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RESOURCES FOR SUCCESSFUL DEALERS

magazine

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With Help from Dealer Members, NAEDA Continues to Lobby for Industry Solution to Right to Repair in Canada

By NAEDA STAFF

What started as a focus on repairing electronics in the Canadian Parliament has become a concern for the agricultural and construction equipment industry. But with the help of dealers, an industry solution could be on the horizon.

With several Right to Repair bills being pushed in the United States, the North American Equipment Dealers Association (NAEDA) has been standing its ground to make sure agricultural and construction equipment are exempted from such legislation. It was only a matter of time before the issue would make its way into Canada.

“When Bill C-244 was introduced in Parliament during 1st Reading, there were zero references to farm or construction equipment,” said NAEDA Canada President John Schmeiser. “Then, when other Members of Parliament spoke about the bill during 2nd Reading, all of a sudden, they brought farm equipment into the conversation. That was a little concerning, so we immediately reached out to all of the Members of Parliament on the committee as well as the Members of Parliament who spoke on the 2nd Reading and told them about the industry commitment and that legislation was not needed.”

Prior to this 1st Reading of Bill C-244 in Canada, any Right to Repair legislation in the United States that included farm and construction equipment had failed or they removed language that would affect the industry.

Upon the vote on 2nd Reading passing the House of Commons in October, it was referred to Parliament’s Industry and Technology (INDU) Committee. During the INDU Committee meeting on November 14, NAEDA was one of three invited groups to testify in support or opposition to the bill. Schmeiser



“Because of our lobbying effort, we were one of the few groups that were invited to speak on the bill. It’s not automatic that you get the opportunity to speak for or against legislation, but because we had contacted enough Members of Parliament and the Chair of the Committee, and they saw how active we were in our lobbying efforts, they gave us the opportunity to provide testimony against the bill.”

– John Schmeiser | COO, President, NAEDA – Canada

and Eric Wareham, NAEDA VP of Government Affairs, represented Canadian dealers during this session with a 5-minute statement followed by a Q&A session for the next 90 minutes.

“Because of our lobbying effort, we were one of the few groups that were invited to speak on the bill,” Schmeiser said. “It’s not automatic that you get the opportunity to speak for or against legislation, but because we had contacted enough Members of Parliament and the Chair of the Committee, and they saw how active we were in our lobbying efforts, they gave us the opportunity to provide testimony against the bill.”

When they spoke to the committee, the focus remained that NAEDA supports a customer’s right to repair their own equipment.

“Nobody has taken away that customers’ right to repair their own equipment,” Schmeiser said. “What we’ve done is gone even further, and we will provide service manuals, diagnostic equipment, or special tools to the customer if they want to purchase them, as part of our industry commitment.”

As a collective, NAEDA believes that Right to Repair legislation tends to pit the dealership against the customer. Dealers want to see their customers succeed and be viewed as a solution provider to the customer. An industry solution, like the MOU between John Deere and The American Farm Bureau Federation, or the most recent ones with CNH, Kubota, CLAAS and AGCO, are the outcomes they are hoping for overall.

“An industry solution is much better than a

legislated solution,” Schmeiser said. “We also made the statement that if a customer purchases the available tools, they can make 98% of the repairs themselves. Now, that remaining 2% revolves around emission or safety features or the altering of software. As an industry, we cannot support access to those items.”

Because altering emissions or safety features is illegal in both the U.S. and Canada, NAEDA stands by following the legal procedures put in place for consumer safety.

“If you are monkeying around in the software, there are some unintended consequences that could happen, and a good example of a safety feature is the brakes on a tractor,” Schmeiser said.

Every part of a tractor, combine or high clearance sprayer is created to handle the manufacturer’s specifications, so when someone modifies something, like the maximum speed, it impacts the ability of the brakes, transmission, and engine to continue to perform without harm.

“This can happen even if the customer isn’t trying to change the maximum speed in miles per hour,” Schmeiser said. “It can happen unintentionally with access to the software, so for safety and legal concerns, I think we have a very compelling argument.”

It all boils down to a “lack of education.” Since its inception, NAEDA has been working to advocate for equipment dealers, which in turn is advocating for their customers.

The mechanics shortage is one of the many industry challenges and areas where education is needed. NAEDA’s appearance before



"Nobody has taken away that customers' right to repair their own equipment. What we've done is gone even further, and we will provide service manuals, diagnostic equipment, or special tools to the customer if they want to purchase them, as part of our industry commitment."



At the time of this article the bill was still in committee and the next step would be to move towards a 3rd Reading before moving to the Senate. However, NAEDA has asked for everything to be put on hold, or for the bill to be amended, so demonstrations can take place later this year to explain why an industry solution rather than legislation is warranted.

the INDU Committee also provided an avenue to share these challenges with Members of Parliament.

"Our workforce development efforts show that what we're doing is putting a whole bunch of money into colleges, training, and scholarships so that more kids come into the industry, and hopefully, that will help with our workforce development," Schmeiser said.

A common complaint among dealership customers regarding repairs is that they do not have the time to wait for mechanics to make it to the field on a service call or they don't want to pay for the travel time a dealership charges to make the trip. So, a request for improved rural broadband access in Canada's remote areas was also brought before the INDU Committee.

Another argument made before the INDU Committee was that dealers do not have a monopoly on repairs. A recent NAEDA – *Farm Equipment Magazine* survey shows that about 60% of the parts sold at dealerships go directly to the customers to make their own repairs.

"A very important message that we've tried to get across to all of our elected representatives is that the majority of parts that we sell right now are being sold over the counter to the customer, so the customer is doing the vast majority of their repair," Schmeiser said.

Another argument Schmeiser and NAEDA legal counsel are focusing on has ties to the Ukraine and Russian War where tractors were stolen by the Russian military.

"The manufacturer was able to remotely shut down those stolen tractors," Schmeiser said. "So, if you open up the software on a tractor or combine potentially somebody could access that tractor remotely and shut it down. It becomes a threat to U.S. and Canadian agriculture."

At this point, Schmeiser and NAEDA members hope Bill C-244 stalls out in the parliamentary process and procedures, as the bill currently has come out of Committee, but did not receive 3rd Reading prior to the House adjourning for the summer.

In June, NAEDA met with bill sponsor, Wilson Miao, MP for Richmond Centre, as part of the ongoing, yet focused lobbying effort undertaken on this bill.

"We've asked for changes," Schmeiser said. "When we met with MP Miao, we expressed our concern that this bill will have unintended consequences for our industry if passed in its current form. So, we provided him with exemption language that we would like to see."

There is some speculation that the Liberal Government will prorogue Parliament this summer and start a new session this fall. Also, rumours of a federal election are also out there. If either of those things happen Bill C-244 is dead. However, regardless of if that doesn't happen, NAEDA still is asking for everything to be put on hold, or for the bill to be amended. Additionally, NAEDA is also planning Right to Repair demonstrations later this year to continue to explain why an industry solution rather than legislation is warranted.

"We explained to MP Miao that in April, we met with the Canadian Federation of Agriculture (CFA) and made a presentation on the issue, setting the stage for similar discussions on an MOU like in the U.S. Later this year, we plan to make a presentation at the CFA's summer meeting. We will call it a 'Right to Repair Demonstration' where we will show all of the tools that are available to their delegates about how we support their repairs," Schmeiser said. "Instead of being in the dark about what's available, we're going to take time to fill them in about everything that is avail-

able to them to repair their own equipment."

The association has done this in Elmira, Ontario; Portage la Prairie, Manitoba; Emerald Park, Saskatchewan; and Red Deer, Alberta.

"In each of these meetings, we invited stakeholder groups and government officials, and we showed them the tools available through the industry commitment," Schmeiser said. "They all pretty much agreed that we don't need legislation because all of this stuff is there for purchase should the customer or third-party repair shop wish to."

MP Miao encouraged NAEDA to keep working with the CFA but did not commit to pulling the bill back or amending it at this point. NAEDA also pointed out to him that the 2023-24 federal budget also made reference to industry consultations on right to repair, and that perhaps this bill was premature. MP Miao shared that Bill C-244 provided changes to *The Copyright Act* that will set the framework for these consultations later on.

Schmeiser emphasized that one of the most significant impacts on this process has been individual dealerships reaching out to their elected officials and vocalizing their stance.

"Our dealers are their constituents, and Members of Parliament like to hear from their constituents," Schmeiser said. "That has been a critical part of the process; dealers stepping up to provide insight into what we are doing to help the customer and why legislation is not needed. I think the Members of Parliament have been impressed with the information our dealers have provided as part of this lobbying effort." **EDM**

"It's the Economy, Stupid."

by BRAD WALL

I am often asked at conferences and in casual conversation what I think is the most important thing that any citizen, business or trade association can ask of those asking for their vote or political support.

In response, I often quote the brief reminder note that former Clinton political strategist James Carville famously gave to his candidate, Bill Clinton, in the run-up to the 1992 Presidential election.

"It's the economy, stupid."

I may not agree on all policy matters with Mr. Carville, but he was right about this, and the contents of his note are as true today as ever.

In North American democracies, the economy, and the taxes that the economy can support pay for every single public good. Every safety net, every farm support program, roads, schools, etc., etc.... have as their source of support - the economy.

Even for those public goods that receive private AND public support - the economy must provide that too.

Policies that help facilitate a strong economy must be the number one priority, or as I used to refer to it when I was in government, the North Star of any government that wants to leave things better than they found them.

Is your political priority lower taxes? Do you want more infrastructure spending than is currently happening in your jurisdiction? A growing economy is going to be needed to support that spending within a fiscally probative and long-term plan. A growing economy will help avoid deficit financing to achieve this.

Do you want more education support? Well, given budget constraint, the surest way



POLICIES THAT HELP FACILITATE A STRONG ECONOMY MUST BE THE NUMBER ONE PRIORITY.

to be able to afford increased education spending is - you guessed it - a growing economy and the increased tax revenue (without tax rate hikes) that comes with it.

In North American democracies, the economy, and the taxes that the economy can support pay for every single public good. Every safety net, every farm support program, roads, schools, etc., etc.... have as their source of support - the economy.

All of this seems quite obvious, perhaps. Surely, North American governments are focused on the economy first. Are they?

Culture wars, identity politics and the program spending that is the reverse end of an economy-first approach seems to be dominating government and political priorities on all sides of the spectrum.

Sure, we have specific industry-related issues we need to continue to bring forward to regulators and governments. But as individu-

als, we can advocate for the common sense of an economy-first approach to all levels of government and policy. NAEDA is uniquely positioned with its very effective government relations and engagement program at the local, state, provincial and federal levels to help remind legislators of this basic fact.

We can remind candidates and sitting politicians of Carville's message to his candidate.

During my last weeks in office, while the party was selecting a new leader, I asked for a sign to be installed above the door to the cabinet room that we exited after each meeting.

It asked then and still asks, "Did you leave things better than you found them?"

It is an interesting exercise to think about the answer to that question every now and then. When I do, and when I can answer in the affirmative it is usually because of some action or decision we took in government that cost money. Taxpayers' money that was available and proffered on the strength of a growing economy.

"It's the economy, stupid." **EDM**



BRAD WALL was the 14th Premier of Saskatchewan, and is an advisor to the North American Equipment Dealers Association.

BRAD WALL was the 14th Premier of Saskatchewan. He is the Principal of Flying W Consulting, a partner in the CW Cattle Co. Ltd, and serves on various private, public, and non-profit boards. He is an advisor to the North American Equipment Dealers Association and moderated a panel discussion at the NADC conference in Nashville, TN, November 15-17, 2022.



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Parliament Passes Bill C-294, Ensuring Interoperability in the Canadian Equipment Industry

By JOHN SCHMEISER, COO, President NAEDA Canada

Canadian equipment dealers should be pleased with a recent victory that took place in Ottawa this spring when Bill C-294 passed 3rd Reading in the House of Commons.

And it's not a symbolic victory either; it's one that will not only ensure that our customers have choices when they buy equipment from us, but one that will safeguard thousands of Canadian jobs located mostly on the Prairies.

Most notably, this victory was achieved through the efforts of industry working together with the support of bipartisan, all-party consensus in Ottawa.

Every dealer in Canada compliments their main product line by holding a retail contract for shortlines or specialty pieces of equipment. This is necessary to broaden each dealership's product offering while acknowledging that our full-line manufacturers do not create farm and construction equipment for every application on the farm or construction site. Additionally, in some cases, products manufactured by shortline manufacturers are more suitable for our local growing conditions or construction projects, may be commodity-specific or may be more innovative or cost effective.

Canadian manufacturers have gained a well-deserved international reputation for expertise, quality, and innovation in making this equipment. The total number of Canadian manufacturers, who have had an impact on the world stage, is perhaps one of our best-kept secrets. In conversations with dealers and manufacturers across North America, I proudly state that "where I grew up, nowhere else in the world is there a higher concentration of agricultural equipment manufacturing than in a 200-mile radius of central Saskatchewan." People are surprised to hear that statement. But it is true. We have an industry that is an international champion on the Prairies selling innovation around the globe.

These manufacturers make good products that have high customer satisfaction rates, and our dealers fight for the right to carry them.

But it should be noted that these manufacturers also have created thousands of jobs and make a significant contribution to our economy.

Yet, Canada almost lost this industry along with the jobs and the small rural communities those jobs support because of an oversight in the last USMCA discussions.

For modern farm and construction equipment to work (i.e., implements), it must be able to 'talk' to or "interoperate" with the combines and tractors that it is attached to. This interoperability has been threatened and eroded by makers of tractors and combines with digital locks that prevent other parties from accessing software on combines and tractors. The intention of digital locks is to prevent software theft or altering the software for nefarious purposes.

Even more frustrating, the U.S. government has language in its Copyright protections to allow for interoperability. We are in an integrated farm and construction equipment market in North America, and having two sets of rules on interoperability would create confusion, discourage choice and could provide an unfair advantage to a dominant player. Canada was truly out of step on this, and it had to be addressed.

That is why Bill C-294 was necessary. Bill C-294 allows ag and construction equipment manufacturers to legally circumvent "digital locks" on software allowing for legal data transfer and communication between the two pieces of equipment.

We maintain that it is not only in our dealer's and customers' best interests to have interoperability in our equipment, but it is also in both the mainline and shortline manufacturers' best interests as well. Imagine the issues we would have if farmers didn't have their powered unit and implement talking to each other. And that is why we needed to be involved – we must ensure this practice continues.

Our first success in our lobbying effort was gaining a sympathetic ear from Jeremy Patzer, a Conservative MP for Cypress Hills - Grasslands in Saskatchewan. On the industry's behalf, he introduced the private member's bill (which ultimately became Bill C-294). He championed it through 2nd Read-

For our Canadian manufacturers, Bill C-294 gives the industry the certainty it needs to continue to be a Canadian innovation and export champion. It also safeguards the jobs that go with this.

ing in the House of Commons and through the testimony and debate before Parliament's Industry & Technology Committee. When it went to the 3rd Reading in Parliament, it passed unanimously.

So now, with its passage, we have a level playing field and have ensured interoperability harmonization between Canadian and U.S. law.

And for our Canadian manufacturers, Bill C-294 gives the industry the certainty it needs to continue to be a Canadian innovation and export champion. It also safeguards the jobs that go with this.

The work to save the Canadian ag and construction equipment sector was led by one of the companies most affected: Honey Bee Manufacturing Ltd. of Frontier, Saskatchewan, a village of 372. NAEDA Canada was pleased to join the fight and the Agricultural Manufacturers of Canada (AMC) also played an important and critical role. Other entities also assisted us, and these deserve credit for their involvement. The former federal department of Western Economic Diversification undertook an economic impact study of the industry, and the Canada West Foundation provided research, analysis, and advice every step of the way.

The ag equipment, or shortline sector, has become everything federal and provincial governments and economists have said that Canada needs to succeed — innovators, building on the production of commodities to create new value-added products and selling to markets other than the U.S. and China. And it has built this sector without the millions in subsidies now being handed out by governments to the auto and aerospace sector and others.

The victory we gained in Parliament not only ensured customer choice, but secures the future for these companies, and the men and women who make the equipment that farmers need to attach to their combines to harvest crops and to their tractors to seed crops.

Bill C-294 is truly a win for Canada.

NAEDA EVENTS

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Get out of your every day. Learn. Connect. Unlock the full potential of your GROWTH ENGINE at NADC2024.



KEYNOTE SPEAKER | Matt Mayberry

Matt Mayberry's story began playing linebacker for the Indiana Hoosiers and Chicago Bears where the team environment laid a foundation for his belief in leadership and peak performance. He is now the author of the Wall Street Journal bestseller; *Culture is the Way*.

Mayberry has become an expert in his field focusing on helping organizations with their culture, leadership performance and teamwork. He has made appearances in media outlets including Forbes, Inc, Harvard Business Review, Fortune, Fox News and Business Insider. In addition to speaking engagements, he has worked with industry leaders including JP Morgan Chase, NAPA Auto Parts, DuPont, Allstate Insurance, Autodesk, and the Federal Bureau of Investigation to create positive cultural shifts for their companies.

In his presentation, Mayberry will focus on three objectives:

- How to build a culture where people can become the best version of themselves and transform organizational performance;
- Discover five common roadblocks that prevent leaders from using culture to get the best from their people and how to overcome them; and
- How to implement your playbook for cultural excellence across your entire organization.



A Look into the NAEDA Protect Program

by NAEDA STAFF

North American Equipment Dealers Association has joined forces with Specialty Equipment Insurance Services to create the NAEDA member-exclusive extended warranty program, NAEDA Protect.

This extended warranty program is geared towards making sure not only dealers, but their clients are not losing time or money due to a piece of equipment needing service, according to Edgar Gonzalez, Vice President of Sales and Chief Sales Officer for Specialty Equipment Insurance Services and liaison for NAEDA Protect.

“From the construction firms that are making holes where we make skyscrapers, these pieces of equipment, push dirt, they harvest crops, it’s important to protect them,” Gonzalez said. “It’s important to understand that our customers have made investments, and we, on the other side of that business, want to streamline the business at the dealer level. So, we are very proud of partnering and creating the NAEDA Protect brand and program because we feel that this is a virtuous and value-added product that’s going to go ahead and keep the customer, whoever that may be, up and running.”

The importance of the heavy machinery used in the agricultural and construction industries is what drives their dedication to dealers and clients.

“Ultimately, we’ve all been posed the question of, ‘Do you want an extended warranty?’” Gonzalez said. “Unless you use your vehicle to deliver pizzas or work for Uber, which there’s nothing wrong with that, but our business is quite different. So, when someone asks one of our customers that ques-



“We are very proud of partnering and creating the NAEDA Protect brand and program because we feel that this is a virtuous and value-added product that’s going to go ahead and keep the customer, whoever that may be, up and running.” – Edgar Gonzalez, Vice President of Sales and Chief Sales Officer for Specialty Equipment Insurance Services and liaison for NAEDA Protect.

tion, they do take pause, and they do think about it, because it isn’t like using your vehicle to get from point A to point B. A farmer has to plant his crops, they may have to dig a ditch, they may have to go to work... On the other side of the business, are construction customers. They have to, obviously, pour concrete and do roadwork. These are large commercial pieces of equipment. If they’re down, it costs time and money.”

According to Lou Klein, Western Regional Sales Manager at SEIS and program manager for NAEDA Protect, the white label program helps dealer members in Canada and the United States by providing protection to meet members where their needs are, by offering extended service contracts and warranties on their customers’ machines.

“One of the main things that we like to promote is that it does help drive customers back to your dealership for, you know, parts and services to handle warranties,” Klein said. “So, it’s just an all-around way for dealers to expand their business and protect their customers at the same time.”

Dealer members have the opportunity to sign up through the website - NAEDA - A Specialty Equipment Insurance Services Program (naeda-seis-program-enroll.com).

“You can quote business, you can compare prices, make your claims,” Klein said. “Everything is a one-stop shop for NAEDA members to handle this type of business for themselves.”

The program started in late summer 2022 when John Schmeiser, COO of NAEDA, and Kim Rominger, CEO, approached SEIS with the overall goal of creating a program that would help dealer members protect their clients. That led to a discussion with the

Amynta Group’s Executive Vice President, Anthony Slimowicz, and Chief Operating Officer of SEIS, Ted Wagner.

From there, they had plans put together by October and hit the ground running in November when they announced the program at the NAEDA conference in Nashville, Tennessee.

Another way dealers can take advantage of the program is by applying the warranties to their own rental fleets.

“The dealer themselves can treat themselves as the customer,” Gonzalez said. “They can go ahead and put protection on their rental fleets... let’s say that this is someone that they are very concerned about absorption costs; they have an enormous successful rental fleet. But they also have rental fleet costs. Well, we can’t speak to the preventative maintenance and the wear and tear. But what we can speak to is, of course, extended warranty portion. So maybe, obviously an item is no longer new. So, an item is not in base warranty; they can go ahead and work this plan, treat themselves as the customer and add the protection they need.”

Some of the many benefits include extended service contracts, asset remarketing, in-house claim adjustments, 48-hour turnaround on claims, access to industry experts, 24/7 registration and processing portals, and so much more.

“What dealers really appreciate is our fast, quick responses to claims,” Klein said. “With an average of being paid within three days, that it’s really something that the dealers have come to appreciate knowing that we have their back, and they can go to their clients and let them know that.” **EDM**

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Stepping Up:

Brett Barriage works with Dealer Institute to help John Deere dealers succeed

by NAEDA STAFF

After making the move to step down as the CEO and shareholder at a successful John Deere dealership in January 2020, Brett Barriage considers himself “semi-retired” as he facilitates annual meetings within the Dealer Institute and is a CEO member at a company called Building Champions.

Prior to his retirement, Barriage was a member of the pre-merged version of NAEDA (North American Equipment Dealers Association), WEDA, where he helped lead growth of Premier and took advantage of member-exclusive opportunities.

“I was familiar with the association, used different resources, attended conferences, used some of the personnel service training, and just knew Michael and knew John and Larry through that interaction,” Barriage said. “Then, back in 2020, I retired as CEO and shareholder from the dealership. I was just looking to slow down; a different pace of life.”

He sat through many of the various trainings provided by Dealer Institute and took the opportunity to work as a trainer when presented by Michael Piercy, Vice President of Dealer Development at the Dealer Institute.

Through the Dealer Institute, Barriage focuses on meetings at least once to twice a year with John Deere dealers to share “financial information, set goals and targets that are approved by their peers, be accountable for their

performance and how they did on those goals and targets.”

In addition to facilitating those meetings, which typically take place in January or February with a standard follow-up around June, he works to compile scorecards that evaluate dealers performance in comparison to established benchmarks that challenge dealers to perform with excellence.

Barriage’s experience as CEO of a dealership helps him understand exactly what these dealers might need and how to help them get the most out of each meeting.

“There’s a unique perspective with the experience of having run a dealership,” Barriage said. “I understand. I’ve been there in their seats. All these guys and ladies are great leaders and are great at what they do, but you can ask the questions sometimes and just challenge a little bit.”

He believes his understanding of the challenges of running a dealership helps him guide the dealers through their growth process.

“Having sat in their seat in the actual groups themselves and having gone through the goal and benchmark process a number of times as a dealer, just gives me a good sense of what you as a dealer go through on a daily basis. It’s important because you’re investing a fair bit to be there,” he said.

With his time at Dealer Institute, Barriage wants to emphasize that dealers should take advantage of their membership in NAEDA and have the courage to step outside their comfort zone to find greater success.

“There’s just some great resources and be as aware of that as you can... and don’t hesitate

to improve your staff; improve yourself, your organization, which is hard because a lot of the leaders of dealerships are often shareholders or entrepreneurs, so sometimes, it takes a little bit of humility to reach outside of your organization to get some help,” Barriage said.

In addition to his work with the Dealer Institute, Barriage spends his semi-retired work-life working with CEO’s and senior executives through Building Champions.

“I’ve always had a passion for excellence and leadership,” he said. “It’s always been something that I’ve strived to do for myself... but also other leaders around me to be excellent. That covers so many areas, whether it’s performance goals, performance to metrics.”

Building Champions and Dealer Institute allows Barriage the opportunity to use his knowledge and experience to help others grow and reach their full potential.

“There’s so many great resources out there (through NAEDA) to help you grow your dealership,” Barriage said. “Take the step and make sure you reach out to find what’s best for you, but don’t be too proud to reach beyond your own background and experience to get what you can outside of the organization, through NAEDA, or whoever, to really help you grow. Sometimes, that outside perspective can be very powerful in terms of growth.” **EDM**



BRETT BARRIAGE is a trainer at NAEDA’s Dealer Institute as well as a CEO Mentor with Building Champions.



USE YOUR
RESOURCES
TO GROW YOUR
DEALERSHIP

With his time at Dealer Institute, Barriage wants to emphasize that dealers should take advantage of their membership in NAEDA and have the courage to step outside their comfort zone to find greater success.

BRETT BARRIAGE is a trainer at NAEDA’s Dealer Institute as well as a CEO Mentor with Building Champions. Prior to joining both organizations, Brett served nearly a decade as the CEO and President of Premier Equipment, a 10-store John Deere dealer in Ontario, Canada.



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SAFETY MATTERS: How to Prepare for High-Voltage Batteries at Your Outdoor Power Equipment Dealership

by NAEDA STAFF

The debate rages on about which is better: battery or internal combustion engines; however, litigation, mandates, and popularity among certain demographics are pushing towards a battery-powered future.

Equipment dealers need to start thinking about how battery-operated equipment will impact their dealerships – particularly the outdoor power equipment dealers – to stay ahead of the curve.

This starts with making sure manufacturers provide instructions and communications to inform customers of the proper care and safety handling for each unique high-voltage battery.

“I think as an Association, and myself previously being a dealer, we have to really ask these manufacturers for more, and I know Joe Dykes is working with OPEI trying to get answers,” said Dale Magie, part of the dealer development team at the Dealer Institute. “Because there’s not enough information and answers out there on these products coming out. It’s a push across the country from autos right on down through all equipment. I think it’s a gorilla in the room for outdoor power equipment.”

Magie’s primary focus at Dealer Institute and through NAEDA is within the Outdoor Power Equipment sector. Along with others, he has found that the safety protocols for handling batteries are not as in-depth as dealers need. Even though batteries have been seen in smaller equipment like weed trimmers and leaf blowers for over a decade, this is slowly moving towards equipment such as lawnmow-

ers and eventually much larger pieces of machinery.

In addition to the growth in popularity of battery-powered lawn equipment, municipalities within cities are starting to set regulations mandating electric mowers and more. State and provincial legislation could be close behind.

“Change is going to continue to occur,” Magie said. “Obviously, if you’ve been in business, you know that change is always a part of every day, every year, every week. As a dealer, you have got to be proactive and be accepting to change by looking for the best avenues to maximize the change. As government mandates continue to come out, this category is going to grow; it’s not just about using the association to get ourselves educated, and it’s up to working with the manufacturers to come up with the best business plan we can for how this affects their dealerships moving forward.”

For example, one of the six batteries used to power a EGO Power+ 42” Z6 Turn Riding lawnmower is 56 volts. Because OSHA defines a high-voltage battery as 50v or more, this puts each of those six batteries in that category.

Large manufacturers like John Deere are also taking the leap into electric. By 2026, they plan to have a battery-powered option for each of their riding lawnmowers; therefore, precautions as a dealer and owner will be necessary. That starts with manufacturers being transparent about their batteries and providing protocols to the equipment dealers selling these products.

“The small, handheld equipment has been pretty much uniform. It’s not really a concern in comparison to the bigger ride-on products, and the even bigger products coming out,” Magie said. “It’s knowing the products that

you’re bringing in – what the chemistry of that battery is – because that adds variables as well to the safety protocol.”

Lawnmowers are the beginning of these higher voltage batteries. Companies like Sole-trac are releasing tractors that use 72v. The risk of electric shock or fire increases with these larger batteries – not to mention the heavier batteries will require proper lifting techniques and potentially, a forklift.

“I would recommend that you know what the manufacturer can supply you with the information you need to make the best decision on what safety protocols need to be in place when bringing in this category of equipment,” Magie said. “Because, in a lot of cases, dealerships need to do some enhancements to their facilities before they truly stock battery-operated products... We’re continuing to work with the manufacturers and KPA (safety and compliance team) on trying to get better systems in place.”

Equipment dealerships need to start preparing for this inevitable shift by taking the steps to ensure the best safety practices for handling, storing and shipping batteries that could be so large that they will need teams or forklifts to move them.

Regardless of a dealership’s manufacturer, dealers need to focus on a few things:

1. Potential Risks
2. Safety Precautions
3. Employee Training

NAEDA and KPA hosted an on-demand webinar focusing on “*Creating a Safe & Compliant Li-Ion Workplace*” in May of this year.

Mitigating and Planning for Potential Risks

The risks related to handling lithium-ion batteries are very similar to that of combustion engines but require some early interventions and plans. They should create a foundation for safety which includes:

- Hazard Assessments
- Hazard Communication Programs



“CHANGE IS GOING TO CONTINUE TO OCCUR. Obviously, if you’ve been in business, you know that change is always a part of every day, every year, every week. As a dealer, you have got to be proactive and be accepting to change by looking for the best avenues to maximize the change.” - Dale Magie, Dealer Institute, NAEDA



Shown above, the EGO POWER+ 42" Z6 ZERO TURN MOWER. For example, one of the six batteries used to power it is 56 volts. Because OSHA defines a high-voltage battery as 50v or more, this puts each of those six batteries in that category.

- **Hazard Communication Employee Training**
- **Emergency Plans and Evacuation Maps**
- **Emergency Response Training**
- **Chemical Inventory, Safety Data Sheets, and Platform Training**
- **Forklift Operator, Lift Safety, and DOT Hazmat for those who will be shipping these batteries**

Analyzing these risks is just the start. Once a dealership has established its hazard assessments, they need to start purchasing the appropriate material to avoid injury and be prepared for any fires or shocks along the way.

Taking Safety Precautions

Safety precautions can be taken in the form of the physical environment as well as with protective equipment.

Protective equipment includes insulated tools with rubber grips, electrician rubber gloves, and leather gloves to wear over them. Each of these items help prevent potential electrical shock.

In addition to the gloves, the dealership and technicians will need to have a glove inflator to check for air leaks daily. If air can get into the glove, then so can electricity. Making sure they are airtight will make sure technicians are safe from shock.

Electrician gloves must also be electrostatically tested every six months by a certified lab to ensure that the gloves prevent electricity from moving across their non-permeable barrier.

The leather gloves protect the rubber and make them last longer. Still, some dealerships might consider getting Arc Flash full-body protective equipment in case of extremely high-voltage batteries.

Another safety precaution includes physical storage of the batteries on site. Many brand-new batteries are low risk, but used batteries pose a higher threat.

Equipment dealers need to start thinking about how battery-operated equipment will impact their dealerships – particularly the outdoor power equipment dealers – to stay ahead of the curve.

Ensure your dealership has a specific location to store batteries in a well-ventilated, regulated space away from other equipment.

Defective batteries in thermal runaway release a form of gas that can cause fires or other disastrous situations, so all employees must be aware of what damaged or defective batteries look like.

Employee Training

Teaching employees the calling signs for damaged batteries will help mitigate the risk of shock and fire.

Three types of battery damage:

1. **MECHANICAL:** when the battery is physically compromised by being crushed, dropped, penetrated, etc.
2. **THERMAL:** this can be the result of faulty cell design, cell manufacturing flaws, external abuse of cells, in-efficient battery package design, or inadequate charging system design.
3. **ELECTRICAL ABUSE:** a common mistake made is leaving certain batteries on the charger past their full charge. This can cause failure within the circuits and should be avoided for specific types of batteries. It is suggested that owners read the user manual to know whether their battery can be on the charger longer or not.

In addition to knowing the types of battery damage, seeing early signs of failure can also help reduce risks.

Early signs of failure can include physical deterioration to the point of thermal runaway, a change in batter charging efficiency, battery heating to unseen temperatures during charging – particularly near the end of a charging cycle, and the charging capacity is higher than the amount of energy used before needing a new charge.

Because battery failure can lead to fires, keeping a fire extinguisher nearby is a good idea. The thing about electric fires versus those of a combustion engine is that they do not go out in a traditional way.

Electric fires tend to reignite with little warning, so a common practice is to initially extinguish the flames to then be able to move

the battery to a designated battery burn location that is outside and away from any other combustible material. Once in a safe location, the battery could then be allowed to burn itself out.

Once the fire is out, or even if a battery has been determined to be a failure, the next step is to dispose of the now useless item.

One thing dealers, technicians, or individuals should not do with their failed batteries is throw them away. This can cause fires on the dump truck, landfills and anywhere in-between.

Cirba Solutions has created a recycling process for high-voltage batteries. There are two protocols.

The first is for non-damaged batteries. Suppose your dealership is looking to send back batteries that were the wrong order. In that case, they can purchase a collection container from Cirba Solutions, tape the terminals to prevent short circuits, place the batteries in the purchased container, and ship as normal.

For damaged batteries, dealerships can purchase containers that range from \$86-275 USD. They can then line the container with a provided bag, seal each battery in its own anti-static bag, cover with the provided packaging material, secure the lid, seal it within the over-pack box, and attach the appropriate label.



A Look at Canadian Agribusiness Trends

by BONNIE JOHNSON, AgCareers.com

Continuing to rebound, the Canadian unemployment rate dropped again in 2022. Strong hiring in the agricultural sector also grew, with a 31% increase in Canadian jobs posted on AgCareers.com.

Annually, AgCareers.com reviews trends in jobs, candidates, and site activity in our *Canadian Agriculture & Food Job Report*. This review of trends helps the industry identify career trends and look forward.

Careers

AgCareers.com and employers categorize job postings by career type. Nationwide, Sales/Retail was the top career type in Canada, followed closely by Operator/General Labourer. There were also strong numbers of agronomists, maintenance/repair, and operations careers.

Additionally, we examined the top trending career types of jobs posted on AgCareers.com. Maintenance/Repair positions experienced the largest growth over the year.

TOP TRENDING JOBS BY CAREER TYPE	% Increase
1 Maintenance / Repair	184%
2 Engineering	167%
3 Consultant / Agent	94%
4 Education / Training	82%
5 Marketing / Branding	61%
6 Accounting / Finance / Asset Management	39%
7 Transportation / Truck Driver	37%
8 Agronomist	27%
9 Warehouse / Cellar Worker / Inventory	20%
10 Operations	8%

Remote & Work-from-Home

AgCareers.com added a new work environment option for employers to specify in 2020: Remote/Work-from-Home. We added this because of employers' increased offerings of remote opportunities and heightened demand from job seekers.



The number of positions posted on AgCareers.com by employers in this remote/work-from-home category increased by more than 300% from 2020 to 2022. This growth trend continues to climb, with 34% growth again in 2022. Canadian remote positions were most frequently posted in the Communications, Promotion & Public Relations; Crop Production; and Equipment/Manufacturing & Technical industry types. Looking at career types, remote positions were most frequently posted in the Sales/Retail and Business Development career types.

MOST COMMON CANADIAN REMOTE / WORK-FROM-HOME JOBS ON AGCAREERS.COM

TOP INDUSTRY TYPES	TOP CAREER TYPES
Communications, Promotion & Public Relations	Sales / Retail
Crop Production	Business Development / Strategic Management
Equipment, Manufacturing & Technical	Marketing & Branding
Chemical, Pesticide & Fertilizer	Customer Support
Plant & Soil Sciences, Seed & Biotechnology	Agronomist

Candidates' interest in remote positions illustrates prolonged growth in response to work-from-home availability; the needs and expectations have persisted post-pandemic. Searches for the keyword "remote" were up 40% in the past year on AgCareers.com.

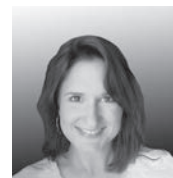
COVID changed the way agricultural organizations manage people. More than half of employers surveyed in the *AgCareers.com 2022-2023 Canadian Agribusiness HR Review™*, offer a hybrid work schedule, and 20% offer a fully remote option. More employers are also using flexible work arrangements.

While flexibility isn't always possible in every role, if used correctly, it is a powerful recruiting and retention tool. Canadian agribusinesses taking part in the *HR Review™*, noted their most common flexible work arrangement offered was flexibility in schedule. The second most common arrangement was a hybrid schedule. **EDM**

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For additional 2022 trends including a closer look at candidates' education level, location and experience, download a copy of the full report at www.AgCareers.com under market research, or review the Agribusiness Job Report at www.agcareers.com/reports.cfm.

BONNIE JOHNSON has more than twenty years of professional marketing experience, including nine years with AgCareers.com. As a marketing specialist, she supports the AgCareers.com team and brand through marketing and communications efforts. This includes internal and external communications, email marketing, company branding, market research, and data analysis. Please send questions and/or comments to bonnie.johnson@agcareers.com.



BONNIE JOHNSON is a professional marketing specialist. She supports the AgCareers.com team and brand through her extensive marketing and communications experience.



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Do I Want To Know What I Don't Want To Know?

by DR. LARRY COLE

Many of us are afflicted with a terrible disease of thinking - knowing only what I want to know! Is that being hardheaded and stubborn? The problem with this attitude is you don't know what crucial information you're missing.

Let's complete an exercise. Look at one of your hands. See it? Identify something you don't like about it. Got it? Now for the crucial point—did you notice that you didn't see what you like while staring at what you don't like? That's what happens with a made-up opinion, you only see one facet of the object or issue.

Have you ever assumed something to only later find out that you were wrong? We all have. Study the dynamics. We made a conclusion based on a set of information. Eventually we changed our mind when new information became available. But we had an option that was to stubbornly continue believing in our original thought regardless of how true the new information might be. Doesn't make good sense, does it? Why would anyone cling to a thought that was wrong?

I am bewildered by supervisors who only want to know information that aligns with their set of beliefs. It seems such thinking is akin to cutting off your nose to spit in your face. I'm not going to focus on the "whys" people are so short sighted in this article, but I encourage leaders and supervisors to think about two things. One is that a made-up mind loses its objectivity according to a Chinese proverb. (I can hear some of your thinking right now... *I'm not believing a damn thing that comes out of China!*) Just for a moment open your mind and think about the implications of that proverb. The closed mind can prevent the best decision from being made which leads to the second point — leaders/supervisors don't have the luxury to be closed minded. These people are responsible to ensure the best decisions to advance the success of the dealership.

One additional thought Have you noticed

that while talking to someone that your brain is constantly thinking? Sure, you have, and you've taken advantage of your thoughts that were stimulated by the discussion. That's the beauty of the mind — to find the best idea. Again, closed minded people miss such phenomenal insights.

I see closed minded thinking whenever one person or department wants a decision that is best for them. An argument and conflict quickly emerges. I've been told numerous times such conflicts between parts, service and sales are "normal." Such thinking perpetuates such conflict. All I have space to say, at this time, is; Yes, different opinions are natural. No, different opinions should not lead to an argument if the involved parties are committed to make a decision to support the dealership's success.

Mental Formula to Open Your Mind

Now let's address the mental formula that each of us must employ to expand our beliefs. First is the agreement that we're closed minded. Without this understanding, there is no hope to expand one's thinking. A side note is if others perceive you as closed minded while your self-perception is open-minded you may have a serious issue on your hands.

Second is the self-awareness to your closed mind. At that precise moment of being aware of a closed mind, self-discipline is required to (1) truncate such disastrous thinking, (2) agree that your thinking might be wrong, and (3) implement the plan to solicit and listen to understand different opinions in search of the best idea.

While listening as others present ideas, be acutely aware of your thought pattern as it is



The closed mind can prevent the best decision from being made which leads to the second point — leaders/supervisors don't have the luxury to be closed minded. These people are responsible to ensure the best decisions to advance the success of the dealership.

easy for your thoughts to automatically revert to being "closed mindedness" and increase the urge to argue your point. When that happens, you must open-back-up and continue listening to understand. Being driven by the commitment to secure the best idea or make the best decision will help open your mind.

Another tool to stimulate thinking and discussion is to offer a dissenting opinion to the one initially presented and observe the openness of the ensuing conversation. If the introduction of the dissenting opinion shuts down the conversation, you may have an intimidation operating within the team. Obviously, that's not good.

Here's the bottom line. All of us are required to make the decision as to the reputation we want to create with our colleagues. I'm currently working with a young employee with this very issue. He tells me that he wants a reputation of being an elite performer and to use others' opinions to improve performance, but his actions tell the story of the polar opposite — "I'm always right." Time will tell if he will use the necessary self-control to become the person he professes he wants to be. If not, his colleagues will continue to talk about him behind his back while hoping that he leaves the company. **EDM**



DR. LARRY COLE is a lead trainer for the North American Equipment Dealers Association's Dealer Institute.

LARRY COLE, PH.D., is a lead trainer for and consultant to the North American Equipment Dealers Association's Dealer Institute. He provides onsite training and public courses to improve business leadership effectiveness and internal and external customer service. Please send questions and / or comments to Larry at teammax100@gmail.com



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How service managers can create better systems and save time

by WAYNE BROZEK

Service managers how do we get more hours per day?

The answer is that we can't, can we? How can we implement tools to help us organize our days better? How many of you have a daily task list that you follow?

I know, I know you say daily task list that I can follow.... I never know what my day will be like, and I say I agree. I have been a Service Manager. I know how our days can implode and all our best plans can be altered by taking care of emergencies that come up, but I do believe we can gain some control over our days if we stay structured.

I think, as managers, we need to make sure we have had some time management training. I participated in a time management training class several years ago, and it had a lasting impression on my day-to-day activities.

I have worked on call log books and schedule pads for several years, and I wonder how many of you service managers have an actual process for handling your daily calls. How do you log those or transfer those calls to your service scheduling system? I have seen everything from yellow legal pads where calls are logged on a blank format to sticky notes that are then attached to the computer display monitor or wallpaper the desktop.

They are prone to getting lost or misplaced over and over. I have implemented a call log book for service managers that helps keep their daily calls logged in one place with a structured form, so that same information for each call has a place to log what has been done as far as a scheduling plan. All these items add up to help save you time and keep you organized.

Once you have utilized some of these call

I think, as managers, we need to make sure we have had some time management training. I participated in a time management training class several years ago, and it had a lasting impression on my day-to-day activities.

log books and scheduling systems to track and log your activities, you have the ability to actually leave your office for a couple of days of PTO and not spend that time thinking "I hope the train stays on the tracks" or end up fielding several calls a day asking about customer information that someone should be able to find in your call log book.

We all know that if we can save a couple minutes here and there, they add up to hours on the week and month. This is one way to keep you organized and be able

to actually leave and let others know exactly what is going on and where you are with each customer.

I would also encourage service managers to make time with your day to do a service walk at 10 am and 2 pm everyday to check on your technicians and update your schedule board. We should have a list of all work orders that are assigned to specific technicians and visit with each tech to ensure they are on target to finish the work order in the time frame in which you promised your customer.

The service walk performed daily will help you update your schedule and call customers

WAYNE BROZEK is a trainer with NAEDA's Dealer Institute. Prior to starting his own consulting business, Wayne trained dealers all over the globe on ways to improve both their parts and/or service operations. **TOP METRICS TO WATCH** is an ongoing feature brought to you by the association's Dealer Institute to help dealers better understand key performance indicators and industry metrics to effectively manage their businesses.

Our service managers have one of the hardest jobs inside the dealership, so anything we can do to reduce stress and increase a few free minutes to your day is a huge success.



proactively and update them if the promised times need to be adjusted. Now this might seem like I am asking you to do even more instead of taking items off your daily tasks so how is this going to save me time?

The issue is I have seen so many phone calls that come into a service department daily that are customers checking on their equipment, and they come in at some of the worst times of the day. So, instead of being reactive, we need to be more proactive, and if we update our customers of a new promise time versus all of those customers calling us when we are trying to complete other tasks. It burns up our day.

When we have those calls coming in, we then have to stop doing what we are doing and deal with another time distraction instead of controlling our day. I would encourage any service manager reading this that would like to gain some control over your day and gain some free time call or email me, and let's discuss how you can implement just these two ideas and how they will give you back more control and freedom.

Our service managers have one of the hardest jobs inside the dealership, so anything we can do to reduce stress and increase a few free minutes to your day is a huge success.

Thanks for all you do, and if you're interested, I look forward to helping anyway we can! **EDM**



WAYNE BROZEK is a trainer with NAEDA's Dealer Institute.



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How handheld devices can factor into your road safety policy

by CHRIS LEAHEY, Federated Insurance



Across Canada, using handheld devices while behind the wheel is considered distracted driving. Distracted driving is illegal and considered a form of impairment, similar to driving while intoxicated.

According to the Government of Ontario, one person is injured in a distracted driving collision every half hour. Penalties for distracted driving can include fines, demerit points, license suspensions, or worse, depending on your driving history.

The best way to avoid penalties is by simply putting down handheld devices while driving. Handheld devices can include:

- Mobile phones
- Tablets
- Laptops
- Music players
- Non-mounted GPS devices

Examples of prohibited activities can include texting, dialing, scrolling, checking emails, and selecting music or destinations.

What is a road safety policy?

In addition to complying with the law, you can develop your own road safety policy and add it to your business' risk management program. A road safety policy can include best practices, dos and don'ts, and additional resources for employees that may be driving on the job.

Enforcing a strict policy on handheld device use while operating motor vehicles,

In addition to complying with the law, you can develop your own road safety policy and add it to your business' risk management program. **A road safety policy can include best practices, dos and don'ts, and additional resources for employees that may be driving on the job.**

equipment, and machinery can help inform employees and possibly mitigate the risk of a potential accident.

Consider highlighting the following points in your road safety policy:

- Pre-plan your route and designate stops where you can lawfully park to safely check your voicemails, text messages, and emails.
- Store handheld devices before operating motor vehicles, equipment, and machinery.
- Avoid talking on the phone (even with hands-free technology) in hazardous situations, poor weather conditions, and in areas you're unfamiliar with.
- Don't drive when you're stressed or emotional as your mental state can amplify distracted driving, especially when your job involves using hands-free technology.
- Keep both hands on the wheel and eyes on the road.

When can I use my handheld device?

There are lawful ways to use handheld devices while operating motor vehicles, such as:

- Calling 911 in emergency situations while you're safely pulled over with the hazard lights turned on.
- Using hands-free technology, such as Bluetooth, to control devices through voice commands, steering wheel controls, and earpieces.
- Viewing a pre-set and mounted GPS for maps and directions.
- Viewing screens that display the status of systems associated with your motor vehicle, such as collision avoidance systems, instruments, and gauges.

Laws and penalties for distracted driving

Consider educating staff on your provincial legislation and provide training on proper driving protocols to eliminate driver distractions.



CHRIS LEAHEY is the Regional Association Manager at Federated Insurance. Originally from Florenceville, a small farming community in New Brunswick (home of McCain Foods) Chris came out west right after high school, making Alberta his home. He has a background in Law Enforcement, Security Management, Government and the Insurance Industry. Chris has been working with Federated Insurance since 2006.

CHRIS LEAHEY is the Regional Association Manager at Federated Insurance.



Enforcing a strict policy on handheld device use while operating motor vehicles, equipment, and machinery can help inform employees and possibly mitigate the risk of a potential accident.

But no matter the laws, keep in mind that talking on the phone through hands-free technology can still be a major source of distraction. And at the end of the day, the primary responsibility of a driver is to drive safely.

To review the laws and penalties by province/territory, visit your provincial government websites and search "distracted driving laws and penalties".

Protect yourself and your business

As a business owner, you've got a lot to manage. But despite your best efforts, you can't control everything and unfortunately you can't supervise every driver while they're on the road. So, if you're looking for more ways to protect yourself and your business, visit our Commercial Auto Insurance page today at www.federated.ca/types-of-insurance/commercial-auto-insurance/. **EDM**



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A roadmap for passing the family dealership to the next generation

by CHRIS SCHAUFELLE



For family-owned dealerships, passing ownership of the business to the next generation means considering more than just the financials.

You own a small- to mid-sized dealership, your name hangs over the door, and you're starting to think about retirement. Your transition out of the dealership could be smooth or rocky, depending on the decisions you make now, and how early you started the process of succession planning.

Consider, for example, how you would handle an unsolicited approach from a third party buyer — would you know what the right number would be, how you would explain and discuss it with family, how it would impact you personally long term?

Your succession plan will play a significant role in determining what becomes of the dealership — in some cases your life's work. You have the option to pass the dealership to your children, your employees, or a third-party buyer, and each path has its own pros and cons. If your goal is to transition it within your family, the most important thing to keep in mind is balancing financial issues with non-financial issues.

Financial considerations

Like any family business, transitioning your dealership to family members (usually your children) will almost always mean you are getting bought out over time. While a third-party purchaser would just cut you a large cheque for the full price tag of your business, your kids would likely acquire it over the course of a decade or more.

The most common means of passing a dealership to children is through a share freeze or estate freeze. As the dealership owner, you can freeze your ownership shares tax-free at their current value, allowing your family members to accrue any future growth in value while they slowly buy you out.

While a third-party buyer will almost always pay more for your dealership than your next-generation family members, your cash flow needs and preferences in retirement are sometimes just as important as the price tag of the business. Do you prefer to receive a large one-time payment and then stretch it out over many years, or do you prefer to get a regular flow of cash through progressive redemption of the shares?

Also worth noting is the risk of not being bought out in full when being bought out over time. Whether through mismanagement or because of external factors like a recession, if the valuation of your dealership declines after your share freeze, you could face a scenario of not being fully paid.

Finally, keep in mind that under the rules of the lifetime capital gains exemption, you could gain certain tax advantages by passing the dealership within your family or leveraging a family trust.

Non-financial issues

The emotional and relationship side of the transition can be even more important than the financial side. As an over-arching principle, the best way to avoid family conflicts resulting from the family business is to have conversations about succession early, build consensus, and put agreements in writing where needed.

CONT. ON PG 26

CHRIS SCHAUFELLE is MNP's National dealership service leader and a Business Advisor with the Firm's Assurance and Accounting group in Surrey. With more than 15 years of experience in the automotive industry, Chris oversees a dedicated team of professionals and the Firm's delivery of dealership services across Canada.

Chris helps automobile dealers and leasing companies, as well as business owners in other industries, ensuring they have the information they require to make strong business decisions. He delivers a full suite of assurance services, including audits, reviews and compilations, helps with tax planning and compliance and advises on a broad range of business issues. His expertise in accounting and assurance standards and keen understanding of the automotive industry allow him to identify opportunities to help his clients succeed.

Chris earned a Bachelor of Business Administration (BBA, Co-operative) in accounting from Simon Fraser University in 2008. He is a Chartered Professional Accountant (CPA), qualifying as a Chartered Accountant (CA) in 2010.



CHRIS SCHAUFELLE, CPA, CA is MNP's National dealership service leader and a Business Advisor with the Firm's Assurance and Accounting group in Surrey.



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- **Legacy versus money:** Passing your dealership to your kids should ideally be a very proud moment. If the dealership bears your last name, that legacy will continue with you into your retirement. Ask yourself if you trust your children to carry that legacy, and to what degree you want to be involved in decision making after you retire. As important as it is to keep your legacy intact, also acknowledge the dealership industry is evolving, and even if they could, your kids may not run it exactly as you did.
- **Multiple roles for multiple children:** If your children already work in the dealership prior to your exit, they likely have different roles. Not everyone can hold the title of Dealer Principal or president, both logistically and based on their skillsets. Will you create resentment by giving the role of Dealer Principal or president to one child, while the other(s) have different roles? Do all your children have the management prowess to run the business? Do they even want to inherit it? Taking these questions seriously is crucial; answering them will require honest and transparent conversations, possibly with the help of a third-party facilitator.

- **Dividing assets fairly:** In a hypothetical situation where you have three children, but only one works in the dealership, you need to consider whether it's fair that each receive a third of ownership after you exit the business. Should the child who has put more into the dealership inherit more of it? What would that do to family dynamics? Is "equalizing" through other assets (cash, vacation property, etc.) a possibility? It's possible the child who has worked there is more invested in the success of the dealership and would therefore want to pour more money back into it, while the other two would prefer to pocket the money themselves. All are issues that need to be managed early via succession planning.

Succession is a family matter

Because succession impacts both you and your loved ones, many of the decisions about your future should be made as a family. A family office practitioner brings the skills and experience you need to have informed and productive discussions with your family about the future of your dealership. **EDM**

MNP

To learn more, contact:

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Kerry Smith, CPA, CA, TEP | National Leader,
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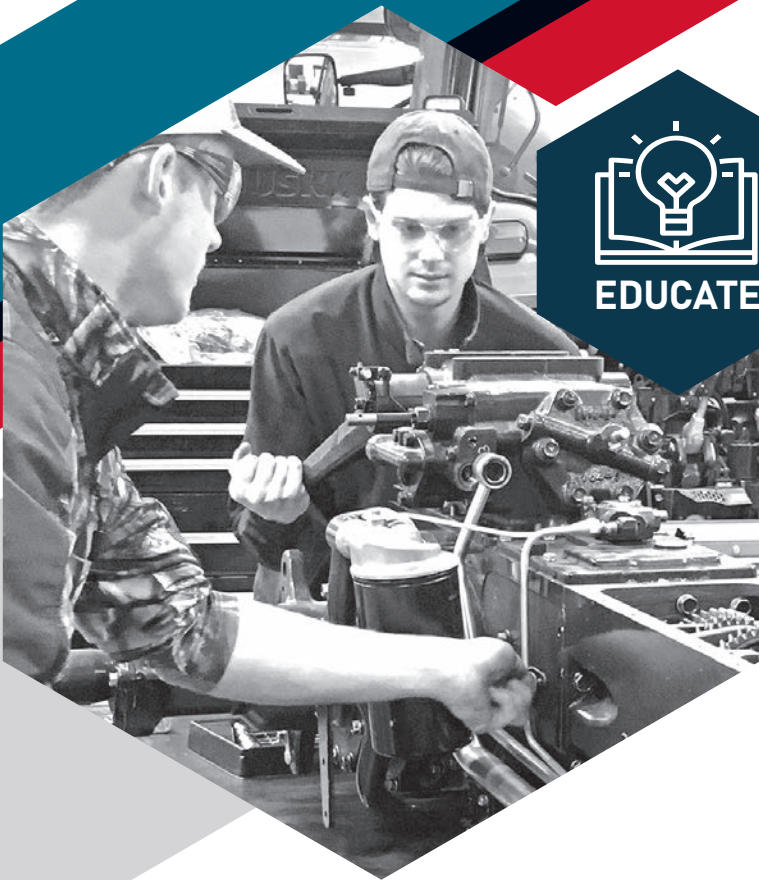


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NAEDA Welcomes New Staff

by NAEDA STAFF



Tom Healy
DEALER DEVELOPMENT
MANAGER

Born and raised in Green Bay, Wisconsin, Tom Healy started his career at Burnips Equipment while attending Ferris State University where he received his bachelors in engineering. As an inexperienced intern, and due to circumstances, he found himself operating as the branch service manager within his first several weeks of employment. With zero agricultural background, Tom was forced to quickly learn the industry, its practices, and the importance of customer relationships.

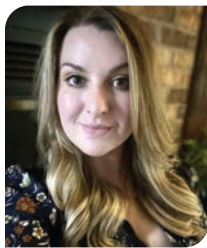
As acting Operations Manager and Corporate Sales Manager, Tom used his personal skills to gain the trust and loyalty of the industry, his colleagues, and his employers. His past roles required him to oversee the daily operations of eight locations while keeping focus on future growth and minimizing complacency in the company. His driver personality keeps everyone on their toes while his outgoing personality allows him to gain the respect needed to steer the culture of the company away from the single store mentality towards a more corporate structure.

In 2013, Tom started working on the corporate structure of Burnips Equipment by creating several new positions. Tom filled the first position of Corporate Service Manager overseeing all location service departments. Hiring a CFO followed by Corporate Sales Manager and Corporate Parts Manager were the next tasks completed. These new roles gave Burnips Equipment the ability to grow while creating uniformity across their stores.

After seventeen years in the service department, Tom moved into his final role as Corporate Sales Manager. He brought new life to the sales team and helped to bridge the gap between the service, sales, and parts departments. After twenty plus years in the dealership, Tom has moved to the next chapter in his life. Taking a role working for NAEDA as a Dealer Development Manager, Tom plans to use his skills alongside NAEDA's to help dealers move forward in an ever more challenging industry.

BIO | Outside of work, Tom spends time with his eight-year-old son, one-year-old daughter, and wife Melinda. Together they enjoy operating a food truck on weekends and any project outdoors.

Tom's career will be guided by opportunity and challenges. His motivations are fed by frustration and the need for change. You can bet that you won't find Tom among the complacent.



Amanda Bauman
COMMUNICATIONS
MANAGER & ASSOCIATE
MAGAZINE EDITOR

Born and raised in central Kansas, Amanda Bauman found her initial interests in photography and storytelling by running around her grandma's farm taking pictures of horses and barn cats for 4-H. She then continued her passion through high school and college as part of her school newspapers. After graduating from Emporia State University with a double major in secondary education English and journalism, she became a high school journalism and digital media teacher.

Amanda joined the association in April 2023, as the Communications Manager and Associate Magazine Editor. She works to maintain a solid social media presence, sends newsletters and updates, and edits and contributes to the digital and print version of *Equipment Dealer Magazine*.

After seven years in the classroom teaching digital media and advising high school yearbook, video production and newspaper, Amanda is returning to her roots of sharing stories and informing dealerships of best practices. "I am beyond excited to use my skills from the classroom to inform dealers of best practices. There's nothing I enjoy more than helping people excel and reach their goals, and I feel like I can do that for our dealers through communications with NAEDA."

BIO | Amanda and her husband welcomed their first-born in June and will celebrate their fourth wedding anniversary this fall. She enjoys spending her free time with her newborn, her husband and her three dogs and cat. If she's not with them, she can be found running her photography business and helping capture the memories and milestones for others.



Dale W. Magie
FIELD SERVICES
DIRECTOR

Dale Magie was raised on a farm in Butler County, Liberty Twp. Ohio. Dale grew up helping his father on the farm raising hogs, cattle, and grain crop farming. He attended Lakota High School and participated in 4H, FFA and played basketball. In 1980, Dale graduated from high school and began farming maintaining a grain crop operation of 600 plus acres. While farming, he also worked part time construction jobs.

In 1985, Dale joined his father and purchased a lawn care company. Over the next three years, the lawn care business evolved into retail, parts and service of outdoor power equipment including John Deere, Toro, Stihl and other allied lines of equipment. In 2003, Dale became sole owner of the business and built a new facility. He added a second location in 2010 that included Ace Hardware as well as outdoor power equipment. During this time, Dale was involved in Manufacture Dealer Council, Association Regional and National Dealer Counsel until selling his business in February 2018.

Currently, Dale sits on a bank board and manages the family farms. He also wanted to stay involved in the industry, so Dale joined UEDA, in 2019, in a part time role as a field services director. He called upon dealers in Ohio, Kentucky, Indiana, and Michigan. In July 2022, UEDA merged with NAEDA where Dale continued his work moving on to join the Dealer Institute team in April 2023, as a dealer development manager for NAEDA.

"I enjoy the opportunity of visiting and helping dealers, while working with a great team of people. I appreciate helping dealers get answers to their questions and creating relationships with many great people in the industry."

BIO | In his free time, Dale enjoys fishing, hunting, camping and various outdoor activities. He lives for catching bigger fish while deep sea fishing and enjoys spending time with friends and family at cookouts on his back porch where they play cornhole and various yard games. Dale is excited about becoming a grandpa for the first time this fall.



Kipp McGuire
DIRECTOR OF
GOVERNMENT AFFAIRS

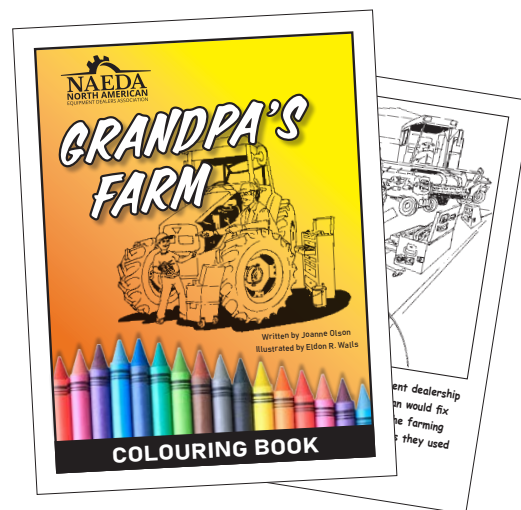
Kipp grew up in the American west – born in Wyoming and graduated high school in Montana. His family has always made a living in rural communities doing everything from working as hired hands to appointment as the local water commissioner – his father reminds him often that "whiskeys for drinking and waters for fighting."

Kipp McGuire is the director of government affairs for NAEDA. He comes from the consulting world, where he was an advisor to the U.S. Navy's Commander of Pacific Fleet as a member of the Commander's Action Group and Government Affairs and Outreach teams. Prior to his time as a consultant, he was an Advance Officer for the Office of the Secretary of Defense, which took him across the globe coordinating nation-to-nation engagements. He has extensive experience in the legislative and policy fields, and has previously worked for state and federal legislators, as well as an advisor on several political campaigns. His military service includes five years enlisted with the Marine Corps and is presently an Intelligence Officer with the Navy Reserves. He has degrees from the University of Montana and the Institute of World Politics.

BIO | Kipp's wife – Maggie – is an active-duty Officer with the U.S. Marine Corps currently serving as a Congressional Defense Fellow in Washington, D.C. They have a year and a half old daughter, and she is where most of his attention is focused when not conducting business for NAEDA or attending to his obligations as a Naval Reserve Officer. **EDM**

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Canada - MAY 2023 Ag Tractor and Combine Report	MAY			Y-T-D MAY			MAY 2023
	2023	2022	%CHG	2023	2022	%CHG	BEGINNING INVENTORY
2WD < 40 HP	1,824	2,138	-14.7	6,103	7,866	-22.4	13,100
2WD < 100 HP	470	541	-13.1	2,241	2,310	-3.0	4,115
2WD 100+ HP	365	345	5.8	1,471	1,434	2.6	1,783
TOTAL 2WD FARM TRACTORS	2,659	3,024	-12.1	9,815	11,610	-15.5	18,998
TOTAL 4WD FARM TRACTORS	81	64	26.6	385	264	45.8	108
TOTAL FARM TRACTORS	2,740	3,088	-11.3	10,200	11,874	-14.1	19,106
SELF-PROPELLED COMBINES	101	78	29.5	673	324	107.7	431

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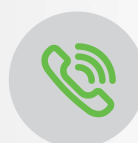
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