

Northeast

DEALER

The Newsletter of NORTHEAST EQUIPMENT DEALERS ASSOCIATION, INC.

The Northeast's Premiere Indoor Farm Event

**We're ready to open the doors Feb. 23-25, 2023
at the New York State Fairgrounds.
Looking forward to seeing everyone at the show.**

The New York Farm Show has been the leading farm show in the Northeast since 1985. The show hosts more than 400 exhibitors displaying the latest in farm equipment, tractors, combines and farm implements; seed and crop protection products; farm supplies and services, dairy and beef production, woodlot and related industry supplies.

**400+
EXHIBITORS**

**30+
YEARS**

- Located at the NY State Fairgrounds in Syracuse, NY
- Six huge heated buildings, plus outdoor demo areas
- Over 400 commercial ag exhibitors
- Latest technologies in tractors, planters, sprayers and other precision-ag tools
- Dairy robotic milking systems and related technologies
- Beef production know-how, handling equipment and marketing

General Show Information and Services

Show Hours
February 23-25, 2023
8:30 am to 4 pm

Admission
\$5 at the door
Under 18 are free.

Tickets are available to you free from your Northeast Equipment Dealers or by writing to:

New York Farm Show
P.O. Box 3470 • Syracuse, NY 13220

Free parking and shuttle buses run all day to all six of the farm show buildings.

New York Farm Show is co-sponsored by the Northeast Equipment Dealers Association and *American Agriculturist* magazine.

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Exclusive WC Program

New York Members of the Northeast Equipment Dealers Association



NEDA Workers' Compensation Safety Group

Average Dividend of 27.0%
For the Last 10 Years

DIVIDEND HISTORY

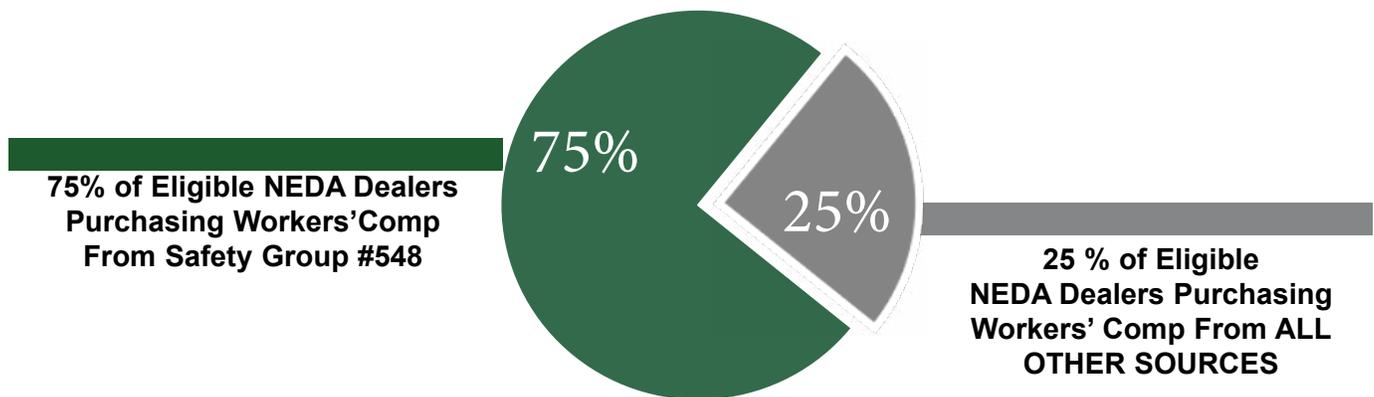
Policy Year	Dividend
2020-2021	35.0%
2019-2020	35.0%
2018-2019	40.0%
2017-2018	40.0%
2016-2017	35.0%
2015-2016	30.0%
2014-2015	20.0%
2013-2014	15.0%
2012-2013	15.0%
2011-2012	5.0%

ELIGIBILITY

- Members of NEDA Inc.
- Construction/Industrial Equipment Dealers
- Material Handling & Lift Truck Dealers
- Farm Equipment Dealers
- Outdoor Power Equipment Dealers
- Rental Equipment Dealers with Repair Facilities

ADVANTAGES

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To see if you qualify for the **EXCLUSIVE WC PROGRAM**
Call: Pat Burns, HF&C 315-703-9148 or email your WC declarations page to pburns@haylor.com or Visit us at www.haylor.com/NEDA

Observations from the **FIELD**

I haven't done a scientific analysis to know for sure, but it seems that in the years prior to a presidential election legislators become ideologues focused on maximizing exposure, spinning talking points, etc. rather than acting/legislating in a thoughtful and productive manner in the service of their constituents. Based on our legislative tracking software and my correspondence with other association legislative staff working in our region, Right-to-Modify and the associated legislation will continue to be an issue and focus of NEDA's legislative advocacy efforts in 2023. We're also seeing several bills and proposed regulations focused on labor law/regulation such as salary transparency/pay equity, non-compete clauses, in addition to sales tax, DOT regulation and fees.

Bottom-line it's very likely that NEDA will be calling on dealers to weigh in with their legislators, help educate customers and the press as the year progresses. Please let me know if your dealership has been contacted regarding Right-to-Modify or any of the other issues NEDA is tracking. Working cooperatively is far more effective than independently.

My hope is that 2023 will enable NEDA to focus more time on Workforce development.

We've submitted two grant requests related to AG teacher professional development opportunities and the development of youth competitions focused on electrical systems, hydraulics and diesel competencies. Should our grant request be successful, our first competition will be focused on electrical systems with a particular emphasis on diagnosis/trouble shooting. A majority of dealers have told me that "electrical systems /controls" account for as much as 80% of their shops' repair work. Within the validation process for our AG Technician Apprenticeship competency testing it became quite clear that electrical systems repair was the weakest link in our service departments. Our long term goal for the competition(s) is that AG Mech and other CTE students will graduate from high school having a working knowledge of electrical schematics and how to use a multi-meter within their problem solving/failure diagnosis. It's an idealistic goal but will pay huge dividends if we're successful!

Regardless of the issues at hand, "personal relationships" and constituent "grassroots" activity are key tools to effective legislative work in addition to a strong financial position (enabling the association to retain lobbyists where necessary). Please know that the NEDA team knows and values you and your staff's time and makes every effort to minimize our asks.

Simply put, our ability to act on your behalf depends on you. Active dealer participation and support is key to our success. We need your help recruiting new members, and participating in, and financially supporting, our legislative work. Please consider making a contribution to NEDA's legislative fund!

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



TIM WENTZ
Field Director / Legislative
Committee Chairman
717-576-6794

The general information provided in this publication by Northeast Equipment Dealers Association, Inc., (NEDA) 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 regarding the subject matter covered. Changes in the law duly render the information in this publication invalid. Some of the editorial material is copyrighted and should be reproduced only when permission is obtained from the publisher and the association.

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ASSOCIATION & MEMBER NEWS

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

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In Memoriam

Arthur "Art" James Smith

All of us at NEDA are sorry to share with you that **Art Smith** passed away peacefully Tuesday morning January 17, 2023 after a short illness.

Art was the former Vice-President of the Penn-Jersey Equipment Dealers Association prior to our merger in 1999 when it became the North Equipment Dealers Association. After his retirement and until his death he had been the editor of our monthly magazine 'The Northeast Dealer'.

Art's obituary follows. His services and burial with Military Honors took place at Fort Indiantown Gap National Cemetery in Anville with military honors.

It has been a privilege for all of us to have known, worked and spent time with Art who was such a kind and generous person and he will be greatly missed by all of us.

Our deepest sympathies and prayers go to all of Art's family and friends. May he Rest In Peace.



Arthur "Art" James Smith, age 84, of Mechanicsburg, passed away peacefully at home on Tuesday, January 17, 2023. Art was born on Tuesday, May 24, 1938, in Harrisburg to the late Joseph William Smith and Mary Ellen (Putman) Smith. Art was the widower of Anna Mae (Raudabaugh) Holtry-Smith, whom he married on November 6, 1976, and who died on November 12, 2019. In addition to his parents and wife, Art is preceded in death by his son, Andrew T. Smith.

Art's survivors include his step-son, William Holtry, Jr. and his wife, Susan, of Gilead, OH; his step-daughter, Shirley Frye of Shermans Dale; his five grandchildren: Mark Cox, Teresa Cox Cesario, Traci Frye, Christopher Holtry, Chad Holtry; his eight great-grandchildren: Nicholas Cesario, Stephanie Cesario, Amy Cox, Catherine Cox, Sadie Hallas, Ian Hallas, Noah Holtry, Amelia Holtry; his sister, Ethel Hoke of Harrisburg; and several nieces and nephews.

All were welcome to join Art's family at his viewing at Buhrig Funeral Home & Crematory, 37 East Main Street, Mechanicsburg, PA 17055. Burial will follow the service in Indiantown Gap National Cemetery in Anville, where military honors will be presented. Honored to be pallbearers are Bill Holtry, Chad Holtry, Wayne Holtry, Mark Cox, Len Hallas and Tim Wentz.

Read Art's full obituary, view his memorial video and portrait, offer condolences and sympathy, share stories and memories, upload photographs and videos, light a candle and sign his official guest book by visiting Buhrig.com.





**NEW YORK
FARM SHOW**

**FEBRUARY 23, 24, 25, 2023
Syracuse, New York**



Indoors and Outstanding

**New York State Fairgrounds
Syracuse, New York
Thursday, Friday & Saturday
8:30am to 4pm Daily**



**Robert Watson Memorial Toy Auction
LeClair Bros. Auction Service
For More Information**

**Contact Scott Grigor - 315.457.8205
www.newyorkfarmshow.com / sgrigor@ne-equip.com**

Tickets Available From Your Local Northeast Equipment Dealer

Co-sponsored by American Agriculturist Magazine and The Northeast Equipment Dealers Association

ASSOCIATION & MEMBER NEWS

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

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Conn. | REMINDER: Connecticut Highway Use Tax Now in Effect

As of January 1, Connecticut's new Highway Use Tax (HUT) is in effect. The tax applicable to trucks that have a GVWR of 26,000 lbs or more AND carries a classification between Class 8 and Class 13. Carriers subject to the tax must register with the Connecticut Department of Revenue Services.

Have questions? TANY hosted a webinar on the new tax with the Executive Director of the Motor Transport Association of Connecticut, John Blair. A recording of the webinar is available on TANY's [website](#).

~ TANY 1/6/23

NY | New York State Labor and Employment Laws Going into Effect in 2023

There are several new laws or changes to New York State regulations going into effect in 2023 that will affect small businesses. Some of the new laws/changes include:

- Paid COVID Vaccination Leave Time
- Workplace Document Requirements
- Minimum Wage Increase
- Expanded Paid Family Leave
- Protection Against Lawful Absences from Work
- Compensation Transparency

The complete list of laws/changes can be found [here](#).

SCAM ALERT!

NY Credit Card SCAM

NEDA has been notified by a Member Dealer of a credit card scam. Read the details below that was given to me today:

Dave

Just had someone call and try to buy a \$6000.00 Kubota cab. We are pretty certain it was a fraudulent transaction as it took 3 different card numbers to find one that would work. The phone number is not local and the address she gave is a vacant lot. Below is the information she gave if you would like to pass it along.

HANNAH MARTIN

747 SHUM WAY RD, BROCKPORT NY 14420 – P: (347) 943-5707

BE ALERT!!

Changes to Electronic Reporting of Injuries and Illnesses

Since December 2017, establishments with 250 employees (at a physical location) and certain establishments with 20 employees (including grain elevators and ag retailers) have been required to submit 300A Summary of Work-Related Injuries and Illnesses reports to OSHA electronically.

In the past, the vehicle for submissions was OSHA's Injury Tracking Application (ITA). ITA will continue to process submissions; however, beginning October 2022 OSHA has transitioned access to Login.gov. All current and new ITA account holders will have to create a Login.gov account.

For help creating a Login.gov account, click on the guidance document and instructional video links below.

- Create a Login.gov Account
- Login.gov Instructional Video



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ASSOCIATION & MEMBER NEWS

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together we can
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NY | New Toll Rates Took Effect on January 8

New toll rates at Port Authority of NY & NJ bridges & tunnels will go into effect at 12:01 AM on Sunday, January 8. All rates apply to the Lincoln and Holland tunnels, the George Washington, Bayonne and Goethals bridges, and the Outerbridge Crossing. Tolls are collected entering New York. No tolls are collected entering New Jersey. All Port Authority crossings are cashless and no longer accept cash toll payments.

The complete list of new toll rates can be found [here](#).

~ From TANY 1/6/23

NY | Consign Toys to Benefit Ag Students

Don't miss the Bob Watson New York State FFA Alumni and Supporters Toy Auction at 5 p.m. Feb. 24 in the Martha Eddy Room of the Arts and Home Center at the New York Farm Show.

Proceeds from this year's auction will support a scholarship fund for students pursuing a career in agriculture and agricultural education. This tradition was started by Bob Watson, a former ag educator from Lafayette, N.Y., and a longtime president of the New York FFA Alumni Association.

Toy consignors can start bringing items at 2 p.m. on the day of the auction. Those who can't make the show and would like to donate or consign items for sale can email Roger Barkman at rogerbarkman@yahoo.com.

~ American Agriculturist 1/18/23

NEW MEMBER

THOMAN'S LLC

237 Shippensburg Road, East Berlin PA 17316

P: 717-308-0291 • F: 717-308-022

www.thomansllc.com

Principal/General Manager/Sales Manager: Jaci Thoman • jacilynne@aol.com

Service Manager: Jason Thoman • thomanssmall@aol.com

Parts Manager: Angie Hanzel • thomanscounter@gmail.com

Lines Carried: *Hustler, Stihl, Toro, Simplicity, Generac, Honda, Kawasaki, Briggs, Kohler, Tecumseh, DR*

Please Join Us In Welcoming Our
New Member To NEDA.

NEDA Service Technician Skills Test

Because industry standards define specific competencies, they are closely tied to certifications and credentials. Without the foundation of industry standards, a credential for small engine repair or industrial maintenance would hold far less value.

To certify that workers can meet the standard, employers need a way to measure skills or competencies. A skills assessment evaluates a potential or current worker's skill according to the industry-defined standard. These assessments help determine if test-takers have the necessary technical knowledge and skills to perform the job.

The employee skills tests are designed to help assess the readiness of an applicant or employee to undertake certain service tasks and responsibilities within a dealership. Click here "[Online Exam](#)" to take the NEDA Skills Test.

NEDA

Northeast Equipment Dealers Association



LED

Safety

Flashers



CUSTER LED

SALE

Remote Control Beacon

HFMRR-A \$49.24 each

Amber, LED Magnetic,
Rechargeable Beacon
With Remote Control Key Fob

Safety Flashers

HF-OCT-AW HF-OCT-RW

Amber / White or Red / White
LED Hazard Flasher Kit with Flashlight

\$8.94 each

Wireless Hazard Flashers

HFMRWL-A \$47.65 each

Amber LED Hazard Flasher Kit
Magnetic, Rechargeable



Safety lights come in all shapes and sizes – light bars, beacons, strobes, flashers, and rotating beacons. Safety lights accomplish a couple of things: they keep you safe and get you noticed. Custer safety lights are built rugged and built to last. Check out all of the safety lights we offer and find which product is best for you and your customers! Save Money, Keep Quality.

Order Form

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

Item #	Qty.	Cost Each	Total
HFMRR-A	_____	\$49.24	_____
HF-OCT-AW	_____	\$8.94	_____
HF-OCT-RW	_____	\$8.94	_____
HFMRWL-A	_____	\$47.65	_____

Terms: NET 30 DAYS TO APPROVED MEMBERS (If not for resale)

SUB TOTAL	_____
TAX	_____
SHIPPING	_____
TOTAL	_____

**EXPIRES February 28, 2023
Order Today!**

128 Metropolitan Park Drive, Liverpool, New York 13088 • PO Box 3470, Syracuse, New York 13220





Memorandum of Understanding with John Deere is Good Faith Effort to Formalize Opportunity for Right to Repair

The American Farm Bureau Federation and John Deere signed a memorandum of understanding on Jan. 9, 2023 that provides farmers' and ranchers' with a wide array of "right to repair" resources.



The MOU commits John Deere to provide farmers and independent repair facilities with access to many of the tools and software needed to perform repairs of farm equipment. The MOU also sets parameters and creates a mechanism to address farmers' concerns as they may arise in the future. John Deere commits to engaging with farmers and dealers to resolve issues when they arise and agrees to meet with AFBF at least twice per year to evaluate progress.



AMERICAN FARM BUREAU FEDERATION

The agreement formalizes farmers' access to diagnostic and repair codes, as well as manuals (operator, parts, service) and product guides. The MOU commits John Deere to provide, per subscription or sale, manufacturer's tools, specialty tools, software, and documentation to both farmers and independent repair facilities.

Codes and data will also be made available to a farmer's selected independent repair facility. The MOU further ensures farmers will be able to purchase diagnostic tools directly from John Deere and receive assistance from the manufacturer when ordering parts and products.

Read the Farm Bureau and John Deere MOU [here](#).



SCAM ALERT!

Kubota Parts Order SCAM

January 20, 2023 – NEDA was recently made aware of a new series of fraudulent credit card charges that are being targeted at Pennsylvania equipment dealers. We have been notified about this scam other areas in our country like Iowa, Nebraska and New York. Let your employees know about this scam so you do not become a victim of this fraudulent act..

Below is the information being communicated by both of the dealers in Pennsylvania:

Scam #1

A person by the name of Jason Anderson called our parts person received a call on Monday asking for a price on Part Number 763-219-0349 (which is a transmission for a RTV1140). Gave an address of 3502 Main St Mifflintown, PA which is not a real address. We quoted \$7,730 but advised the guy that it is not in stock. Jason did not care, he wanted us to order it and pay for it now. Our parts person said, we do not take payment until you pick up the part. He kept persisting that we run the card now, which we did not.

We asked for his phone number so we could call him back which he gave 763-219-0349. (The number is registered in Minot, North Dakota) Jason gave a VISA number of 4807-3503-0700-3497 exp 10/26, 747 as 3-digit code. We called VISA, they advised the issuing bank in Arizona, and I assume the card was shut down on Monday.

From what they know (Dealer), they (Jason Anderson) want you to put the order (Transmission) on the stolen card that day and call back the next day and tell you that he found a used transmission and request you cancel the order. He then asks for a credit to be issued to a different credit card, which we normally would never do.

Then on Wednesday the same number called our store and got a different parts person with the same part number, but with our phone system we were able to quickly identify that he called here on Monday and no order was placed. Our part person said, "did you call here Monday?" Jason said no. Parts person quickly said, "we don't run credit cards until customer picks up the parts", Jason said thank you and hung up.

Scam #2

Our parts department just received a call from Peter Anderson 3502 Main Street New Berlinville Pa 19545 phone 763-219-0349. He placed an order with part numbers for a RTV Crankshaft & Crankcase. Being a \$5000, order we asked for payment, also it is unusual no gaskets or other parts were needed. His card was declined and the area code for his phone number was Minneapolis St Paul Minnesota.

The dealer called another dealer and the same thing happened to them. They confirmed that is not an address in New Berlinville, PA and looks to be a fraud.

We are letting other dealers know in case Kubota wants to notify other dealers to beware and if Kubota wants to question any orders for K7711-15102 Assembly case and 1G910-23012 Comp Crank.

Thank you Sponsors



NEDA would like to thank the following sponsors for their support of the 2023 Annual / Regional Meetings.

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FARM CREDIT
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a Constellation Software Company

Committed to Building The Best Business Environment for Northeast Equipment Dealers



HIGHLIGHTS FROM 2023 ANNUAL REGIONAL MEETINGS



How Equipment Dealers Can Maximize Their Chances For Successfully Challenging Manufacturers' Efforts to Terminate Their Dealerships For Purported "Good Cause"

Presented by J. Michael Dady, Dady & Gardner, PA

It's been said that the only constant in life is change! If we accept "change" as an unpredictable constant (sometimes in our favor, sometimes not) it can be helpful to think about strategies we can use to manage the impact "change" might have on our dealerships. Clearly dealership terminations, mergers and acquisitions are, have, and will continue to be a force for change in the equipment industry.

With that in mind, I'd like to share one of the slides and a few take aways from J. Michael Dady's, of Dady & Gardner, P.A., regional meeting presentation: "How equipment dealers can maximize their chances for successfully challenging manufacturers' efforts to terminate their dealerships for purported "Good Cause"" regional meeting presentation.

Mr. Dady covered quite a bit of ground in his presentation, reviewing cases that he has argued and won in court, cases that he has settled via negotiation and in mediation, the impact that dealer agreements and state laws can have, and much more. I thought his listing of the "Seven Good 'Arrows' to Have in Our Quiver for Winning a Termination Fight" would be helpful to share with all of our dealer members.

The "Seven Good 'Arrows' " are:

1. **Good Facts**
2. **Good Dealer Agreements**
3. **Good Course of Dealing**
4. **Good Statutory Protection**
5. **Good Access to the Decision-maker**
6. **Good Mandatory Dispute Resolution Protocols**
7. **Good Help!**

Change is unpredictable, and it can present us with new and highly profitable opportunities and equally challenging situations. Please know that your dealer's association is committed to ensuring that all dealers are treated with respect, have fair and reasonable dealer agreements, and strong statutes to include fair and reasonable dispute resolution. Your support and participation are critical to our ability to succeed in those regards.



HIGHLIGHTS FROM 2023 ANNUAL REGIONAL MEETINGS



Another of our Keynote Speakers was John Chapin, motivational sales speaker and trainer. Following is a synopsis of his presentation.

Five Key Points from John Chapin's Speech

1. **Keys to being great at selling: Massive activity+ great sales skills, will virtually guarantee your success, assuming you are also ethical and honest.**

- a) **Show up every day with a plan based on your annual, monthly, weekly goals, and daily activity, and don't let anything get in the way of accomplishing what you need to get done.** Spend the workday on the most important items: prospecting, presenting, and closing.
- b) **Develop great selling skills by learning from great sales-people, books, videos, seminars, and other resources, also find a great coach.** Other than a strong relationship, great sales skills win business more than anything else.

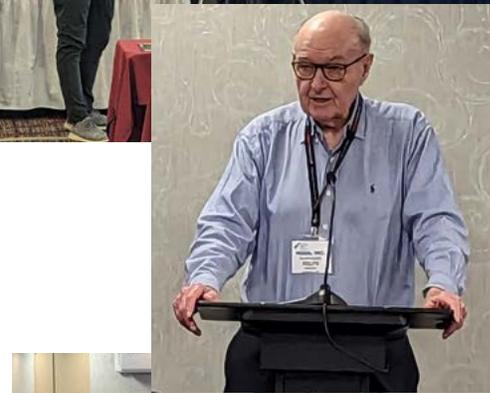
2. **To be great at customer service follow these rules:** the prospect/client always comes first, the prospect/client is always right (or at least do your best to make them right), go above and beyond, do more than people expect, give more than they pay for, and be super-responsive.

3. **To be a great leader, remember and do the following:** Culture is top down; the most effective leaders take ownership and lead by example. When things go right, give the credit away to the team, and when things go wrong, take responsibility. The biggest issues in the workplace are: not holding people accountable, not talking about the issues in the workplace, allowing negativity and unprofessionalism, hiring and keeping the wrong people around, and not having processes and systems in place. Also, as with sales skills, acquire great leadership skills by learning from great leaders, reading books, watching videos, going to seminars, and accessing other resources, also find a great coach.

4. **Implement and execute on the above** by putting policies, procedures, systems, and processes in place and begin executing. Continue this effort by using and continually improving skills, policies, procedures, systems, and processes in order to operate at the highest levels possible. **Build a culture of accountability and responsibility around the above.**

5. **To help in all of the above efforts, focus on connecting, communicating, and getting along with people and on building your personal and professional relationships.** 86% of your happiness or sadness will be affected by other people. The better you connect, communicate, and get along with others, the better your life will be and the happier you will be. Surround yourself with the right people because you are who you hang out with. Give more than you get, listen more than you talk, and focus on the other person and what you can do to make their day better or help them. Have a good attitude and make sure people always walk away from you feeling better than when they arrived. Focus on ideas for building your network and increasing the number of people you know. Your long-term success will come down to the size and loyalty of your network. And remember: at the end of the day it's all about people and relationships.

If there is anything I can do to help you, please contact me either at johnchapin@completeselling.com, LINKEDIN: johnchapin1, FACEBOOK: johnjchapin, TWITTER: johnjchapin.



HIGHLIGHTS FROM 2023 ANNUAL REGIONAL MEETINGS

OPOC | One Point of Care Now Offering Human Resources, Payroll & Technology and Retirement Plan Support

OPOC, NEDA's sponsored Healthcare insurance provider and consultant is now offering even more services.

Transamerica NEDA's Group Retirement Plan

A unique retirement plan structure developed to make it easier and more affordable for smaller employers to offer their employees a high-quality, competitive retirement plan.

HOW IT WORKS

The program allows unrelated employers to take advantage of economies of scale by participating in a pooled arrangement. Participating employers benefit from service features and pricing typically available to larger plans.

And, it's easy to join. At any time, adopting employers are easily integrated, enrolled, and tracked in the Transamerica platform.

KEY ADVANTAGES FOR PARTICIPATING EMPLOYERS

As a participating employer, the program

brings together a professional service team to help manage the retirement plan so you can focus on managing your business. This team handles most of the administrative tasks, the selection and monitoring of investments, and record-keeping responsibilities. Key advantages include:

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Future articles will highlight their **Human Resources** and **Payroll & Technology** plans.

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BROOKFIELD, Wis. — *Farm Equipment* once again had a successful year with the Dealership of the Year program in 2022, and now it's time to find 2023's top dealers. *Farm Equipment* is now accepting nominations for the 19th Annual Dealership of the Year.

The program recognizes dealers in two categories:

- Large, Multi-Store Operation (over \$75 million in annual sales revenues)
- Small-Store Operation (under \$75 million in annual sales revenues)

All farm equipment dealerships in the U.S. and Canada are eligible, and encouraged, to participate. The top dealers are selected by an independent panel of judges and will receive a plaque of achievement, be publicly recognized through a local media campaign, and be featured in a cover story in *Farm Equipment's* July/August 2023 issue.

Back in 2005, *Farm Equipment's* Dealership of the Year program was established to "elevate farm equipment dealerships that are leading the industry in best practices, operations management and customer care." Since then, 30 dealerships have been awarded the honor of Dealership of the Year, along side of the 40 others who have been recognized as Best-in-Class dealerships.

Manufacturers, suppliers, farmers and dealerships are invited to submit nominations and can do so by clicking [here](#).

For more information, contact managing editor Kim Schmidt at kschmidt@lessitermedia.com or by calling (262) 777-2431.

"We continue to believe lower corn prices this year could drive a double-digit decline in crop receipts and, in turn, drive a large decline in ag equipment sales. All else equal, we expect the decline in ag equipment sales to accelerate to double-digit levels in 2014."

~ *Farm Equipment e news* | Posted in Best Practices, Dealer News

Nominate a Dealer for Farm Equipment's 2023 Dealership of the Year Award Program

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COMPANIES REACH FARMERS IN NEW WAYS

The traditional path from manufacturer to farmer is changing, thanks in part to tech and logistics.

Farmer Iron by Willie Vogt | Ag CEU Online – 12.27.22

There's a trend unfolding in the ag industry, as innovative companies seek new ways to reach the customer. We're seeing that in crop protection with companies like Meristem or FBN, who eschew old-line approaches in favor of reaching customers in new ways. And farmers are going to see more of this kind of marketing for equipment, too.

But what makes that possible?

The short answer: The internet. Yep, that online time-wasting tool is also a valuable platform for innovators to serve the customer. And while startups are taking advantage of the tech, we've seen examples of legacy companies leveraging their technology for better service.

I want to explore the case of a new company that popped into my inbox recently. Ignite Attachments in November began offering customers "budget friendly" attachments for loaders, compact tractors, excavators and other machines.

At igniteattachments.com, a customer simply uses Fit Finder to track down an attachment for a machine, places the order, and a few days later, receives the delivery via LTL carrier, a standard approach for heavier equipment.

This buy-direct approach may grow in interest. A recent McKinsey & Co. global farmer survey across nine countries showed 50% of farmers already do some digital buying. While it may be more popular in South America, it's a growing trend with parts and equipment maintenance services, precision ag hardware, and farm management software. With new companies eyeing the virtual storefront, that number is likely to rise.

The founders of Ignite Attachments include folks with a background in the business. Trisha Pearson, business director, was involved in marketing intelligence for one equipment maker. Today, she's using market intelligence to maximize sales for the new company.

"The team is made up of folks that have some industry experience," she points out. "These are folks who know the industry, know manufacturing and know these products."

The Moorhead, Minn., based firm already has a catalog of more than 56 products ready for sale with more on the way. Combined with its web-based Fit Finder, the approach makes finding and ordering attachments easier.

To read remainder of article click [here](#).



Photo Courtesy Ignite Attachments

NEW BRAND: The bucket on this loader comes from Ignite Attachments, which was formed in November and sells only online. The web-based approach offers a new way for fledgling companies to reach buyers.

NAEDA Releases 2022 Compensation and Benefits Report

The North American Equipment Dealers Association (NAEDA) announced the release of its 2022 Compensation and Benefits Report. At more than 120 pages, this report is the equipment industry's most comprehensive collection of data on dealership compensation and benefits. Survey data is collected every two years from agriculture, construction and outdoor power equipment (OPE) dealers across North America.

The Compensation and Benefits Survey questionnaire includes wage data relative to office or professional staff, sales, parts and service departments. The survey was designed to capture data on wages and total compensation of dealership employees, comments on the composition of commission/bonus programs and employee benefit offerings. The data collected from the survey has been broken down between the U.S. and Canada and by region within the two countries. The survey data is also broken out by sales volume.

The survey questionnaire was reviewed and evaluated by industry experts, key dealer management, human resource personnel, insurance/benefits experts and NAEDA staff.

In 2022, 720 equipment dealer ownership groups submitted data, the highest participation to date. These dealers represent 2,129 dealership locations throughout the U.S. and Canada.

"The participation in this survey has grown year after year since we expanded the scope and the depth of the survey," said Kim Rominger, NAEDA CEO. "The breakout by dealership sales volume, in addition to both U.S. and Canadian regional numbers, provides a more localized report that brings more value to the data."

The members who completed the survey will receive a link to download a complimentary copy of the report. If you did not participate in the survey, you may order a copy of the report [here](#).

The Compensation and Benefits survey and corresponding report are just one of the many services NAEDA provides its members. In addition to leading the federal government affairs and manufacturer relations for dealers across North America, NAEDA also conducts the industry's Dealer Manufacturer Relations Survey, the Cost of Doing Business Study and Workforce Development Survey.

"Our 2022 Compensation and Benefits Report is truly a benchmark for dealership owners and human resources personnel in the equipment industry," added Rominger. "No matter what size of the dealership, there is incredible information in this report."

Purchase the Compensation and Benefits Report [here](#).

~ OPE Business | 1/3/23





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How to Prevent Equipment Theft at Your Dealership

By **Michaela Paukner** posted on March 8, 2022 | Posted in Best Practices, Safety Resources

Attention to detail at your stores and a proactive approach to security can deter theft before it happens.

The shiny new tractor on your lot or in your showroom can attract more than just customers. Thieves can quickly load valuable equipment onto a flatbed trailer, drive off undetected and get away with a handsome profit.

The National Equipment Register, which manages a database of recorded equipment theft and ownership records, says equipment theft patterns generally mirror the overall economy. In 2021, equipment scarcities due to supply chain shortages combined with elevated demand for equipment resulted in a higher number of thefts.

Dealerships often fall victim to burglaries during the holidays, according to the NER, and the agency received an increase in holiday burglary reports over the last 5 years. In 2021, thieves took nearly \$13.6 million worth of equipment in 622 incidents reported during Thanksgiving, Labor Day, Independence Day and Memorial Day.

"When your customer's tractor is stolen, it's really hard to explain..." - Greg Ayres, Vice President of Marketing and Business Development, iDter Systems

Data from the NER indicates the most popular types of equipment to disappear were utility vehicles, skid steers, mowers and wheeled tractors. John Deere, Kubota, CAT, Bobcat, Topcon and Echo were among the top equipment brands stolen in 2021.

Why Dealers?

Thieves can make money stealing fuel, machine components or the entire machine. Greg Ayres, vice president of marketing and business development at automated detection and intrusion company iDter Corp., says limited parts availability leads burglars to part out stolen equipment to sell on eBay or

KEEP DETAILED INVENTORY RECORDS

Record the following information for every piece of equipment on your lot:

- Year and manufacturer.
- Model number.
- PIN or serial number from actual plates/decals.
- Wheels or tracks?
- Description of equipment using manufacturer model names. Avoid using generic terms like "tractor."
- Photos of all sides of equipment.
- You may also want to consider registering the equipment on a national database that works with law enforcement, such as the National Equipment Register.

Craigslist. In the southern U.S., equipment may be loaded up onto a flatbed trailer and taken across the border to Mexico, according to Ayres.

"When your customer's tractor is stolen, it's really hard to explain," Ayres says. "Now you've got to find a comparable unit on the used market to give back to the guy, and it's really hard to get tractors right now. The demand is outstripping the supply."

Open-air, and often rural, ag and rural lifestyle dealerships are difficult to secure and monitor. Tom Thomasson, director of sales at iDter, says property can be stolen within minutes of someone cutting a fence at the dealership, making it difficult for someone monitoring security cameras to detect

the crime and giving law enforcement virtually no time to react.

"In the most brazen attacks reported by farm equipment dealers, criminals back flatbeds over fences, use common keys for ignitions and drive the equipment onto the trucks for a fast getaway," Thomasson says.

How to Protect Your Equipment

The NER says small steps and attention to detail may be all it takes to deter criminal activity. The agency recommends creating a written theft prevention policy as part of the dealership's business plan and linking it to incentives for employees to get them invested in preventing equipment loss.

Read balance of article [here](#).



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Download Your Free Copy of How To Improve Service Productivity and Efficiency by Tracking the Right Metrics

From Farm Equipment E News

If you want to effectively drive productivity at your dealership, you need to track the right metrics. While tracking the wrong metrics can lead to false-positives and dead-ends, tracking the right metric can offer real insights into your service department productivity and bottlenecks that need fixing.

In this free eGuide, Kelly Mathison — Trainer and Management Consultant with the Western Equipment Dealer Association's Dealer Institute — shares insights into how dealers like you can improve service productivity and efficiency by tracking the right metrics, based on what he has seen in his 30+ years of experience working in the ag equipment industry.

In this free dealer guide, Mathison will cover...

- How to calculate your labor inventory
 - Which KPIs you should track to manage labor inventory effectively
 - How to calculate productivity and efficiency of your service technicians
- To read remainder of article click [here](#).

5 Equipment Manufacturing Trends to Watch in 2023

January 9, 2023 | Posted in *Manufacturer & Dealer Issues* | *Farm Equipment News*
Source: *Assn. of Equipment Manufacturers*

With 2022 firmly in the rearview mirror and the new year now underway, it's clear many of the opportunities and challenges impacting equipment manufacturers today are poised to remain as relevant as ever in the weeks and months ahead.

While it's a fool's errand to try and predict exactly how 2023 will unfold for the industry, equipment manufacturers would be wise to pay close attention to a number of trends and how they may evolve in the near term. With that in mind, AEM caught up with several staff leaders to hear which ones, specifically, are top-of-mind for them at the moment.

1. THE INDUSTRY-WIDE EMPHASIS ON ORGANIZATIONAL CULTURE

-- By Jaime Vos, AEM Senior Director of Revenue Development and Cultural Innovation

With so much change taking place in 2022, organizations in many industries, including equipment manufacturing, are being forced to respond by reexamining their business models. **Supply chain issues**, increased competition, **technology advancements** and economic uncertainty have all placed pressure on companies to adapt, innovate and rethink how they do business.

In addition to these challenges, leadership will also need to address the morale of their workforce this year. What many have called the Great Resignation has affected organizations of all sizes and has made employee retention the single most important issue of 2023. After struggling through the COVID-19 pandemic, people are now reevaluating their role in the workplace. Many have placed a stronger value on their health and have chosen to accept other opportunities better aligned with their personal well-being.

Taking this into account, organizations will need to create a shared vision that supports the following areas for its employees:

- Employee values
- Work/life balance
- Creativity and collaboration
- Mental health awareness and support
- Hybrid telecommuting models
- Opportunities for career growth

Studies show that employees who feel recognized, respected and supported do more than what is expected. If organizations want to strengthen employee retention, leaders will need to communicate openly with workers, listen to their concerns, address issues in real time and provide opportunities that empower a healthy culture.

To read remainder of article click [here](#).

Have an equipment and dealership legal question?

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Not sure what to ask? Here are some common legal issues that dealers face:

- **Wrongful terminations**, • **Mergers and acquisitions** • **Franchise agreements**
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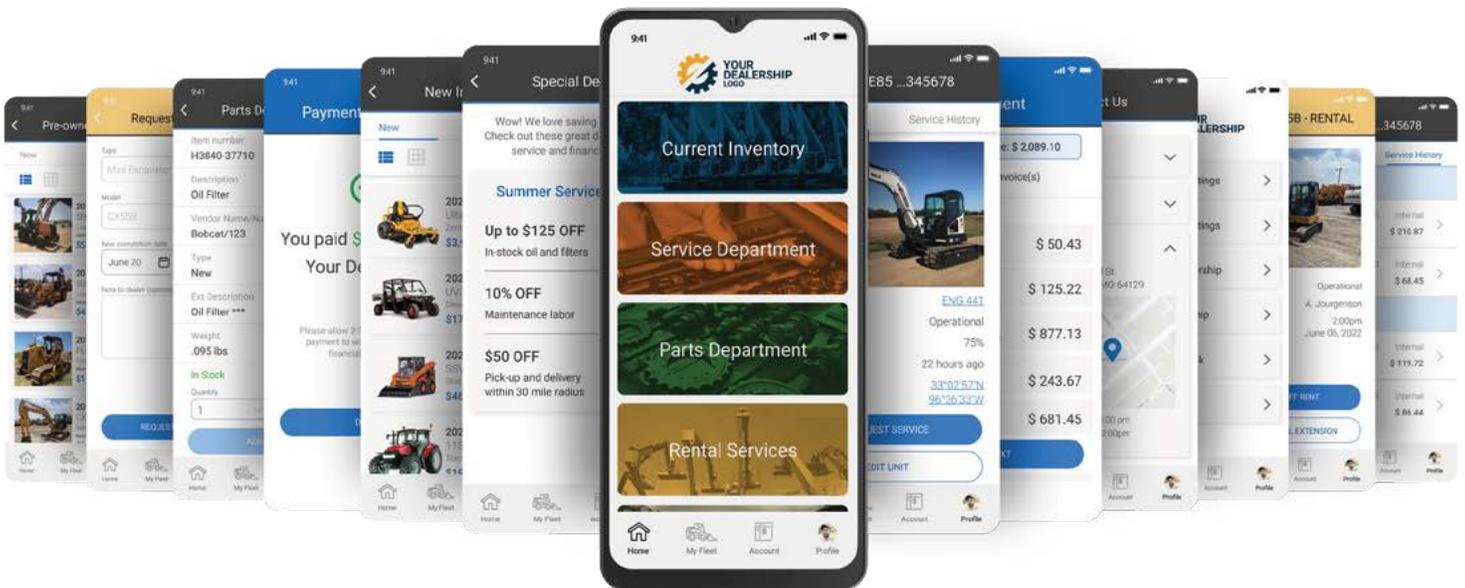
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Dealer Safety Strategies: Building a Safety Culture

Excerpted From Rural Lifestyle Dealer | Posted in Best Practices

This “Dealer Safety Strategies Volume 3” report explains the importance of commitment to safety at the workplace, provides safety tips for dealerships of every size, and it’s FREE!

Dear Rural Lifestyle Dealer,

The general activities of a service shop, parts warehouse or equipment yard lend themselves to potentially hazardous situations not typically found in most worksites. No matter a company’s situation, one factor remains consistent: a safety program is a must.

Regulation compliance drives safety programs at many companies, but there are other reasons why a comprehensive safety program is in your dealership’s best interest. For instance, lowering workplace injuries may reduce the premiums you pay for workers compensation insurance.

Safety programs could reduce costs related to replacing injured workers or repairing equipment or facilities damaged from an accident. An unsafe workplace could deter jobseekers, while a dealership that has been recognized for workplace safety could attract future employees.

Your employees want to be able to go to work and

return home to their families, injury-free. It’s your job to make sure that happens, every day.

Erin Heimbecker is safety manager for Pattison Agriculture, which has 19 locations in Saskatchewan and Manitoba, Canada. She joined the dealership team in May of 2018 and, with the support of their President Arthur Ward, created a safety program that now has buy-in from nearly 500 employees.

Pattison Agriculture signed a “Mission: Zero” charter on June 13, 2018, a program of WorkSafe Saskatchewan, which is a call to action to achieve zero workplace injuries, fatalities and suffering.

Heimbecker believe that goal can be accomplished by recognizing that all unintentional injuries are predictable and preventable. Their safety program involves ongoing education and engagement with employees.

Safety is successful when it’s ingrained in a company’s culture.

For remainder of article, click [here](#).

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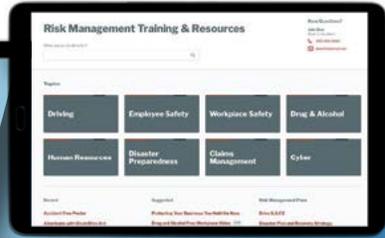
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