipment Magazine insert;
- Strategy session on how to better reach/engage membership;
- Long term association goals;
- Review and discussion of ongoing government relations, manufacturer relations, member

services and communications initiatives;

- Strengthening relationships with regional associations; and
- How to grow OPE memberships.

EDA's OPE Dealer Council also held their meeting in Louisville and was able to join the EDA board for a joint session on Monday afternoon. This was the first time the OPE Council has met in conjunction with the EDA board. It provided a great opportunity for in-depth discussions on the OPE industry and its importance to EDA's efforts in engagement of outdoor power equipment dealers and membership growth.

The Council reviewed the OPE Priority Issues established to guide EDA's efforts with manufacturers, dealers and the industry. Other key discussion items were:

- The significance and impact of electronic batteries on the OPE industry;
- Future of parts business with advancements in 3D printing;
- The importance of a digital presence with advertising; and
- Marketing and manufacturers' internet policies.

The OPE Council expressed the critical need for a strong OPE dealer organization and engagement through a national presence such as EDA which is needed for communication of issues, representation and effective change on behalf of dealers and the industry.

The summer board meeting is scheduled for July 2017 in Omaha, Nebraska.

EDA extends its thanks to Kim Rominger and the entire UEDA staff for their hospitality.



COUNCIL MEMBERS

PAUL BUCCHI

Sno-White Outdoor Power Equipment ... Southington, CT

CRAIG HOUSEKNECHT

Moffett Turf Equipment ... W. Henrietta, NY

DAN HUFF

Big Boy's Toys, LLC ... Pomfret Center, CT

OPERATING STAFF

DAVE CLOSE

NEDA ... Operations Manager

RALPH GAISS

NEDA ... EVP/CEO

TIM WENTZ

NEDA ... Legal Advocate/Senior Field Rep



Caution on Using ELD Records for IRP & IFTA

As of late this year, most motor carrier drivers will be obliged under federal regulations to keep their hours-of-service records by means of electronic logging devices, the basic functional specifications of which are laid out in detail in the rules.

The rules require the ELD systems to use GPS to track a driver's travels, within limits, and to create records that include periodic location and time information. Many motor carriers will doubtless want to use the new ELDs to produce records to back up their IRP and IFTA reports.

WELL, BE CAREFUL!!

Yes, both IRP and IFTA require records specifying where a truck goes, and do accept electronic records, BUT: (1) those records are required to be much more precise than those required for hours-of-service, and (2) while HOS records, like paper logs, have to be kept only 6 months, IRP and IFTA records have to be kept by a carrier for up to 5 and a half years.

The U.S. DOT will NOT require that ELDs be able to create acceptable records for registration and tax reporting, and it's to be feared that ELD providers may not be aware - or, in some instances, care very much - whether their ELDs will do the job for IRP and IFTA. It's up to the motor carrier to make sure, if it's going to use an ELD to create records for IRP and IFTA, to ensure that the device it uses is up to the job.

~ State Laws Newsletter

ALERT

CVSA's 2017 International Roadcheck Enforcement Event to Take Place June 6-8 with Special Emphasis on Cargo Securement

The Commercial Vehicle Safety Alliance's (CVSA) 30th annual International Roadcheck will take place June 6-8, 2017. Over a 72-hour period, CVSA-certified commercial motor vehicle inspectors in jurisdictions throughout North America will conduct inspections of commercial motor vehicles and their drivers.

Each year, International Roadcheck places special emphasis on a category of violations. This year's **focus is cargo securement**. While checking for compliance with safe cargo securement regulations is always part of roadside inspections, CVSA is highlighting cargo securement safety this year as a reminder of its importance to highway safety.

Inspectors will primarily be conducting the North American Standard Level I Inspection, which is the most thorough roadside inspection. **It is a 37-step procedure** that includes an examination of both driver operating requirements and vehicle mechanical fitness. Drivers are required to provide items such as their driver's license, hours-of-service documentation, motor carrier registration and shipping documentation, and inspectors will be checking drivers for seat belt usage and the influence of alcohol and/or drugs. **The vehicle inspection includes checking items such as the brake systems, cargo securement, coupling devices, driveline/driveshaft, exhaust systems, frames, fuel systems, lighting devices (required lamps), steering mechanisms, suspensions, tires, van and open-top trailer bodies, wheels, rims and hubs, windshield wipers and emergency exits (on buses).**

International Roadcheck is the largest targeted enforcement program on commercial motor vehicles in the world, with nearly 17 trucks or buses inspected, on average, every minute in Canada, the United States and Mexico during a 72-hour period. Since its inception, more than 1.5 million roadside inspections have been conducted during International Roadcheck campaigns.

International Roadcheck is a CVSA program with participation by the U.S. Federal Motor Carrier Safety Administration, Canadian Council of Motor Transport Administrators, Transport Canada, and the Secretariat of Communications and Transportation (Mexico).

Learn more about International Roadcheck at: <http://cvsa.org/program/programs/international-roadcheck/>

ALERT

THE ELOG MANDATE IS HERE!

Dealerships with drivers who currently use paper log books may need to transition their drivers to electronic logs (ELOGS) by December 18, 2017. NEDA has identified J.J. Keller & Associates, a leader in helping fleets comply with Hours of Service regulations for over 60 years, as a trusted ELog provider. J.J. Keller's Encompass ELog and fleet management system will make the transition to ELogs easier on you, your drivers, and your budget. Give them a call today and mention that you are a NEDA member.



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J. J. Keller & Associates
to Learn more
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Email: azuberbier@jjkeller.com



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Excuses, Excuses

Employee safety meetings—who needs them? It's a struggle to find reliable resources, not to mention timely and engaging topics. Then there's the challenge of rounding up workers scattered amongst several jobsites, or trying to fit a session into everyone's schedule. Soon, a meaningful safety meeting feels out of reach. Sound familiar?

SAFETY MEETINGS – WHO NEEDS THEM?

Contractors who don't want employee accidents to become a significant financial burden, that's who!

"Businesses spend \$170 billion a year on costs associated with occupational injuries and illnesses. But workplaces that establish safety and health management systems can reduce their injury and illness costs by 20 to 40 percent."¹

Much of that \$170 billion can be attributed to unanticipated costs associated with employee accidents, which are often paid for from profits. Consider the expense of:

- Lost productivity
- Hiring and training replacement employees
- Loss of customers and goodwill
- Increased insurance premiums

Business owners are in a unique position to influence employees' habits and behaviors. If your safety meetings are infrequent or absent entirely, you are missing out on a valuable opportunity to reinforce behaviors that can help prevent accidents and preserve your profits.

SMST – YOUR SAFETY TRAINING ASSISTANT

Federated Insurance offers clients access to a very user-friendly training tool: the Seven Minute Safety Trainer (SMST)*. SMST is an app for mobile devices, which allows risk management training anytime, anywhere. SMST will put to rest some common excuses for skipping training:

"I can't find applicable topics or training materials. Or when I do, the training is too complex."

SMST offers more than 350 training topics covering typical worksite situations, most of which take seven minutes or less to complete.

"Who has time to plan and conduct training?"

Once registered to use SMST, it's easy to assign training and even schedule upcoming sessions. You determine completion deadlines. Planning that used to take hours can be done in minutes.

"My employees are rarely all together at the same time."

The SMST app loaded onto any compatible mobile device allows training right at the worksite, when it's convenient for the employees and site supervisors. The training completion tracker lets your SMST administrator know who has completed assigned training sessions.

"Effective safety training is too expensive."

Federated clients get access to SMST included in their premium.

If you're not ready to give up some of your profits to pay for the unexpected costs from an employee's **preventable** accident, get acquainted with the Seven Minute Safety Trainer. It's ready whenever you are.

Contact your local Federated representative to learn more, and discover how SMST can help you keep workplace safety at the forefront of your operations.

**Seven Minute Safety Trainer is a service provided to Federated Insurance clients through a partnership with BLR®, a leading provider of workplace compliance and safety training, wholly independent from Federated Mutual Insurance Company.*

¹OSHA; "Safety and Health Add Value;" <https://www.osha.gov/Publications/safety-health-addvalue.html> accessed Jan. 19, 2016.

Health Care Reform Update

Brought to you by
Haylor, Freyer, & Coon Inc.

Reminder: ACA Information Reporting Deadlines Approaching

Employers subject to the Affordable Care Act's (ACA) information reporting requirements are reminded that the deadlines to file and furnish Forms 1094 and 1095 are quickly approaching. The reporting deadlines in 2017 are for reporting information on the 2016 calendar year, and are as follows:

- **Applicable large employers (ALEs)** – generally those with **50 or more full-time employees**, including full-time equivalents – must file Forms 1094-C and 1095-C with the IRS no later than February 28, 2017 (or March 31, 2017 if filing electronically). ALEs must also furnish a Form 1095-C to all full-time employees by March 2, 2017 (which is a 30-day extension from the original due date of January 31).

- **Self-insuring employers that are not considered ALEs**, and other parties that provide minimum essential coverage, must file Forms 1094-B and 1095-B with the IRS no later than February 28, 2017 (or March 31, 2017, if filing electronically). These entities are also required to furnish a Form 1095-B to "responsible individuals" (may be the primary insured, employee, former employee, or other related person named on the application) by March 2, 2017 (which is a 30-day extension from the original due date of January 31).

Electronic Filing Requirements

Reporting entities filing 250 or more Forms 1095-B or Forms 1095-C must electronically file them with the IRS. Additional information on electronic filing can be found on the IRS ACA Information Returns (AIR) Program webpage.

Your business information— wherever you are!



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Equipment Sales Turn Positive

North American large ag equipment sales turned positive with 10% year-over-year growth in February (U.S. +13%) after 36 months of consecutive declines, according to Mircea (Mig) Dobre, an analyst with RW Baird. 4WD tractor sales were down, but combines and row-crop tractors were up double digits. "February was a below-average month for sales but growth is encouraging, as we highlighted in last month's retail sales that we needed to see growth turn soon for Deere to meet the down 5-10% guidance for FY17 North American Ag," Dobre said in a note to investors.

~ Ag Equipment Intelligence

After Up & Down Year, UK Tractor Sales Finish Down

A hoped-for bottoming out of the UK farm tractor market last Fall, when apparently buoyant demand lifted sales 33% ahead of prior-year figures to offset earlier losses, turned out to be a false hope. Sales in November, down almost 5%, and an unprecedented 13.4% drop in December, resulted in a year-end sales of just 10,602 units of 51 horsepower or higher — the lowest annual total for a decade.

In Europe's two biggest machinery markets, France and Germany, commodity prices have been depressed by an influx of produce from countries that used to have strong exports to Russia until sanctions hit. To add to the woes of British manufacturers and dealers in established imported brands, more east European manufacturers are looking to the UK market for sales in what is already a hugely competitive market. According to AEA, the British machinery trade body, equipment sales to farmers and contractors are typically worth around £2 billion (\$2.1 billion) a year, with tractors accounting for just under 40% of the total and combines for 9%.

A period of economic improvement and political stability would help maintain that market, but there is little prospect of either in the short-term.

~ Ag Equipment Intelligence



FEBRUARY U.S. UNIT RETAIL SALES

Equipment	February 2017	February 2016	Percent Change	YTD 2017	YTD 2016	Percent Change	January 2017 Field Inventory
Farm Wheel Tractors-2WD							
Under 40 HP	7,288	6,006	21.3	13,377	11,360	17.8	75,584
40-100 HP	3,025	3,122	-3.1	6,468	6,953	-7.0	35,380
100 HP Plus	1,125	961	17.1	2,325	2,675	-12.5	9,347
Total-2WD	11,438	10,089	13.4	22,170	20,970	5.7	120,311
Total-4WD	119	158	-24.7	228	334	-31.7	713
Total Tractors	11,557	10,247	12.8	22,398	21,304	5.1	121,024
SP Combines	210	163	28.8	415	581	-28.6	741

AGCO Moves Back into Acquisition Mode

While other Ag equipment manufacturers watch from the sidelines, AGCO continued to build a portfolio of crop and feed storage hardware for farms, co-ops and industrial businesses. In the past two months, the third largest farm equipment maker worldwide (behind John Deere and CNH Industrial), announced its intentions to acquire Kepler Weber, a maker of grain storage and handling products, as well as forage and dairy equipment specialist Lely.

About this acquisition, Richenhagen said, "The integration of Lely's industry leading competence in hay and forage technology will further strengthen AGCO's full line product offering." Subject to regulatory approval, he anticipates completion in the fourth quarter of this year.

~ Ag Equipment Intelligence

CNHI Sees Ag Pick Up in 2018; Not Pursuing Merger & Acquisitions for CE

CNH Industrial expects replacement buying will give its Ag business a boost next year. The company also reiterated that it's not looking to off load its construction equipment segment any time soon.

"As such, in our view, the CNHI construction equipment business may not be for sale despite challenging returns in recent years. Importantly, CNHI noted that it does not take much growth from recent low levels to bring returns to levels the company would consider adequate; this would include high single-digit operating margins," Shlisky said. "Overall, CNHI did not seem to have much interest in pursuing an M&A deal in construction, believing that the current footprint can eventually deliver these adequate returns once volumes ramp back up."

About this acquisition, Richenhagen said, "The integration of Lely's industry leading competence in hay and forage technology will further strengthen AGCO's full line product offering." Subject to regulatory approval, he anticipates completion in the fourth quarter of this year.

~ Ag Equipment Intelligence



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