

DEALER

The Newsletter of NORTHEAST EQUIPMENT DEALERS ASSOCIATION, INC.

**IMPORTANT
COVID-19
RELATED UPDATES
IN THIS MONTH'S
NE DEALER!**

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EPA STATEMENT ON PPE FOR PESTICIDE USES

On June 1, EPA issued a statement regarding respiratory protection shortages and reduced availability of respirator fit testing related to pesticide uses covered by the agricultural Worker Protection Standard during the COVID-19 public health emergency. EPA has heard from states and stakeholders about Personal Protective Equipment shortages in the agricultural sector. To respond to these reports and to help ensure the health and safety of America's farmers, EPA is providing temporary guidance regarding respiratory protection requirements for agricultural pesticide handlers. Guidance aligns with recent OSHA memos on respirators while addressing EPA's responsibilities under FIFRA and the Agricultural Worker Protection Standard (WPS).

[Click here](#) for a direct link to the statement. [Click here](#) for a full list of EPA's COVID-19 Enforcement and Compliance Resources.



Did You Know?

Did you know you can update your dealer profile on our website? Go to www.ne-equip.com and login in with your user ID and password. Once your logged in place your cursor in the upper right hand corner and click on "Edit my Profile"

Here you can put any events happening at your dealership, upload profile pictures, your company logo, etc.

Email davec@ne-equip.com or call the Association, 800-932-0607 if you have any problems getting into the website.

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<u>Policy Year</u>	<u>Dividend</u>
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2016-2017	35.0%
2015-2016	30.0%
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%



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SOURCES

To see if you qualify, call Pat Burns at Haylor, Freyer & Coon 315-703-9148 / 800-289-1501 or fax a current declaration page to 315-703-8159 or Call Ralph Gaiss (Executive Director of NEDA) at 315-457-0314 for more information.
You may also visit us at www.haylor.com/NEDA

Observations from the **FIELD**

While members, their customers, and manufacturers continue to adapt to the seemingly ever changing "new normal" COVID-19 has "blessed" us with I want to remind everyone that, regardless of the "situation", good business decisions based on quality data are key to a dealership's profitability and success. Good decisions require quality data and communication. Maybe it is the times, the twenty-four-hour news cycle, or my old age, but it seems to me that, this year more than most, "uncertainty" is the word that best describes the year. That being the case, it is even more important that management solicit and facilitate open and truthful communication between employees, manufacturers, lenders, accountants, and consultants. Staying "ahead of the curve" and "on the same page" will be to the benefit of all concerned.

Let us know what you would like us to focus on at the regional meetings. Some suggestions I have gotten are how to build a profitable Precision Ag department, valuing a Dealership, managing cash-flow, HR/OSHA regulations, and workforce development strategies. Email Ralph (rgaiss@ne-equip.com), Dave (davec@ne-equip.com), or me (twentz@ne-equip.com) and let us know what you and your staff would like to learn about.

NEDA and EDA continue to work with dealers who have received "updates" to their dealer agreement(s) and/or terms. We have received many calls in the last month with questions such as: Should I sign it? What impacts, short and long term, will the changes have on my dealership? Will the dealer law protect me? What options do I have?

Having an unbiased resource familiar with manufacturer agreement terms, state dealer laws, and the marketplace can be an invaluable resource. Dealers have told me that, as a result of their discussions with association staff, our work updating state dealer laws, as well as our industry knowledge and recommendations, they were able to successfully identify/work-through "solutions" to difficult business challenges/decisions. While not every "solution" results in an immediate resolution or favors the dealers, I can think of several recent situations where dealers sought out help from the association staff and the association's prior legislative work, manufacturer relations advocacy and advice resulted in the member securing a very satisfactory result.

Bottom-line, we cannot help if you do not ask! Your association dues are an investment that can return many times over. Make the most of it!

**"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."**



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Field Director / Legislative
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ASSOCIATION NEWS

Alone we can do so little ...
together we can
accomplish great things!

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PA Dealers:

Governor Wolf Announces \$225 Million Grant Program for Small Businesses Impacted by COVID-19

Recently, Governor Tom Wolf announced a \$225 million statewide grant program to support small businesses that were impacted by the COVID-19 public health crisis and subsequent business closure order. The funding was developed in partnership with state lawmakers and allocated through the recently enacted state budget, which included \$2.6 billion in federal stimulus funds through the Coronavirus Aid, Relief, and Economic Security (CARES) Act, of which \$225 million was earmarked for relief for small businesses.

The Department of Community and Economic Development (DCED) will distribute the funds to the Community Development Financial Institutions (CDFIs), which will then administer the funding in the form of grants.

More information is available on the [DCED website](#).

NEDA MEMBERS ENCOURAGED TO UPDATE MEMBER PROFILES

Please take a moment to review it and make any necessary updates or changes on your company profile on the associations' website. Current contact information is vital to keeping our members apprised of current events, hot-topics and NEDA events. Please log into the Members Only page of the NEDA website and view or update your profile information directly at any time. (If you have any questions about access to the Members Only page, please contact Dave Close at: davec@ne-equip.com As a member, you will receive updates and important information via email. Meeting and event attendance is always encouraged, but we wouldn't want someone to be behind on information just because they didn't attend a meeting.

NEDA appreciates the support of our members and looks forward to another year of service to our members of Northeast Equipment Dealers Association, the Association that works only for the equipment dealers here in the northeast.

The impact (value) of the association's legislative advocacy, work-force development, and Industry Relations work can easily be overlooked. Our efforts cannot be accomplished without significant financial investment, support, and grassroots participation. If we're to continue that work, we are going to need your help participating in and financially supporting our legislative work, association governance/direction, and program development. We need your help recruiting new members, participating in legislative visits, giving testimony, contributing financially to the legal/legislative fund, association governance/direction, and program development!

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...

BY TIM WENTZ

Field Director / Legislative
Committee Chairman

www.ne-equip.com

**AG TECHNICIAN
ASSESSMENT**



WORKFORCE DEVELOPMENT

Last month, I continued exploring how dealers might use the apprenticeship model to expand and improve employee recruitment and **retention using the framework of why, who, what, where, when, and how with a focus on the questions of “who” and “what”.**

As I discussed, understanding what competencies and skills are required for a particular position are critical to the process. Using skills/validation and testing/assessment is a way to help dealers ensure that candidates have mastered the prerequisite competencies/skills.

A useful tool for validating mechanical knowledge of technician candidates can be found on your association’s website. Soft skills are much more difficult to determine. Linked-In posted this article related to screening for soft skills, interview questions, and techniques that an employer can use. A Google search for online “soft (workplace) skills” testing will produce an overwhelming list of results. Within the apprenticeship program, we chose to use “ACT WorkKeys”. In addition to testing for soft skills, John Chapin and several dealers have recommended personality assessments built specifically for sales staff. Other dealers have told me that they administer personality assessments to all candidates.

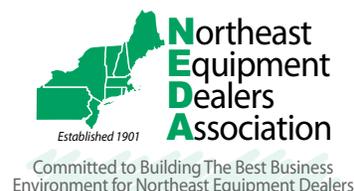
Personally, I would much rather hire “right” and minimize staff turnover and training expense. I believe that skills validation/assessments are an important tool to ensure that the “best” candidate is ultimately hired. Regardless of what, if any, “validation/assessment” tests your dealership adopts, the law requires that any tests be administered to all candidates at the same stage within the recruiting process. Picking and choosing which candidates are tested could open up the dealership to a discrimination (EEOC) suit in the future.

Based on the Google search returns, there is a lot more to explore regarding the use of testing/assessments in the hiring/recruiting process; however, I would like to move on to the question of “where”.

We were lucky enough to be invited to participate in an online Ag Education class conducted by one of our high school teachers in Pennsylvania. Many students, including both of my daughters, have had to transition to online lectures/instruction this year. After participating in the class via Zoom, I have to say that this experience as a presenter gave me a renewed respect for both teachers and students, as well as a deeper understanding of the challenges that the transition required of both. Luckily, we had a responsive group of students who were willing to share (as much as teenagers can be expected to) what “tools”/platforms they used to communicate with each other and gather news and information. I was particularly interested to learn that Instagram and Facebook were the two most popular platforms for these students, who ranged from sophomores to graduating seniors).

Next month, we will continue to try and help dealers answer the question of “where”!

~ Many Hands Make Light Work - Merriam-Webster



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Questions and Answers



Selected Reserve and transfer of benefits

Q *I am in the Army Reserve and have a 2-year-old daughter. How long do I have to serve in the Selected Reserve to be able to transfer my educational benefits to her?*

A To transfer your benefits to your daughter, you must have at least six years of service in the armed forces - active duty or Selected Reserve - and agree to serve four additional years from the date of election or you must have 10 years of service on the date of approval, be precluded by standard policy or statute from committing to four additional years, and agree to serve for the maximum amount of time.

Remember, all transfer requests are submitted and approved while you are in the armed forces. You can transfer up to 36 months of unused educational benefits to your daughter as long as you do 50 before you separate or retire from the military.

In-state tuition deadlines

Q *Under Section 702 of the Choice Act, if a veteran is more than three years past separation when enrolling in school for the first time, is he or she considered a covered individual eligible for in-state tuition?*

A A student who enrolls in school more than three years after discharge is not considered a covered individual. However, a student who enrolls in school within three years of discharge will remain eligible as long as he or she is using Post-9/11 GI Bill or Montgomery GI Bill-Active Duty (MGIB-AO) benefits and remains continuously enrolled at that school.

Continuity of enrollment is not broken by regularly scheduled breaks between courses, semesters or terms, and students do not have to enroll in summer sessions or terms to maintain continuous enrollment.

Expanded eligibility for Fry Scholarship

Q *Can you tell me if I am eligible for the Marine Gunnery Sgt. John David Fry Scholarship? My husband passed away on active duty in 2003, and I am wondering if I might be eligible for that benefit.*

A I am so sorry for your loss. You may be eligible to receive the Fry Scholarship. The Veterans Access, Choice and Accountability Act of 2014 expanded eligibility to surviving spouses of servicemembers who died in the line of duty after Sept. 10, 2001. The scholarship includes:

- Full in-state tuition and fees paid to a public school. If you want to attend a private or foreign school, tuition and fees are capped at a maximum amount per year.
- A monthly housing allowance based on your ZIP code.
- A book and supply stipend
- 36 months of benefits.

To apply for the scholarship, visit www.vets.gov/education/gi-bill.

What happens if I fail or drop a class?

Q *I am currently enrolled in a calculus class. I am not doing well and may receive an "F" grade. What happens to my Post-9/11 GI Bill? I have heard that if I stay in the class and receive an F, VA will not ask for any money back. Is that true?*

A Yes, VA will pay for an "F" grade, which is a punitive grade but assigned for pursuit of a course used in determining the student's overall progress toward completion of the school's requirements for graduation. If you drop the class, you will probably receive a "W" for withdraw, a non-punitive grade but that doesn't count as earned credit and isn't considered in progress standards for graduation.

When you receive a non-punitive grade, VA may request money back for tuition and housing allowance.

Make sure you ask your school about their punitive and non-punitive grades.

~ Provided by Valerie Heffner, Marine Corps veteran and member of American Legion Post 27 in Arizona. oskvo/erie@egion.org

APPRENTICESHIP

can be your pathway to a career as an

AG TECHNICIAN

A high paying job
that is and will continue
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The Agricultural Equipment Technician Apprenticeship is sponsored and administered by the Northeast Equipment Dealers Association and is limited to participating members and their employees. If you are a student, veteran or adult interested in a clear pathway to a well-paying career, an agricultural equipment technician apprenticeship might be for you!



AS AN **APPRENTICE** YOU WILL

- Earn while you learn
- Build on classwork you've completed
- Participate in structured hands-on learning and OJT (*on-the-job training*)
- Get credit for skills you've already mastered
- Build a career you can be proud of
- Earn Industry Credentialed
- Achieve your goals



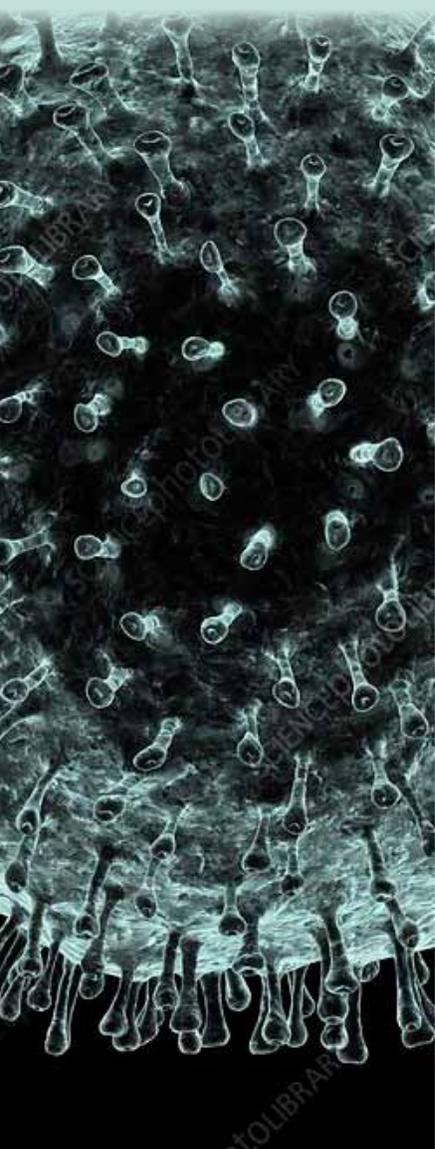
NEDA

For more information visit us at
nedaapprentice.com

Get the latest news on the coronavirus pandemic here.

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Interim Guidance for Agriculture Workers and Employers

The CDC and U.S. Department of Labor have developed COVID-19 interim guidance for agriculture workers and employers. This joint guidance may be adapted by *state and local health departments* to respond to rapidly changing local circumstances.

KEY POINTS

- Management in the agriculture industry should conduct *work site assessments* to identify coronavirus disease 2019 (COVID-19) risks and infection prevention strategies to protect workers.
- Work site guidance for COVID-19 prevention and control should be taken into consideration in employer-furnished shared worker housing, transportation vehicles and work settings.
- Prevention practices should follow the *hierarchy of controls*, which includes using source control and a combination of engineering controls, administrative controls (especially proper sanitation, cleaning, and disinfection), and personal protective equipment.
- Grouping workers together into cohorts may reduce the spread of COVID-19 transmission in the workplace by minimizing the number of different individuals who come into close contact with each other over the course of a week, and may also reduce the number of workers quarantined because of exposure to the virus.
- Owners/operators should maximize opportunities to place farmworkers residing together in the same vehicles for transportation and in the same cohorts to limit exposure.
- Basic information and training about infection prevention should be provided to all farmworkers in *languages* they can understand.
- Agriculture work sites developing plans for continuing operations where COVID-19 is spreading among workers or in the surrounding community should work directly with appropriate *state and local public health* officials and occupational safety and health professionals.

[Click here](#) to read the entire guidance document.

OSHA Adopts Revised COVID-Related Policies for Employers

In response to business and communities reopening, the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) has issued two revised enforcement policies to ensure employers are taking action to protect their employees, including increasing in-person inspections at all types of workplaces, and revising its previous enforcement policy for recording cases of the corona virus. [Read more.](#)



Releases Expanded FAQs on Employee Retention Tax Credit

Recently, the Internal Revenue Service has released additional information about the Employee Retention Tax Credit, including updated answers to frequently asked questions about the program. The FAQs cover employer eligibility, allocation of qualified health plan expenses, interaction with other COVID-19 relief provisions and more.

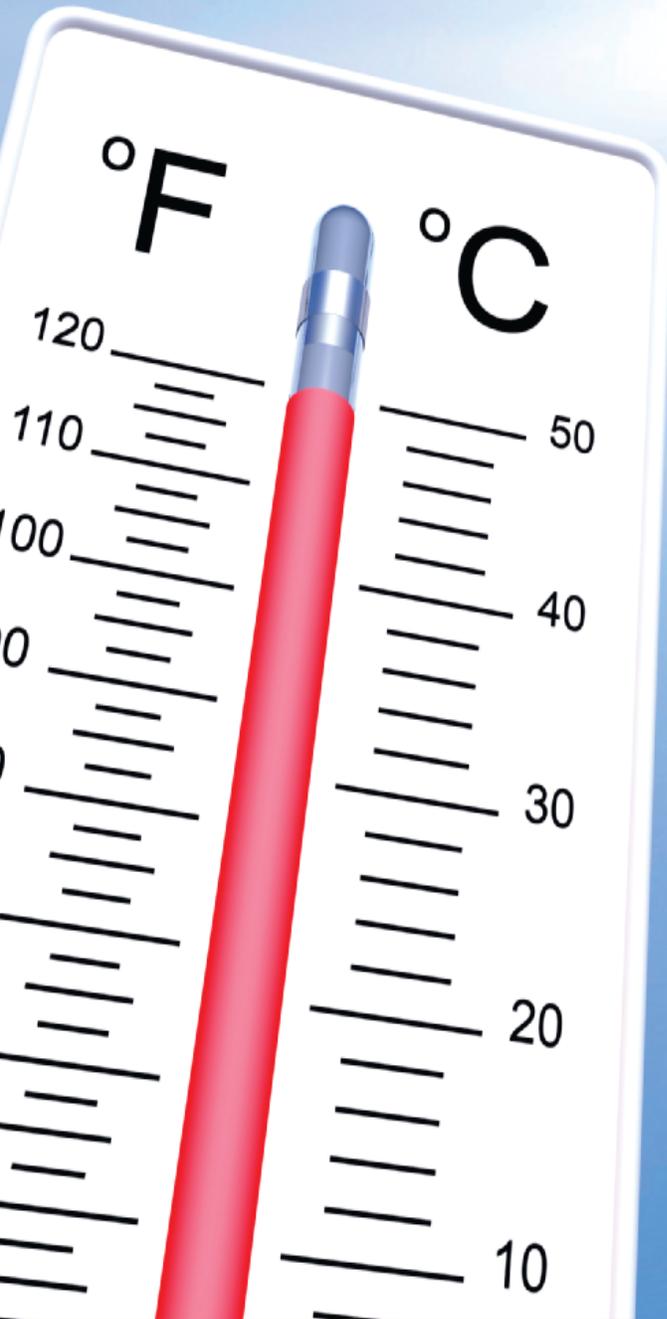
[Click here](#) to read the updated FAQs.



SUMMER IS COMING!!!

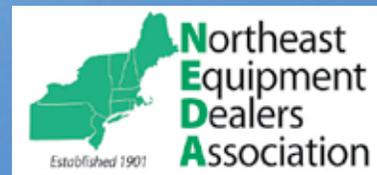
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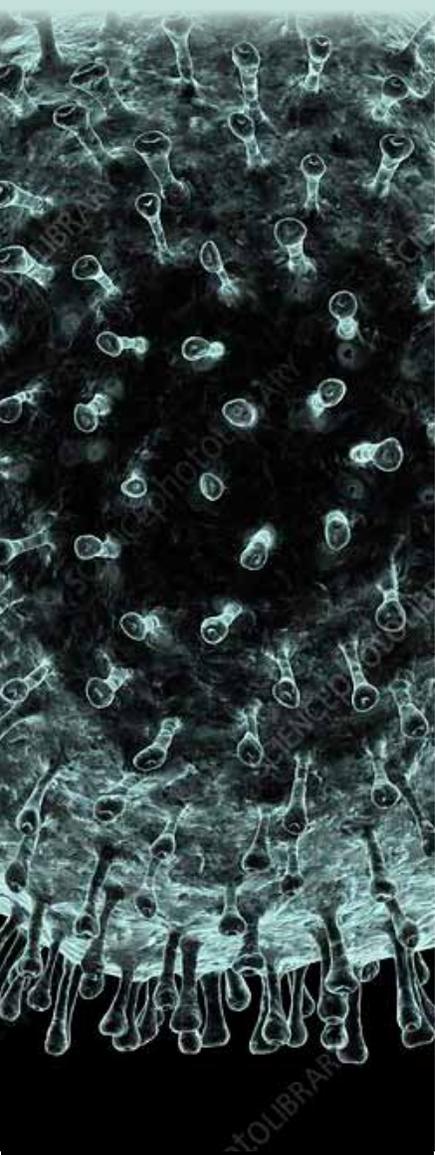
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Get the latest news on the coronavirus pandemic here. ...

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UPDATE ON FEDERAL LENDING PROGRAMS

U.S. Treasury Department Issues New Guidance for Paycheck Protection Program Loans

In accordance with the new rules passed by Congress, the U.S. Treasury Department has issued new guidance and information on business loans issued under the Paycheck Protection Program. To see the new guidelines, including the latest interim final rules, as well as the new applications for borrowers and lenders, [click here](#).



U.S. Small Business Administration Accepting New Applications for Economic Injury Disaster Loans

This week, the U.S. Small Business Administration announced that it would begin accepting new EIDL and EIDL Advance applications from qualified small business and agricultural businesses. The SBA previously stopped processing applications on April 15. To learn more about EIDL loans, [click here](#).

U.S. Federal Reserve System Releases New Information About Main Street Lending Program

The U.S. Federal Reserve System opened the lender portal for their Main Street Lending Program Monday. This assistance is open to businesses with fewer than 15,000 employees that were in sound financial condition before the onset of COVID-19. Loans under this program are not forgivable and have a loan term of five years. To learn more about the program, including information on terms and conditions for both borrowers and lenders, [click here](#).

FMCSA Provides Limited Waiver for Certain Pre-Employment Testing Requirements

In response to COVID-19 related issues, the Federal Motor Carrier Safety Administration has granted a limited waiver to provide relief from certain pre-employment testing requirements. The three-month waiver applies to employers who have temporarily laid off, furloughed, or otherwise removed employees from performing safety-sensitive functions due to the COVID-19 public health emergency. In granting the waiver, FMCSA extends, from 30 to 90 days, the period under which drivers would qualify for the pre-employment testing exemption under 49 CFR 382.301(b). Allowing employers to forego pre-employment testing for select new hires and drivers with temporary absences—and who were in a testing program within the previous 90 days—provides relief from the administrative and cost burdens associated with administering tests and returning drivers to the workforce.

The waiver went into effect on June and remains in effect through September 30, 2020. More information is available – [click here](#).



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10 Useful Computer Tech Tips You'll Use Over and Over

Everybody loves a cool trick. No matter how well we know an app or program, there's almost always some shortcut we never learned. The same goes for hardware: We may use gadgets every day without knowing their helpful quirks. A great example is Zoom, which millions of Americans have recently discovered for the first time. In quarantine, you may spend a lot of time with the tech you already own, especially if you're working from a home office. Little do you know, you may be doing things "the hard way," when you could be cutting corners for free. Here are some of my favorite popular tech tips, tricks, and shortcuts for a range of popular programs and tools:

1. PUT YOUR USB DRIVE IN THE RIGHT WAY THE FIRST TIME.

Plugging in a USB cable the right way feels like a no-brainer. Then why do we get it wrong on the first try so often? Here's the secret: Grab any USB cable sitting around your house. See that symbol on one side? It's not just branding or decoration. That symbol will point up if you're plugging in horizontally and if you're plugging a cable vertically, the USB symbol will face you. Now you know.

2. REOPEN A CLOSED BROWSER TAB.

It happens all the time. You have a dozen tabs open in your browser and accidentally close the wrong one. You could open up your browser's history and reopen the tab from there, or you can do it with a couple of keystrokes. Hit Ctrl+Shift+T on your PC or Command+Shift+T on your Mac to automatically reopen the tab you just closed.

3. SHARE A YOUTUBE VIDEO AT A PRECISE POINT.

If you see something in a YouTube video that you want to share at a particular point, you can get a link that takes people directly to that moment. Click the Share button below the video. Look for a checkbox below the link. It will automatically display the time at which you currently have the video stopped. You can stick with this time or choose a different time. Copy the link and share it on your preferred social media or email it to a friend. When someone views the link, the YouTube video will automatically skip right to the point you chose.

4. SEARCH USING "SITE:" TO FIND CONTENT LIKE A NINJA.

A Google search can return millions of results. Cut that down significantly by searching just a single site with Google's Site: feature. Open Google in your browser and type "site:" and then the website you wish to search. Like this: "site:komando.com" but leave off the quotation marks. Tip in a tip: You can enter "site:komando.com search term" in your browser's address bar and no need to go to Google. Again, no quotation marks needed.

5. REPORT JUNK TEXTS AND STICK IT TO THE SCAMMERS.

Junk texts are downright annoying. You can block them, but it feels good to take action, too. Report texts to the GSMA's Reporting Service with just a few clicks. Forward the message to 7726 (guess what that spells?) or just hit "Report junk" in your messaging app.

6. Use your voice in Google Docs.

I bet you already use your phone's speech-to-text to dictate text messages or even emails, but did you know you can do the same in Google Docs? It's free and it works surprisingly well. Open a new document in Google Docs, then enable Voice Typing from the Tools menu. Then start dictating. Voice Typing recognizes commands like "comma," "period," and "new paragraph" as well.

7. DOWNLOAD MOVIES ON DISNEY PLUS.

Each streaming service has a different policy for downloading video content and watching offline. Netflix was a major holdout until 2016. But Disney Plus allowed this

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The impact (value) of the association's legislative advocacy, work-force development, and Industry Relations work can easily be overlooked. Our efforts cannot be accomplished without significant financial investment, support, and grassroots participation. If we're to continue that work, we are going to need your help participating in and financially supporting our legislative work, association governance/direction, and program development. We need your help recruiting new members, participating in legislative visits, giving testimony, contributing financially to the legal/legislative fund, association governance/direction, and program development!

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Computer Tech Tips continued from page 14

option right away. The download icon is located at the bottom of the menu. Using the Disney Plus app, you can also download as many titles as your hard drive can hold.

8. CROP A SCREENSHOT.

Screenshots are common practice, but you often capture more than you need. Revealing too much of your screen in a single image can actually threaten your security. Instead, you can take a screenshot with precise cropping, so that you include only what you want. On a Mac, press Command + Shift + 5, and a rectangle will emerge, which you can manipulate as much as you want. On Windows 10, go to Start, enter the Search Bar, and type Snipping Tool. This will give you a similar box that you can drag to any shape over your screen.

9. SEARCH WHATSAPP CHATS.

Messages accumulate over time, no matter what platform you use. We want to find that one hilarious quote or a vital street address, but it's lost in a disjointed sea. WhatsApp may be the most-downloaded app of the decade, but many users are unaware that you can search your messages, just like Google. For iOS versions, there's a search bar; for Android, there's a search icon. Either way, find words unique to a specific conversation to narrow down the exact message you're looking for.

10. UNSEND AN EMAIL.

Did you just send out an email to everyone that was meant for one person? Well, Gmail has the ability to unsend an email by adjusting one setting prior to writing your email. This recall of a message will also allow you to modify spelling errors, incorrect recipients, subject line and even append forgotten attachments. Be sure to adjust the setting to a higher number than the default setting of five seconds. Let's face it; five seconds isn't even enough to realize you made an error, let alone hit the unsend button. Thankfully, Gmail settings provide the option of pausing an email delivery up to 30 seconds.

Learn about all the latest technology on the **Kim Komando Show**, the nation's largest weekend radio talk show. Kim takes calls and dispenses advice on today's digital lifestyle, from smartphones and tablets to online privacy and data hacks. For her daily tips, free newsletters and more, visit her website at Komando.com.

*~ Received courtesy of: David B. Wentz, J.D. LUTCF
Tax Favored Benefits, Inc.*

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dbw@tbusa.com – Kim Komando Special to USA TODAY

Resource Can Aid Citizens In Stopping Spread of Spotted Lanternfly

A printable checklist developed by Penn State University Extension and the state Department of Agriculture can help citizens tick all the boxes when it comes to preventing the spread of the spotted lanternfly, an invasive insect that is threatening the agricultural, timber and ornamental industries.

DO YOUR PART TO HELP STOP THIS INVADER. [READ MORE](#)

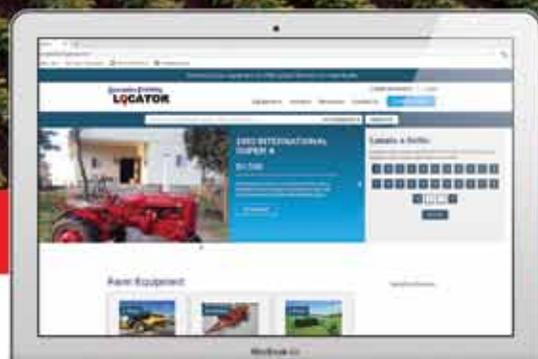


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HOW TO SET UP A BASIC FIRE ESCAPE PLAN

Fire remains a major risk to businesses, and prevention is the best defense; however, some fires are not preventable, so your business should be prepared just in case.

Do you have a fire escape plan?

Do employees know where the fire extinguishers are and how to use them? Are smoke alarms installed and functioning properly? Do all employees know what to do in the case of a fire?

- Prepare and post maps for the entire floor area. Label all windows, doors, and stairways.
- Decide on the best exit from each area; then designate an alternative exit as well.
- Use markings and signs to show emergency exits through halls or stairways.
- Try your escape routes. Are they realistic and practical for emergency use?
- Test windows. Can employees or customers easily unlock, open, and exit through them? If not, place tools nearby.
- Determine if an operation needs an emergency shutdown procedure along with evacuation.
- Create an employee evacuation notification plan.
- Designate a meeting place outside, preferably the front of the building.
- Appoint leaders to direct exiting and account for employees and customers.
- Hold periodic fire drills and evaluate results to improve procedures.
- Adapt this plan for any offsite buildings.

Little Things Mean a Lot in Fire Prevention

A study of recent large fire losses by Federated Insurance identified four major fire exposures—spontaneous combustion, improper use of electrical equipment, careless smoking, and improper handling of flammable liquids. In every one of the fire loss cases, human error and indifference toward basic fire prevention ultimately led to a business closure due to fire. In fact, 85 percent of commercial building fires are caused by human error or intent. This highlights the importance of each employee taking responsibility for fire safety.

Further complicating the resolution of several of these losses was the environmental release caused by pollutants running off the site simply from fighting the fire. The containment and cleanup of these pollutants can be very challenging and costly.

The best way to fight fires is to prevent them from happening. Let's address several basic things you can do at your operation to lessen the chances of a fire.

- Place fire extinguishers throughout the company—and make sure everyone knows how to use them.
- Consult a fire authority or fire protection dealer concerning specific needs.
- Install smoke detectors throughout the operation.

CONSIDER WHAT COULD CAUSE A FIRE TO START

Good housekeeping is one of the most important parts of fire prevention. The more your business is clean, neat, and organized, the less fire hazard you have. This applies especially to closets, janitorial rooms, and other equipment areas.

Inspect your workplace for fire hazards. Check the electrical system, all appliances, equipment, fuel storage, the heating system, stoves, and portable heaters. Make needed repairs without delay. Remove fire hazards such as trash, clutter, stacks of newspapers, and other unneeded combustible materials.

Here are some other common-sense tips:

- Don't block exits with waste or other items
- Empty the trash daily
- Keep your equipment clean to prevent residue buildup and fire potential

STORE FLAMMABLE LIQUIDS PROPERLY

Follow directions on containers or labels of flammable products. Store them in their original containers. Store fuel only in approved, labeled safety containers. Don't leave paint cans, thinners, or solvents around your work area; use them, and then return them to a safe storage area. Flammables and combustibles should be kept in safety containers and properly stored when not in use.

CONTROL OILY SHOP RAGS

Be sure to put soiled rags into safety waste cans. Safety containers should be UL-approved or approved by another nationally known safety organization. You can create spontaneous combustion by leaving greasy rags sitting in a corner or stored in a container other than a metal can with a metal lid.

ENFORCE SMOKING POLICY

A company policy on smoking should be developed and discussed with all new employees as part of their workplace orientation. This should include instructions on when and where this activity is, and is not, permitted.

"No Smoking" signs should also be posted as a reminder in hazardous areas, including where:

- flammable or combustible gases and liquids are stored or transferred from one container to another
- merchandise is displayed (retail stores)
- parts are unpacked or packaged for shipping, or other areas where paper, cardboard, plastic packing materials, or other easily ignited combustibles are, or may be, stored
- paint mixing or spray painting is performed
- flammable or combustible liquids are heated to temperatures above their flash point
- organic peroxides are stored or transferred from one container to another
- cylinders of oxygen are stored
- lumber or other combustible building materials are stored

Smoking should also be prohibited in any other type of area that is classified as a Class I, II, or III hazardous location in NFPA 70®, National Electric Code®, or in other NFPA pamphlets.

Following these measures can help prevent your operation from becoming another fire statistic.

~ Submitted by Federated Ins. Co.

¹"Best Practices Guide for Workplace Fire Safety and Fire Extinguishers," Maine Municipal Association Risk Management Services (MMARMS), 2004.



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2 x 6	\$1.32 pc	\$0.73 pc	\$0.44 pc	\$0.31 pc
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BUILDING A SUCCESSFUL (SALES) CULTURE

You just hired the perfect person: great work ethic, positive and upbeat, they show up early, leave late, take ten minutes of a fifteen-minute break, and do more than expected and more than you ask for. Now let's take that person and put them into an environment where people are negative, aren't held accountable, take three days off for a hang-nail, show up at 8:05 then spend 45 minutes "getting ready" for their day, start preparing to leave at 3:30 and leave at 5:00 like there's a fire drill. What happens to that perfect hire? One of two things: they either become just like everyone else after about a month, or they leave.

Feature #1: Great leadership

Culture is top down; it begins at the top and flows down through the entire organization. Whatever the leadership team eats, breathes, walks and talks related to culture, will become the culture. As a leader, you don't get what you want, you get what you tolerate and allow. And what you tolerate and allow you tacitly condone and get more of. If you allow people to miss their numbers year after year, when it's evident they aren't making the calls and doing the necessary work, you'll get more of that. If you allow negativity in the workplace and don't hold people accountable, you'll get more negativity and more people not doing their job.

Feature #2: Rules and decrees

Written rules and decrees. Here are a few examples:

- Everyone is expected to show up on time, work until the end of the day, finish what they start, be honest, have integrity, and put in a full day's work for a full day's pay.
- Everyone will be held to the highest professional and ethical standards. There is no place in the workplace for negativity or unprofessionalism. You will be respectful to all employees and clients. Gossip, talking, and otherwise communicating, behind someone's back won't be tolerated.
- We are a great organization with a great product. We take better care of our clients than the competition because we care more.

Your rules and decrees, totaling about eight to fifteen in number, should be framed and prominently posted in several highly-visible areas in the workplace on a document titled.

Feature #3: Everyone-on board, all-in commitment.

No one who breaks the rules gets a pass. If this is allowed even once, people inside the organization start to question the integrity of the culture, and the culture starts to crumble. Again, no one gets a pass on the rules, not even your top sales rep. This doesn't mean people don't get a mulligan.

Feature #4: Culture is a living, breathing organism.

A great culture can't simply be written out, placed on the wall, and left to die. It needs to be kept alive and well by visiting it often, talking about it, and reviewing it. Repetition is important, because like any new habit, it will take time to imbed the culture into the consciousness and subconsciousness of everyone in the organization. Once it's locked in and habitually followed, discussing the culture keeps it on everyone's radar screens and ensures it is remembered and adhered to.

Finally, you build a great sales culture by building a great overall company culture. As part of the organization, the sales department is included in all rules and decrees. Everyone, from leadership to the mailroom, must be on the same page when it comes to culture. So, while the sales department may have some additional rules and decrees related to activity, quotas, and other items, building an all-in, solid organizational culture is what will ensure the success of the sales culture.

*John Chapin is a motivational sales speaker and trainer. For his free newsletter, go to: www.completeselling.com John has over 31 years of sales experience as a number one sales rep and is the author of the 2010 sales book of the year: *Sales Encyclopedia*. E-mail: johnchapin@completeselling.com.*



BY JOHN CHAPIN





2020 COST OF DOING BUSINESS

New Deadline is July 17, 2020



It's that time of year again – time for the Northeast Equipment Dealers Association (NEDA) Cost of Doing Business Survey (CODB) compilation.

Participants can compare their financial performance to that of all dealers (regardless of lines or manufacturers represented);

- Dealers/Members need this information to assist in the valuation process of their businesses for estate planning, buy/sell agreements, sales, merger/consolidation purposes;
- The CODB Report will include benchmarks in the survey so dealership goals and budgets can be established for future years;
- As your trade association we established the tradition of generating this type of survey so that trends in business can be established and information can be gleaned that will help dealers improve financial performance in future years.

The completed survey results will be priced as follows:

- Member/Dealers who submit financials – **FREE!!!**
- Members who do not submit financial information – **\$300 per survey.**
- Nonmembers who do not submit financial information – **\$500 per survey**

You have two (2) options in sending your financial information to NEDA:

Option 1:

Simply click on the link below and enter your information online

[Click here to input information Online](#)

Option 2:

Submit your most recent year-end financial statement(after prudent adjustments truly reflecting your year-end results have been made) and answer all questions on the Dealer Form (below) and send the transmittal sheet along with your financial statements Note: This statement may differ from your “13th month statement.”

[Click here to get Dealer Form](#) [Click here for Excel Template](#)

Please note that your information will be kept in strictest confidence and if you choose to not disclose your store/dealership name, that is certainly acceptable. (If you choose to submit anonymously, be sure to send us the tear-off from the dealer form separately to get the results at no charge.)

You may also mail all your forms to the Association office at:

1. **Northeast Equipment Dealers Association**
Attn: CODB Study
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2. Or e-mail results to: davec@ne-equip.com
3. Fax: 315-451-3548

Financial Statements returned later than July 17, 2020 will NOT be included in the 2020 Report.

If you have any questions, comments or concerns please contact your Association office at 800-932-0607. Thank you again for your support in this years Cost of Doing Business.

CO Detectors Save Lives!

Kids Saved When Detector Goes Off at Lancaster School

The Fire Chiefs Association of Lancaster County has been donating carbon monoxide detectors to Lancaster-area schools for years. And their efforts are really paying off-and saving lives!

Kay Moyer, Extension Educator, Lancaster County Extension, spoke to several Amish and Mennonite schools about the importance of carbon monoxide detectors. She found out that a CO detector went off at an Amish school after the Lancaster County Fire Chiefs Association had just donated a detector to the school. The teacher reported that she and the kids were feeling sick. They were nauseated, had headaches, could not focus, and were sleepy. When the CO detector suddenly went off, she knew there was a problem. The teacher aired out the room and called in someone to check their school propane stove, which was found to be malfunctioning.

Moyer discusses the need for both fire alarms and CO detectors in schools as well as in homes when she conducts her outreach programs at area schools.

Carbon monoxide ---- called the silent killer

Carbon monoxide is often referred to as the "silent

killer" because it is odorless and colorless. It's a gas created when fuels (such as gasoline, wood, coal, natural gas, propane, oil and methane) burn incompletely. Many schools use gas and propane to heat their buildings. People mistakenly think that they will "smell something" when there is CO poisoning. CO poisoning mimics the flu; symptoms include:

- * shortness of breath; lightheadedness; headache; nausea; sleepiness

High levels of CO can be fatal, causing death within minutes. Go outside immediately if you suspect CO poisoning. Call the fire department as soon as the alarm goes off.

New schools will have a CO detector because the law and building codes require them. But as Moyer has discovered, many older schools lack a CO detector. "We saved 24 lives, and that makes all of our efforts, time, and the few dollars it takes to provide this program so worthwhile," Moyer says.

A few more tips from the National Fire Protection Association [www.nfpa.org]:

- * You can purchase a battery operated CO detector at any hardware store. Choose a CO alarm that has the label of a recognized testing laboratory.
- * Follow the manufacturer's instructions for placement and mounting height.
- * Test alarms at least once a month.
- * Consider purchasing a combined smoke alarm/CO detector, which are now available.
- * You need CO detectors on each level of your house, especially near the sleeping area of your home. You can also purchase interconnected alarms for your home. When one alarm goes off, they all go off.

For more information contact Kay Moyer, Penn State Extension klm26@psu.edu (717) 394-6851


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EDITOR'S NOTE:

"If you would like your dealership featured in the 'Northeast Dealer' monthly newsletter for viewing by over 500 dealers in the northeast, please email arts@pa.net with your press materials", include pictures with names of individuals showing for publication. This would include open houses, special programs and any local award, etc., your dealership earned.

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[Click here](#), Buy Now!

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The Northeast Equipment Dealers Association (NEDA) newsletter serves as the monthly resource for anyone in the industry looking for information on regulations, laws, specific goods and services, as well as services for the OPE, Farm Equipment and Industrial dealers.

All advertising should be submitted and received by the 20th of each month to be published in the following month's newsletter.

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