

U.S. EDITION | VOLUME 2, NO. 3 | FALL 2023

EQUIPMENTdealer

RESOURCES FOR SUCCESSFUL DEALERS

magazine



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DALLAS

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and technologies to move
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*Not all buyers are going back to the brands
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RESOURCES FOR SUCCESSFUL DEALERS



ON OUR COVER Vibrant downtown Dallas, Texas – the host for NAEDA's 2024 North American Dealer Conference.

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Actionable insights, tactics and technologies to move your business ahead.

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Equipment Dealer Associations

60 Years of Consolidation Continues

by KIM ROMINGER, CEO, NAEDA

The North American Equipment Dealers Association (NAEDA) was founded on September 20, 1900, and has since been in continuous operation. Today, NAEDA is one of North America's oldest retail trade associations. It has achieved this position because of the loyal, dedicated leadership given to it by past and current officers and directors.

Our vision is very clear: "The North American Equipment Dealers Association will continue to be the trusted resource members and industry partners look to for support and reliable information, and will lead by delivering innovative products and services, contributing to a strong and vibrant industry for members."

However, achieving this vision was not accomplished overnight. NAEDA (then known as the National Federation) was founded by regional equipment dealer associations, the first which was established in 1889 in Salina, KS. At the time, the implement industry exploded into what was then called the "Harvester War." This was a period of intense competition in the new grain binder market, and manufacturers were eager to sign up dealers to sell their products. In a short period of time the number of dealers increased substantially throughout the grain belt, and with this came a multitude of problems for dealers; specifically, overlapping territory issues, warranty reimbursement and service responsibilities.

These concerns were not limited to central Kansas. Because of these and growing concerns about dealers' relationships with suppliers, 11 new regional equipment dealer associations were established over the next ten years. These associations typically followed state lines; however, regional, in-state associations (i.e., Inland Empire, Central Illinois, and Northern Iowa) were also common.

It made sense for these regional associations to come together to form a national association that could address manufacturer relations issues as they crossed state lines. At the same time, dealers wanted NAEDA to be their national voice in Washington, D.C. These two core principles remain the same for NAEDA today: 123 years later.

From 1900 to 1950, we saw a rapid expansion of regional and state equipment dealer associations in the U.S. Dealer associations started to take hold in Canada as well, with the first being the short-lived Manitoba association in 1907. Dealer associations expanded their scope beyond advocacy (government affairs and manufacturer relations) into service offerings such as health insurance, accounting services and equipment trade-in value information.

When we look back at our history, 66 regional equipment dealer associations existed in North America at its peak. All were members of the National Federation and collected and remitted dues to the National and elected a dealer to serve as a Director on the National board.

I have been asked when dealer associations started to consolidate. Our records show that towards the late 1950s, regional equipment dealer associations began to consolidate with their neighboring associations. This was done for a variety of reasons, such as trade territory changes, manager retirements and association solvency being the most common reasons. But over the past 55 years, we have seen the most equipment dealer association consolidation.

When Farm Equipment issued their first magazine in 1968, the number of regional associations was 34 in the U.S. and five in Canada. When I originally joined the Indiana Implement Retailers Association in 1983, there were 33 regional equipment dealer associations in North America.

So, let's compare that to today where only six regional dealer associations (Montana, Pioneer, Northeast, Iowa-Nebraska, Deep Southern and Quebec) are left in North America. These six are in addition to NAEDA, which operates as an international, national and regional association in scope and responsibility. In 55 years, we have consolidated 39 equipment dealer associations into seven.

However, some may argue that equipment dealer association consolidation hasn't happened as fast as our dealers have con-



NAEDA operates as an international, national and regional association in scope and responsibility.

Kim Rominger | CEO, NAEDA

solidated. That is why the 2022 merger of NAEDA with four regional equipment dealer associations was so significant. It was the first time that there was consolidation between our national association and regional dealer associations. When you look back at the legacy of the associations involved with this merger, it accounts for 43 previous equipment dealer associations that existed over time.

So, it would be safe to say that equipment dealer consolidation has been ongoing for over 60 years. The question one may ask is, where does it go from here? There will likely be more dealer association consolidation down the road, but it will take place when it is at the right time for all parties involved.

In 2018 NAEDA started a strategic review, and a Long-Range Planning Group (LRPG) was established. Dealers from each regional association were invited to participate in the discussion. The minutes from that meeting clearly state that dealers strongly believed federal government affairs and manufacturer relations were the strength of the organization, and that NAEDA was uniquely positioned to provide a single unified voice on manufacturer relations and federal and state government affairs issues. They noted that the ideal situation would be a streamlined association with most services provided at the national level and filtered through regional representation. This was the impetus for NAEDA's 2022 merger.

It was also clear from the LRPG that dealers simply want services performed and they do not care who gets the credit. I think that that is a great statement and puts things in perspective.

So, with that in mind, NAEDA will continue to have regional representation and work with regional associations, as we are all stronger if we work together. I am sure that was the original sentiment in 1900 when dealers and their regional associations created NAEDA ^{EDM}.



DALLAS

TEXAS

JANUARY 29 - 31, 2024

Join fellow equipment dealers looking to network and grow their dealerships to greater heights at the 2024 North American Dealer Conference (NADC), January 29-31.

Located in Dallas, Texas, NADC 2024 is a two-day experience filled with expert sessions focused on today's hot topics ranging from legislative and HR issues to aftermarket and marketing strategies and beyond. Registration is now open at nadealerconference.com.

You won't want to miss the 2024 North American Dealer Conference... it's the place to be for actionable insights, tactics and technologies to move your business ahead.

We encourage you to bring your management team as we've got a great line-up of manufacturer and dealer panels, and spotlight speakers which we're sure will provide valuable information your team can take back to your dealerships.

Browse the following pages for a look into NADC's 2024 insightful speakers, comprehensive agenda, special events and more!

NADC 2024 Speakers


KEYNOTE SPEAKER | MATT MAYBERRY

Former Chicago Bears Linebacker, Wallstreet Journal bestselling author and acclaimed keynote speaker.

Matt Mayberry helps organizations foster winning cultures, improve leadership performance, and build teams that drive superior performance.

With his captivating insights and transformative touch, Matt has become one of the world's foremost experts in his field, gracing the pages and screens of major media outlets such as Forbes, Inc. Magazine, Harvard Business Review, Fortune, Fox News, and Business Insider – to name a few.

His impressive client list speaks volumes about the quality and impact of his work. Industry giants like JP Morgan Chase, NAPA Auto Parts, DuPont, Allstate Insurance, Autodesk, and the Federal Bureau of Investigation rely on Matt's expertise to drive meaningful cultural change and equip their teams with the strategies to win.

His recent book, *"Culture Is the Way: How Leaders at Every Level Build an Organization For Speed, Impact, and Excellence,"* debuted as a Wall Street Journal bestseller and received the prestigious honor of being named one of the top must-reads for 2023 by Malcolm Gladwell's *"Next Big Idea Club"*.

Matt's journey began on the football field as a linebacker for the Indiana Hoosiers and Chicago Bears. This environment laid the foundation for his groundbreaking approach to business and reinforced his belief in teamwork, leadership, and peak performance. Since then, he's brought lessons learned on the gridiron into the boardroom, adapting them to help clients cultivate stronger teams, foster dynamic leadership, and spearhead high-impact cultural transformations.


GRACE VEST | Marketing Manager, Sunshine Quality Solutions

Grace Vest is a dynamic marketing professional currently serving as the marketing manager at Sunshine Quality Solutions, a prominent John Deere dealer in southern Louisiana. With a solid foundation gained from her previous role at a renowned marketing agency in Little Rock, Arkansas, where she developed comprehensive marketing plans for equipment dealers nationwide, Grace brings a wealth of expertise to her current position at Sunshine.

Throughout her diverse marketing journey, Grace has cultivated a deep understanding of the equipment industry, acquiring invaluable knowledge of the dos and don'ts in this specialized field. Her keen insights and innovative strategies have consistently fueled successful marketing campaigns, resulting in increased brand visibility and customer engagement.

With an unwavering dedication to her craft and a genuine love for connecting people with exceptional products and services, Grace Vest is an influential marketing professional, empowering businesses to thrive and making a meaningful impact in the equipment industry.


JAMES MINTERT, Ph.D. | Professor of Agricultural Economics & Director, Center for Commercial Agriculture, Purdue University

James Mintert is a professor and extension economist in Purdue's Department of Agricultural Economics and serves as director of Purdue's Center for Commercial Agriculture. The Center is focused on developing and delivering programs to commercial farmers via web postings, conferences, workshops, and webinars. Jim is also one of the principal investigators for the *Purdue/CME Group "Ag Economy Barometer"*, a monthly sentiment survey of U.S. farmers. In addition to his responsibilities with the Center, Dr. Mintert teaches an undergraduate class on commodity risk management. He holds bachelor's and master's degrees in agricultural economics from Purdue and a Ph.D. from the University of Missouri. Jim originally acquired his interest in agriculture while working on his family's farm in the Mississippi and Missouri river bottoms, just north of St. Louis, Missouri.



Kelly Mathison
Dealer Institute Instructor
Aftermarket Expert



Byrne Luft | President,
Arch Staffing & Consulting
President, Canadian
Operations and Global RPO



Clark May
President & CEO, OPOC.us



Scott Brigden
Dealer Institute Instructor
Aftermarket Expert



Brian Coughlin
Attorney and Partner
Boston, Fisher Phillips LLP



Chris Havey
Senior Analyst, OPOC.us

Monday, January 29

| | | | |
|-----------------------|---|------------------------|--|
| 7:00 a.m. - 5:00 p.m. | Partner & Sponsor Booth Set Up | 12:00 p.m. - 5:00 p.m. | Registration & Information Desk |
| 5:30 p.m. - 7:00 p.m. | Opening Cocktail Reception with Appetizers | | |

Tuesday, January 30

| | | | |
|-------------------------|--|-----------------------|--|
| 7:00 a.m. - 8:00 a.m. | Breakfast | 7:00 a.m. - 5:00 p.m. | Registration & Information Desk |
| 8:00 a.m. - 9:00 a.m. | Opening Remarks & Surprise Political Speaker | | |
| 9:00 a.m. - 10:00 a.m. | BREAKOUT SESSION: OPE Manufacturer Panel Briggs and Statton, Toro, and Stanley, Black & Decker Join us for an exclusive panel session with leading Outdoor Power Equipment Manufacturers, where they discuss the future of the industry. In this engaging discussion, we will explore the latest advancements in battery technology, how they will affect dealers, and 3-5 year industry outlook. As the outdoor power equipment sector undergoes transformative changes, gaining insights into these crucial trends and future forecasts is imperative for maintaining a competitive edge and meeting the ever-evolving demands of consumers. | | |
| 9:00 a.m. - 10:00 a.m. | BREAKOUT SESSION: Enhancing Dealership Success Through Interdepartmental Cooperation Kelly Mathison, Dealer Institute Discover the power of collaboration in equipment dealerships with our session on "Interdepartmental Cooperation: Parts, Service, and Whologoods Integration." Learn how aligning parts, service, and whole goods departments can boost customer satisfaction, streamline operations, and drive profitability. | | |
| 10:00 a.m. - 10:30 a.m. | Morning Break | | |
| 10:30 a.m. - 11:45 a.m. | Manufacturer Panel Denver Caldwell, John Deere; New Holland TBD; Case IH TBD; Ruchir Patel, AGCO; Eric Raby, Claas; Todd Stucke, Kubota Tractor This special panel session offers a valuable opportunity for you and your management team to benefit by sharing ideas with other successful dealers, consulting with manufacturers/suppliers, and learning unique insights from an excellent array of speakers and industry experts. A must-attend session will have a top-level management representative from your respective manufacturer discussing current industry topics. | | |
| 11:45 a.m. - 1:00 p.m. | Lunch | | |
| 1:00 p.m. - 2:00 p.m. | Marketing Your Story to Help Increase Brand Loyalty and Revenue Grace Vest, Marketing Manager, Sunshine Quality Solutions Effective storytelling increases engagement between a brand and its audience, which helps drive conversions and, ultimately, market share. As equipment dealers, we often get stuck in marketing prices and features but fail to tell a story. A well-executed marketing campaign that incorporates storytelling can influence purchasing decisions and shape a brand's identity and reputation. Consumers tend to remember stories much better than traditional advertisements, making storytelling a powerful tool for leaving a lasting impression. Grace will discuss the art of storytelling by creating narratives and sharing examples that resonate with the dealer's audience. | | |
| 2:00 p.m. - 3:00 p.m. | BREAKOUT SESSION: Understanding Your Labor Budget Scott Bridgen, Dealer Institute A well-crafted labor budget is more than just numbers; it's a strategic tool that influences your decision-making and annual planning. Discover methods on how to identify technician inventory, technician types, gaps, and available hours to ensure a fully staffed shop and develop a versatile team capable of meeting all your customers' needs. | | |
| 2:00 p.m. - 3:00 p.m. | BREAKOUT SESSION: The 'Mechanics' of Recruiting Technicians Abroad Byrne Luft, Arch Staffing & Consulting & Brian Coughlin, Boston, Fisher Phillips LLP The persistent demand for skilled talent remains an enduring and critical hurdle for equipment dealerships, and it's evident that these challenges are here to stay. Consequently, organizations find themselves compelled to adopt novel and inventive strategies to address these issues, particularly in recruiting fresh talent to join their ranks. Unearthing innovative recruitment avenues and fostering creativity in identifying proficient candidates necessitates a commitment to long-term vision and strategic foresight. Within this captivating session, experts will delve into the art of sourcing candidates from various corners of the globe. Moreover, they will explore the most effective approaches to navigate immigration intricacies, ensuring a triumphant integration of adept permanent Service Technicians into the United States and Canada. | | |
| 3:00 p.m. - 3:30 p.m. | Afternoon Break | | |
| 3:30 p.m. - 4:45 p.m. | Avoiding Another Used Equipment Crisis: Dealer Panel As supply chain obstacles continue to be addressed and a wave of fresh equipment fills dealership lots, the impacts of used machinery are once again being felt by dealerships. Our discussion will explore the mishandling of both new and used equipment, as well as strategies to navigate around potential pitfalls. | | |
| 5:30 p.m. - 8:00 p.m. | Reception and Industry Awards Banquet Dinner Join us for a vibrant networking reception and delicious dinner as we award our industry's successes, including Dealer of the Year, Advocacy Award, and more. Take advantage of the opportunity to bid during our live auction to raise funds for the foundations that support technician and industry education scholarships. This is an evening to support your industry! | | |

Wednesday, January 316:30 a.m. - 5:00 p.m. **Registration & Information Desk**7:00 a.m. - 8:00 a.m. **Breakfast**8:00 a.m. - 9:00 a.m. **The U.S. Ag Economy: What are farmers telling us?** | Dr. James Mintert, Purdue University

Embark on a knowledge-rich journey that delves into the core drivers of the U.S. agricultural economy, spotlighting the latest findings derived from the monthly survey results of the Purdue University-CME Group Ag Economy Barometer. This presentation promises to offer a comprehensive overview that sheds light on the crucial factors shaping the agricultural landscape in the United States.

9:00 a.m. - 10:00 a.m. **BREAKOUT SESSION: Exploring the Evolving Human Resources Landscape and****How Healthcare Impacts the Employee Experience** | Chris Havey and Clark May, OPOC.us

In this insightful discussion, Clark and Chris will examine the dynamic shifts occurring in Human Resources and how the shifts impact the overall employee experience. By exploring the latest trends shaping HR practices, we uncover their profound influence on the challenging dynamics of the healthcare system. Join us as we analyze how these evolving trends intersect with healthcare, reshaping employee experiences, workforce well-being, and organizational dynamics. Gain a comprehensive understanding of the future landscape where HR and healthcare converge and learn how to proactively adapt strategies for a successful 2024.

9:00 a.m. - 10:00 a.m. **BREAKOUT SESSION: Unlocking After Sales Opportunities: Using Process and Technology to Protect Customers and Improve Dealer Performance** | Ted Wagner, SEIS

Whether you utilize in-house programs, manufacturer programs, or 3rd party vendor programs to sell protection, it's important to make the sale at the right time in the right way. In this engaging session, Ted Wagner, SEIS (Specialty Equipment Insurance Services) COO, draws from decades of experience to guide you through strategies that increase protection product sales, leading to customer satisfaction when bad things happen to good equipment owners. This session will cover successful strategies to increase the number of customers purchasing protection products and increase dealer absorption rate through optimization of sales processes, strategic sales approaches and empowerment through technology.

10:00 a.m. - 10:30 a.m. **Morning Break**10:30 a.m. - 11:45 a.m. **Insights from Dealers: Navigating the Legislative Battle of Right to Repair** | Dealer Panel

Join us for a compelling and informative panel discussion featuring dealers who have been on the frontline in the battle against the so-called Right to Repair bills. In this session, these experienced and passionate dealers will share valuable insights gained from their involvement in testifying at legislative hearings, meeting with members of Congress, and hosting stakeholder demonstrations.

11:45 a.m. - 1:00 p.m. **Lunch**1:00 p.m. - 2:00 p.m. **Estate & Business Succession Planning** | Stewart Van Duzer, Federated Mutual Insurance and Landon Long, Evans & Davis

What constitutes a comprehensive Estate Plan? Have you contemplated the seamless transition of your business to the next generation? This presentation delves into the essential components of business succession planning and estate planning while addressing the underlying motivations. Furthermore, it illustrates how Federated's network of proficient Estate/Business Succession Planning Attorneys has been instrumental in guiding dealers through the intricate challenges and inquiries they encounter regularly in this domain.

2:00 p.m. - 3:00 p.m. **BREAKOUT SESSION: The Crucial Role of Basic Financial Understanding in Achieving Departmental Success** | Kelly Mathison, Dealer Institute

In the competitive world of equipment dealerships, success goes beyond product knowledge and customer service. Financial understanding is vital for all team members to boost growth and profitability. Join our session to learn how financial literacy directly influences equipment dealers' sales, inventory, customer relations, and overall business sustainability.

2:00 p.m. - 3:00 p.m. **BREAKOUT SESSION: Solution Selling Is Critical to Customer Satisfaction** | Scott Brigden, Dealer Institute

It's essential to understand that when customers arrive at your doorstep, they often come with a single concern in mind. However, your goal is to equip your frontline staff with the skills to go beyond the initial ask and ensure that every customer's visit to your dealership is not just a solution but an exceptional experience. In this session, we will explore the art of transforming customer interactions by asking the right questions, going the extra mile, and using the opportunity to introduce other products or solutions.

3:00 p.m. - 3:30 p.m. **Afternoon Break**3:30 p.m. - 5:00 p.m. **KEYNOTE SPEAKER: Matt Mayberry** | Former American football linebacker for the Chicago Bears of the NFL and for the Indiana Hoosiers of the NCAA

Matt Mayberry is an internationally acclaimed keynote speaker and leading global expert in leadership development, culture change, and organizational performance. Based on his Wall Street Journal bestselling book *"Culture Is The Way"*, Mayberry delivers an incisive and hands-on blueprint to employee engagement and peak productivity. Attendees will learn how leaders at every level can build a workplace culture that drives organizational excellence and unleashes the full potential of every employee.

6:30 p.m. - 7:00 p.m. **Reception**7:00 p.m. - 11:00 p.m. **Dinner & Casino Night** | Get ready to roll the dice, shuffle the cards, and experience unparalleled excitement at our exclusive casino night event!

NADC 2024 Special Events



Step into the
World of Chance at

CASINO NIGHT!

Wednesday, January 31st | 8:00 PM - 11:00 PM

Attention all conference attendees! Get ready to roll the dice, shuffle the cards, and experience a night of unparalleled excitement at our exclusive Casino Night event!

HIGH-STAKES THRILLS

Test your luck and skill at our authentic casino tables featuring blackjack, poker, roulette, and more. Will you hit the jackpot?

PLAY WITH "CONFERENCE CASH"

No need to empty your wallet – we provide all attendees with a stash of "Conference Cash" to get you started on your winning streak!

PRIZES GALORE

Win big and take home incredible prizes! Whether you're a seasoned gambler or trying your luck for the first time, everyone has a chance to win fantastic rewards.

INTERACTIVE GAMES

Challenge opponents to lively rounds of Mega Cornhole, Shuffleboard and Connect 4 - exciting entertainment for players and spectators alike!

NETWORKING OPPORTUNITIES

Forge new connections and strengthen existing ones in a relaxed, fun-filled setting.

Don't miss out on the most talked-about event of the 2024 NADC conference! This is your chance to unwind, enjoy some friendly competition, and make memories that will last a lifetime!

LIVE AUCTION

BENEFITING OUR FOUNDATIONS

Tuesday, January 30th
5:30 PM - 8:00 PM

Join us to support our U.S. and Canada Foundations to raise funds for service technician and industry education scholarships. Enjoy a savory dinner with special awards and exciting live auction.



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We hope you enjoy the 2024 NADC and your hotel experience at the luxurious Renaissance Dallas Hotel.



Right to Repair Becomes Political

The perennial issue has now turned partisan

by ERIC WAREHAM

For the last several years, the Right to Repair issue has been somewhat of a political enigma. Bill sponsorship could be described as evenly distributed among democrats and republicans, often bringing together the most populist republicans and progressive democrats as co-sponsors on the same legislation.

The strange bedfellows created by the legislation were united in their anti-corporate sentiments and free market skepticism which categorize the situation into a zero-sum game of winners and losers. In that shared political mindset, if the manufacturers and dealers are profitable, then they must be doing something harmful to the producer, and government is needed to intervene and correct it.

Battling that mindset has been the prevailing challenge in fighting Right to Repair these last few years. However, this year there was a subtle, yet substantial, shift in the political topography of the Right to Repair issue. The change can be attributed to two key developments—Democrat weakness among rural voters and the introduction of Memorandums of Understanding. While seemingly miles apart in relevance, the two factors have converged to shift the political landscape in the Right to Repair arena.

Democrats Focus on Right to Repair

It is no secret democrats have struggled to connect with rural voters and their appeal in

rural districts has all but disappeared. To put this into perspective, Bill Clinton won more than 1,100 rural counties in the 1996 election. In 2020, Biden won only 194. Leaders in the party know the path to majorities in Congress, and many state legislatures, depend on them regaining some of these rural voters, but how? Clearly the divide along cultural lines have been too great a chasm to bridge. That leaves an economic appeal.

In an executive order issued July 9, 2021, President Biden pointed the way by including Right to Repair, specifically for farm equipment, as one of 73 issues he directed his administration to address that day. Contained in the brief executive order the tell-tale language of populism and free-market skepticism was employed to justify marshaling the federal government to intervene and stop manufacturers from “preventing” self-repair and “forcing farmers to pay dealer rates for repairs they could have made themselves, or that an independent repair shop could have done more cheaply.” Though that meritless action seemed inconsequential in the days and months following, it indicated to others the importance of the issue and framed the debate in zero-sum terms.

This legislative cycle bore out the effect of the executive order. Generally, bill sponsors introduce bills because they have constituents affected by an issue or are subject matter

experts in a certain area of policy. However, in Colorado, neither condition was true. The Right to Repair bill sponsors represented urban districts, and at least one bill sponsor did not know what color of equipment each major line manufactured—safe to say they were far from subject matter experts. The remaining possibility is the issue has become political. This was certainly true in Colorado where the bill sponsors were party line democrats looking for ways to increase their political advantage by passing a bill, any bill, related to Right to Repair.

A similar scenario is playing out in states across the country. Democrats are eager to pass a bill, any bill, related to Right to Repair. Interestingly, the hot spots where legislation is most likely to be enacted are nearly all democratic trifectas, where the executive branch and both chambers are controlled by the Democratic Party, another sign of the changing times. Whether passing a Right to Repair bill will increase democrat’s electoral odds is questionable, especially given the bills passing are in reliably blue states already, but for a party that has all but lost the rural vote, they can probably assume it won’t hurt.



Whether at the state or federal level, it is clearly time to explore the option of supporting legislation that puts this issue to bed to avoid the catastrophic damage a partisan bill supported by uninformed legislators could do.



ERIC WAREHAM is senior vice president of government affairs for NAEDA. He has extensive legal and policy experience in both a trade association and the private sector.

ERIC WAREHAM is senior vice president of government affairs for NAEDA. He has extensive legal and policy experience in both a trade association and the private sector. Prior to joining the association, he was general counsel for an Oregon-based heavy civil construction company. He also served as the director of government relations and general counsel for an association in the wood products industry, has managed state and national political campaigns and held numerous positions in a state legislature. Wareham is a graduate of the Willamette University College of Law and Augusta University.

Republicans Support Private Sector Solution

At the same time that democrats have focused on Right to Repair, republicans have been less supportive of a legislative mandate. In large part, this is due to the advent of the Memorandums of Understanding (MOUs). With the introduction of the MOUs, now numbering five and covering about 80 percent of the farm equipment sold in North America, many republican legislators seemingly see the issue as resolved. Manufacturers, dealers and producers have formally committed to each other to provide access and availability to parts, tools, documentation, and diagnostics necessary for repair. It's a private sector solution that does away with the need for any government intervention.

For most populist republican legislators, the MOUs represented a resolution to the issue between the major stakeholders. Unlike their democrat counterparts, republicans, otherwise inclined to support the legislation, trust the private sector solution is backed by huge reputational risk for any manufacturer who breaches the agreement. And even among the

populist wing of the Republican Party there is still an aversion to government mandates that are entirely unnecessary. Coupled with the lack of necessity to demonstrate superficial support for rural voters, republicans are no longer ardently supporting Right to Repair legislation, and in many cases opposing legislation masquerading as Right to Repair.

Partisan Future for Right to Repair

The question now is what becomes of Right to Repair as a partisan issue. Certainly, it means that Colorado will not be alone for very long as the only state with a Right to Repair statute. The danger in the issue being politicized and becoming partisan is the likelihood of a bill passing that contains language representing proponent's ulterior motives. Every dealer that has engaged on this issue struggles to see the connection between repair and mandating the sell of parts at cost, yet every bill introduced contains that provision. When these bills are fast-tracked to passage, there is the chance that such language is not removed and passed right along with the bill, which is an unacceptable result we work very hard to avoid.

The reality has become what I have wanted to avoid admitting for a long time. It's not if, but when a bill will be passed in some states. Just looking at states with a democratic trifecta, there are 17 states where legislation is likely to move unchecked to serve a political end. The difficulty in defending against that situation depends on where the starting line is. If the legislation includes every misguided and poorly drafted provision, then it's a long uphill battle to get the legislation to a point that is even acceptable to dealers. On the other hand, if the starting point is legislation introduced that has already been vetted and approved by our industry, it's much easier to avoid disastrous outcomes.

This leads to the necessity of template legislation dealers and manufacturers can agree to and proactively introduce to avoid worst case starting points. Whether at the state or federal level, it is clearly time to explore the option of supporting legislation that puts this issue to bed to avoid the catastrophic damage a partisan bill supported by uninformed legislators could do. **EDM**



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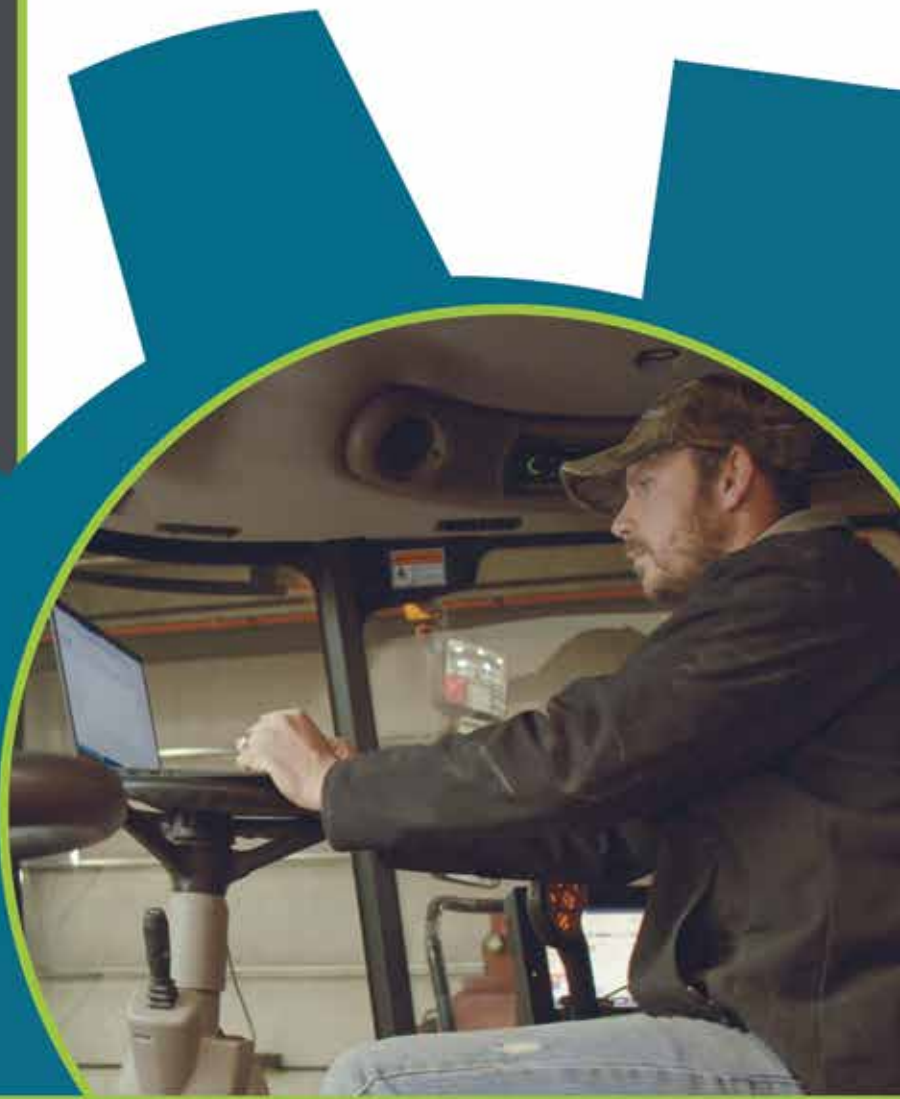
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Fraud Prevention and Awareness

Protect yourself and your customers from equipment scams.

by AgDirect®

Online equipment sales are on the rise, but just as the e-commerce landscape has expanded and become more sophisticated, so have cyber scammers.

According to Kara Figi, vice president of AgDirect business development, fraud is becoming more prevalent in the agricultural equipment space with scammers targeting both dealers and producers.

"Before COVID, our customer base didn't buy a lot of equipment online. They always wanted to kick the tires before they purchased something, but now everyone has become a lot more comfortable with online transactions," she says.

"Between that and limited availability of equipment, buyers are willing to purchase from sellers multiple states away when they can't find the machinery they need locally, and the bad actors have capitalized on that trend."

Watch out for fake dealer sites

One of the ways today's buyers must remain vigilant with their equipment purchases is avoiding fake dealer websites. Scammers will impersonate dealers, sometimes posing as former legitimate businesses, to trick buyers into believing the fraudulent site is reputable.

The original website domain may be confiscated to make it seem trustworthy, or in other cases, machinery listings may be lifted from other sites. The site may also feature pictures of a real dealership or equipment from an existing lot.

When dealing with fake dealerships, phone calls are often forwarded to a voice-mail where the scammer can monitor calls. The bad actors call back potential buyers, gain their confidence and convince them to

go through with the transaction. At the same time, this allows the scammers to avoid taking a call from someone they have already scammed into wiring funds for an asset that will never be delivered.

"Dealer scams are not happening locally because buyers expect to see the equipment and meet the salesman as part of the sales process," says Figi. "With tight inventories, many buyers are willing to look five or six states away for the equipment they need and wire money to get the deal done."

"Often it is several days later, when the equipment doesn't show up and the 'dealer' no longer returns their phone calls, before the buyer realizes they have been scammed and their money is gone."

Thanks to new digital content authenticity technology, AgDirect is now able to assist customers with verifying machinery listings by using an application that detects whether a photo of the equipment is real or if it has been manipulated in any way.

Figi says the software has already helped prevent four fraudulent transactions from taking place and that the tool will continue to give buyers confidence as more and more sales are conducted online.

Keep your data and identify safe

Identity theft is another area posing a threat to dealers and unsuspecting fraud victims. In 2022, the Federal Trade Commission reported consumers lost nearly \$8.8 billion to fraud – an increase of more than 30% from the previous year.

In the agricultural equipment and financing space, scammers are using stolen identities and information to collect funds dis-

persed for approved machinery purchases. The used equipment sector is especially vulnerable, but if the logistics or location of the deal don't add up – for instance, a California buyer looking to make an equipment purchase in New Jersey, that could be a red flag.

Data security is of the utmost importance at AgDirect. That's why as an equipment financing leader, AgDirect is continuing to implement new fraud protection tools including identity verification software.

"For every customer who submits an application with us online, they will automatically be sent a link that allows them to capture a photo of their driver's license as well as a selfie image," shares Figi. "Within a few seconds, the system will scan the images and tell us if they are a match."

Tips to protect yourself and your customers

The promise of low prices or the sale of a rare piece of equipment are two triggers that are often used to target buyers in fraudulent schemes. Both scenarios can cause buyers to fall victim to bait and/or switch tactics:

BAIT: A too good to be true 'for sale' price can mislead the purchaser to think they are getting a good deal and will be rushed to close the transaction. In reality, there is nothing tangible for sale – just a phony transaction.

SWITCH: A legitimate transaction is about to occur, and all of a sudden, the wiring instructions change. The bad actor has compromised one of the seller's email accounts and is waiting for an opportunity to interject new wiring instructions at the last minute.

Unfortunately, scammers know how to



Fraud is becoming more prevalent in the agricultural equipment space. Learn what red flags to watch for to protect your business and your customers from equipment scams.

take advantage of a situation and feed on the emotion involved with making a big machinery purchase. It can be easy for buyers to get caught up in the moment or feel like they're missing out on a good deal.

"If the deal seems too good to be true, then it probably is," Figi adds. "We've seen fraud come and go, but it spikes from time to time so it's always a good idea to use caution when purchasing equipment online."

Here are some of the steps you can take to help protect your business and your customers against online equipment scams:

Ask Questions

- How confident are you in the seller?
- Have you worked with them before?
- Have you met the seller in person or seen the equipment in person?
- Is the seller pushing you to act quickly and wire money?

Investigate

- Google the seller by name and keep an eye out for any reports of recent scams in your search results.
- Reference the Better Business Bureau to verify it is a recognized business entity and that the company hasn't been compromised.

- Pull up the address of the seller on Google Earth, or better yet visit the seller in person to confirm a brick-and-mortar location exists.
- Insist on seeing the equipment. Request a video call to view the equipment when shopping from a distance.

Consult with Others

- Read online comments from other buyers or reach out to other known buyers who have made a purchase with the seller before.
- Research the seller and products independently and compare prices with other websites to ensure legitimacy.
- Leverage the knowledge and relationships of your nearest AgDirect territory manager or other dealers in the area to determine whether the equipment is coming from a reputable seller.

Other Best Practices

- Never transfer money to someone you don't know. A demand for wired funds can be a red flag as scammers often don't have a way to cash checks.
- Safely store documents that have your personal information, including financial documents.
- Contact your credit bureau to lock or freeze your credit to prevent unauthorized access to your credit reports.


In addition to maintaining high security standards, AgDirect uses technology and countermeasures to help identify and prevent fraud so customers can buy equipment more confidently knowing additional steps have been taken to protect them.

The Federal Trade Commission and Federal Bureau of Investigation offer additional tips and resources for avoiding and reporting cyber scams and other fraudulent activity.

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AGRICULTURE**CONSTRUCTION**

Dealers Told Us About Their Training Needs

by DR. LARRY COLE & MICHAEL PIERCY



A dealership's success can be likened to railroad tracks, with two critical paths that determine its prosperity - technical expertise and interpersonal skills. Of these, the performance of the dealership's employees plays a pivotal role in ensuring both technical competence and financial success.

Recognizing the significance of training, the Dealer Institute conducted a needs assessment within NAEDA's 2022 workforce study to understand the essential training requirements for these tracks. Here, we provide a summary of key findings, focusing on data analyzed from AGCO, Case IH, John Deere, Kubota, and New Holland dealerships. These five were determined by their frequency of participation.

Immediate Training Needs

Leadership development for improving people skills and understanding financials emerged as the top two immediate training needs for dealerships. Following closely were leadership development for technical skills and implementing operational best practices.

Training Sources

According to the surveyed dealerships, three preferred independent firms for people skills training, while one chose the OEM and two opted for internal trainers. Interestingly, despite their preferences, all five dealerships commonly utilized internal trainers for various training requirements.

Technical Skills Training

The survey explored training needs in seven technical skills areas: departmental management, financials, managing production metrics, parts department, service department, whole goods, and inter-departmental relations. While there was considerable variability among dealerships by brand, departmental management was identified as a critical training area by the dealerships of one dealer brand, while another set of dealerships emphasized understanding financials and parts department training. The remaining three dealership brands highlighted the importance of fostering better inter-departmental working relationships.

Secondarily, training for the parts department, e.g., parts fill rate, absorption rate, and up-selling, showed consistent demand across dealership brands.

Understanding Financials

Dealerships generally preferred using internal trainers to understand financial information, although one dealership expressed a preference for an independent consulting firm.

People Skills


The survey investigated fourteen essential people skills, ranging from integrating vision and mission within the dealership's culture to the people skills required to manage the dealership's departments. Notably, there was considerable variability among the dealerships by brand. For example, supervisor training to create high-performing work teams was favored by dealerships from three dealership brands, while managing inter-departmental working relationships and retaining

employees were identified as key priorities by dealerships representing two OEMs. Note these skills revolve around enhancing the working relationship between supervisors and their direct reports.

Next Steps for the Dealer Institute

The Dealer Institute thanks all the participating dealerships for their invaluable input.

As this article is being published, the DI is actively changing course content per the suggestions offered from this survey. These updates will be offered later in 2023 and early 2024. Additionally, the Dealer Institute is considering offering specific virtual content training to meet dealerships' needs. For instance, a virtual training program focused on creating high-performance work teams is currently in development with the expectation the class will be fewer than four hours.

Stay tuned to forthcoming changes tailored to meet dealerships' requirements. If you have any suggestions for course topics, feel free to reach out to Michael at mpiercy@naeda.com 

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

MICHAEL PIERCY is the vice president of dealer development for NAEDA. He has over 20 years' experience in organizational leadership training and development and succession planning. Piercy joined the association in 2015 to help build the Dealer Institute as a complete solution for industry training and consulting needs. Along with DI Trainers, Piercy was instrumental in developing the library of training and consulting opportunities DI offers dealer organizations today. His current role, leading NAEDA's Dealer Institute, allows him and his team to guide dealer organizations through training and consultative initiatives, as well as merger, acquisition, and succession planning.



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



MICHAEL PIERCY is the vice president of dealer development for NAEDA.



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NOVEMBER 16, 2023

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DECEMBER 5, 2023

Parts Counter Sales Training

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Service Counter Sales Training

JANUARY 9, 2024

Wholegoods Management

JANUARY 9, 2024

Dealer Management

JANUARY 11, 2024

Service Warranty & Recovery

JANUARY 23, 2024

Parts Counter Sales Training

JANUARY 25, 2024

Service Counter Sales Training

JANUARY 25, 2024

Transformational Customer Service

JANUARY 30, 2024

Elite Leadership: The Five Behaviors
That Set Leaders Apart



Safeguard Your Online Infrastructure with Panoptic from Secuvant

by NAEDA STAFF



The Department of Homeland Security has designated the U.S. food supply chain as one of the 16 critical infrastructure sectors vulnerable to both foreign and domestic attacks.

With the array of network interdependencies, vendor connections, supply chain demands and public agency oversight, cybersecurity isn't something your dealership should take lightly.

What makes Dealerships a Target to cyber threats?

- Farm equipment dealerships are a staple to the food supply chain therefore, they have a higher risk of cyber-attacks.
- Ransomware and Cyber Extortion techniques have increased and make every company a potential target.
- While the food and ag sectors have followed automation technology innovations, Dealers have not kept pace with modernizing their cybersecurity operations to support those advancements.

Cybersecurity threats from Mandiant's 2022 data breach report

- Software vulnerabilities (contributed to 32% of all breaches) are flaws within a software program, leading to potential unauthorized access or unexpected behaviors. Such weaknesses stem from factors like unpatched systems, mistakes in third-party code, or system misconfigurations.
- Phishing emails, which deceive recipients into revealing sensitive information or downloading malicious content, are responsible for 22% of breaches.
- Breaches involving stolen login credentials represent 14%.
- A "Prior Compromise" refers to situations where an attacker has previously breached a system, maintained undetected access, and potentially leveraged this access for subsequent attacks. Such situations accounted for 12% of breaches.

With the array of network interdependencies, vendor connections, supply chain demands and public agency oversight, cyber security isn't something your dealership should take lightly.

- Additional methods through which systems can be compromised include website hacking, brute force attacks, vulnerabilities in third-party associations, exposed internet servers, and issues related to personal devices used for work purposes. Together, these threats make up approximately 20% of the total breaches.

Keeping track of the existing threats and vulnerabilities within your dealership can be difficult and no one understands this better than Secuvant. Secuvant's newly developed Panoptic solution allows dealers to stay on top of software and configuration vulnerabilities within a single solution, effectively addressing the #1 cause of breach for 2022 (per Mandiant).

The interactive graphics and tables allow users quickly assess trends and view their vulnerabilities in near real-time.

Stop cyber-attacks in their tracks and check out what NAEDA's endorsed Secuvant Panoptic solution has to offer by contacting Kent Howard at Kent.Howard@secuvant.com for a demo today. EDM



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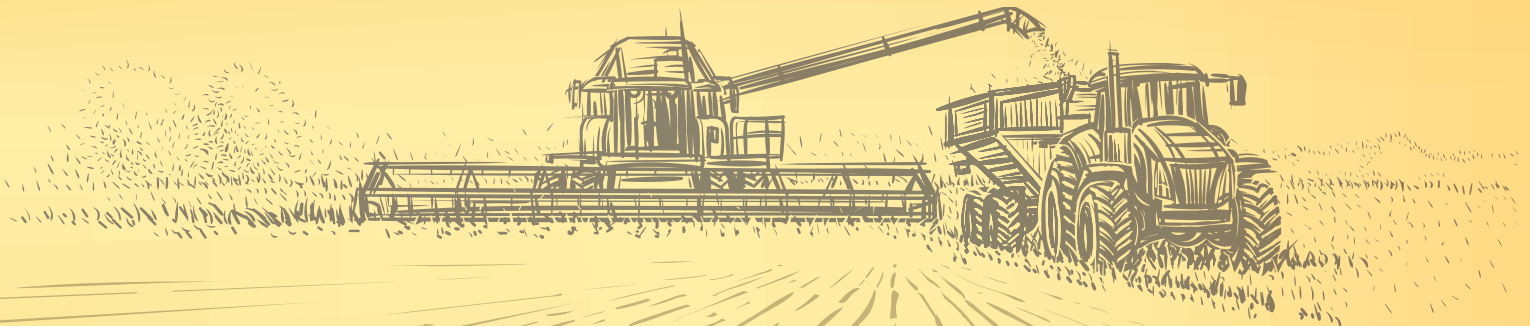
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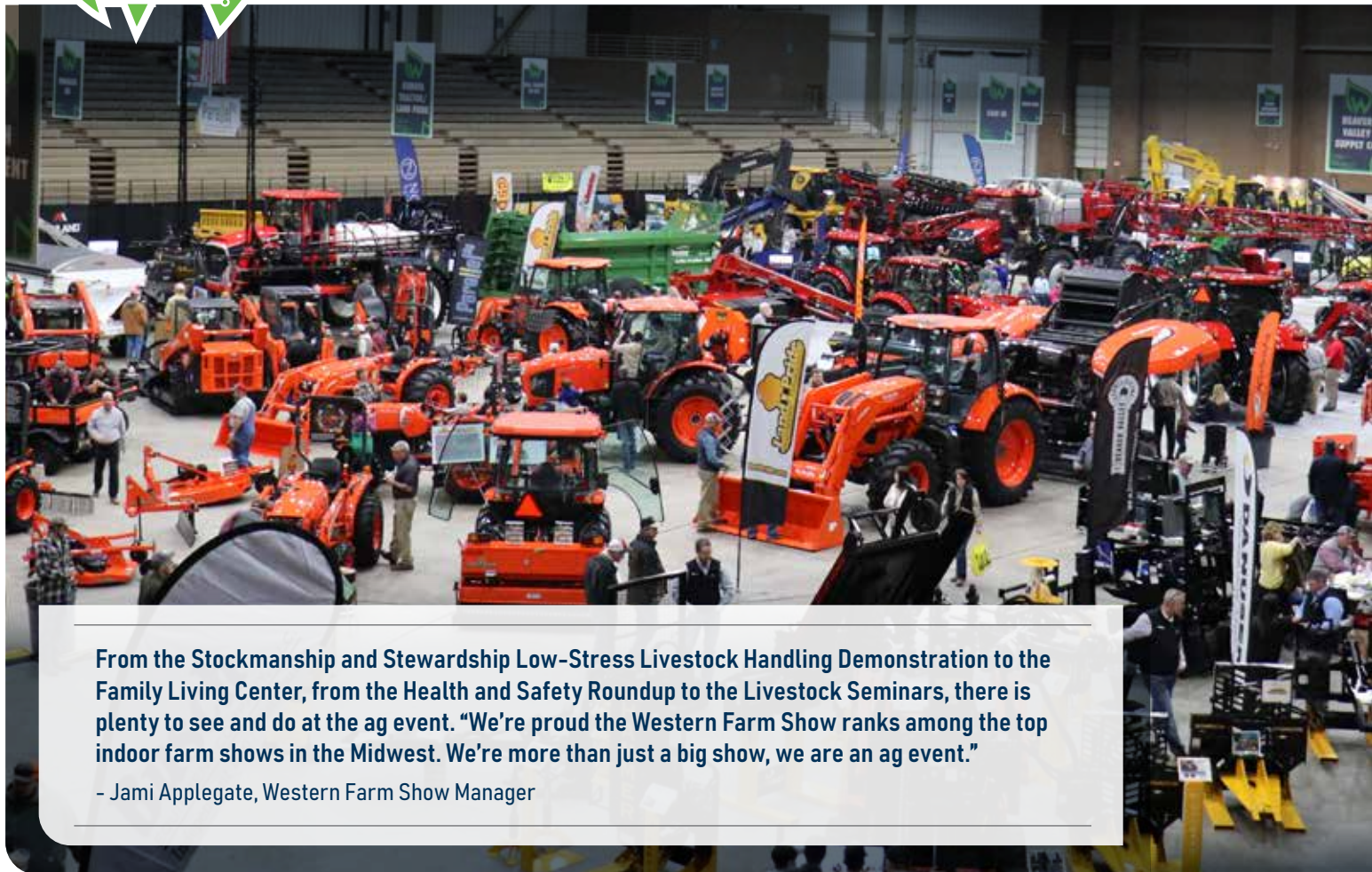
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2024 Western Farm Show Returns for its 62nd Year of Success!

62nd Annual Event Returns Feb. 23-25 to the American Royal Complex in Kansas City, MO.



From the Stockmanship and Stewardship Low-Stress Livestock Handling Demonstration to the Family Living Center, from the Health and Safety Roundup to the Livestock Seminars, there is plenty to see and do at the ag event. "We're proud the Western Farm Show ranks among the top indoor farm shows in the Midwest. We're more than just a big show, we are an ag event."

- Jami Applegate, Western Farm Show Manager

The 2024 Western Farm Show provides a highly informative and entertaining experience for farm and ranch families throughout the region. The popular farm show is now in its 62nd season. It will be held Friday through Sunday, February 23-25, 2024, at the American Royal Complex in Kansas City, Missouri.

Attendees can browse 400,000 square feet of exhibit space filled with new farm and ranch equipment and wide-ranging displays of other agricultural products and services.

The 2023 show offered attendees new and unique experiences, starting with a new look. Jami Applegate, Farm Show Manager, utilized her expertise in marketing to update the logo, website, and signage throughout the show.

"It was an area I wanted to address immediately when looking at the show's presentation," Applegate said. "We wanted to match the industry in innovation, technology, autonomy and growth. The logo now incorporates that in the design. We received many compliments on the aesthetically pleasing look and feel of the new designs seen throughout the show."

Other new additions were noticed as well, especially when entering the show through a large grain bin sponsored by Sukup dealers Miller Welding and Seed and Farm Supply, Inc. Industry professionals held educational sessions called Farmer Development: Let's Talk Shop! to share their knowledge of farming and ranching. John Deere sponsored ag influencer Brian Scott, who goes



by The Farmer's Life, took questions, explained his farming success, and signed autographs for those visiting the John Deere booth.

MFA, Inc. was back as the primary show sponsor, showcasing their support by offering two new livestock seminars based on quality health performance for cattle, sheep and goats. Both seminars gained attention with families participating in 4-H and FFA. MFA also showcased their traditional Low-Stress Cattle Demonstrations with Dr. Ron Gill, who always fills the arena with standing room only.

"We are thrilled each year to see so many first-time viewers who have never seen the work of Dr. Gill," Applegate stated. "We are very fortunate to be partnered with an event bringing real-life strategies and methods for farmers and ranchers to use in their daily operations. We have attendees share how they utilize the demo to their advantage when they return the following year. We look forward to building the continued success of the partnership we created."

Students in High School FFA Chapters were invited to compete in the show's first ag-mech competition owned and operated by Western Farm Show and partnered with the American Royal Association called Farm Equipment Career Development Event (FECDE). The FECDE was designed for students to participate individually and as a team in a three-part competition.

"Teachers enjoyed witnessing their students combine their classroom knowledge and farming experience for the competition," Applegate said. "Several kids placed well for their first time in a competition. One kid from Tonganoxie scored a perfect 100% on one of his individual challenges."

The Upper-Level Exhibition Hall saw expansion, with several exhibitors creating large displays for equipment. Trucks, machinery, side-by-sides, headers, trailers and old-fashioned tractors could all be found upstairs. The Missouri Farm Bureau had its Health and Safety Roundup open for the public during the show. They partner with ten agencies displaying interactive and educational booths for all ages to enjoy. Health Screenings are offered, which include blood pressure and hearing tests, tetanus shots, vision screening, glaucoma testing and children's eye screening (infants to six years). Cholesterol screenings will be offered for a nominal fee.

And finally, the Family Living Center, sponsored by American Family Insurance, offered more shopping opportunities for the family this year. From soap to boots, stuffed animals to signs, there was something for everyone to take home. Family Center Farm and Home had a whole store of goods you could purchase from. "It was nice to have such a wide variety of goods offered this year. It really is fun to see the kids getting to shop and even pet goats," Applegate said.

There were many improvements under the management of Applegate, who has completed two shows.

"There's plenty to do throughout the weekend for the entire family," stated Applegate. "Preparations are underway for another great show, with attractions starting outside the main doors."

While the Western Farm Show has a strong focus on new equipment and the latest technologies, there are plenty of exhibits and demonstrations attendees won't want to miss. From the Stockmanship and Stewardship Low-Stress Livestock Handling Demonstration to the Family Living Center, from the Health and Safety Roundup to the Livestock Seminars, there is plenty to see and do at the ag event.

"We're proud the Western Farm Show ranks among the top indoor farm shows in the Midwest," Applegate said. "We're more than just a big show, we are an ag event."



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JAMI APPLGATE, Western Farm Show Manager

PHONE: (816) 412-6118 EMAIL: japplgate@naeda.com

VISIT: www.westernfarmshow.com

The Western Farm Show is owned and produced by the North American Equipment Dealers Association, which represents regional agricultural, construction, and outdoor power equipment dealers.

Show hours are 9:00 AM to 5:00 PM Friday and Saturday, Feb. 23-24, and 9:00 AM to 4:00 PM on Sunday, Feb. 25. Adult tickets are \$10 daily, and children ages 12 and under are free. First Responders, Military and Veterans are free on Sunday with proper identification.

For more information, visit www.westernfarmshow.com, like us on Facebook at www.facebook.com/WesternFarmShow and follow us on Twitter at www.twitter.com/WesternFarmShow.

What's Happening to Brand Loyalty?

By EDWARD PRONLEY

So, the pandemic is over, supply chain issues are returning to normal, and you assumed your customers would come back.

You're not alone.

Thanks to the pandemic, equipment dealers felt the effects of major supply chain issues, causing buyers to turn to brands they might not have considered previously. But not all buyers are going back to the brands they were once loyal to and some dealers are duly concerned.

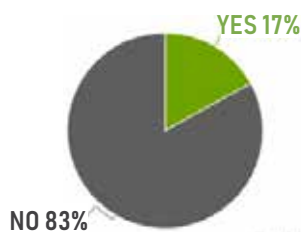
What's Happening to Brand Loyalty?

In 2022, Randall Reilly conducted a survey of age equipment owners to get their input on the current state of brand loyalty. What they discovered is that brand loyalty is currently eroding.

Often, loyalty erosion is driven by dissatisfaction with equipment or disruptive innovation, but according to this research, it seems supply chain issues have created an environment where brands have the ability to increase their market share – or lose it.

In the survey, Randall Reilly asked their respondents about their primary brands and if they bought from other brands due to supply chain issues. And 17% said they did.

Did you buy from other brands due to supply chain issues?



©Randall Reilly 2023 Brand Loyalty Report

Randall Reilly then asked those who switched to new brands what they would do in the future and only 16% of them said they would definitely be going back to their primary brand. That means a large percentage of respondents who had to buy other brands due to supply chain issues are at least considering that brand for future purchases.

Essentially, their loyalty is disappearing, and businesses are already feeling the effects.

When Iron Solutions asked John Hoffman of Atlantic and Southern Equipment if their customers are brand loyal, Hoffman had this to say, "Not as much as they were. As the year went on, we kept ordering and ordering and [orders] kept backing up and backing up. But toward the beginning of this year, we did get a lot of new equipment."

"And, as it turns out, a lot of the other brands did not. So, if somebody that needed a new tractor because their old tractor was coming off lease... we actually had a good amount of Fendt tractors [that met this demand]. Last year was really tough on new equipment. It almost caught us by surprise."

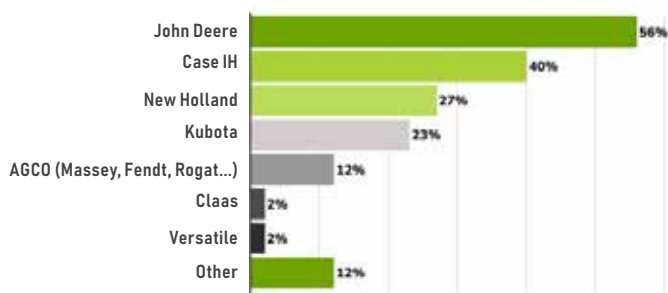


It caught a lot of people by surprise – which is why now is the time to act.

Which Brands Were Most Affected?

It was no surprise that when asked which brands of ag equipment farmers tend to buy, their top two choices were Deere at 56% and Case IH at 40%.

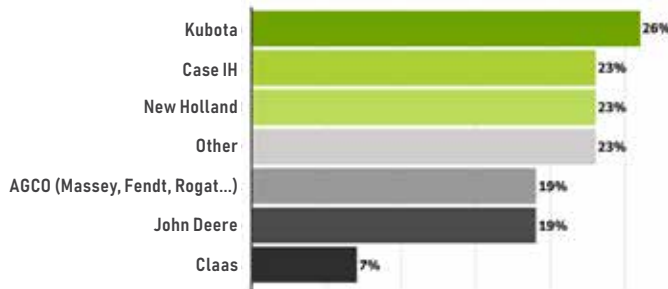
When thinking about your agriculture equipment, what are the primary brands that you use?



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However, when asked which brands farmers went to due to supply chain issues, at the top of the list was Kubota, with 26% saying they purchased other pieces of equipment from them.

What other equipment brands have you bought?



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That means Kubota really benefited from this scarcity in supply, being the number one response.



Often, loyalty erosion is driven by dissatisfaction with equipment or disruptive innovation, but according to this research, it seems supply chain issues have created an environment where brands have the ability to increase their market share – or lose it.



What Can You Do About It?

If you find yourself questioning how these brand loyalty changes might affect you in the future, or if you're already feeling those effects, it's helpful to have some strategies in place to make sure you don't miss out on crucial opportunities. Those strategies include:

Finding Conquest Sales

The current state of brand loyalty is ripe for finding conquest sales, especially because farmers might be more open to purchasing new brands.

Start your search for prospects who have recently purchased a brand of equipment you offer. Based on our survey, they might have seen the benefits that the new brand offers and be more willing to buy it again.

You could also search for prospects who have recently purchased a different brand altogether. Even if it's not the brand you offer, it means the buyer might be open to trying new brands in the future.

Focusing on Parts and Services

We all know that parts and services are where dealers typically find profit margins. Farmers who've had to buy new brands due to supply chain issues are going to need someone who can help with repairs and maintenance.

Find prospects who recently bought the brand you sell and offer up your repair services. Because of brand loyalty erosion, there might be new prospects in your AOR for these services that you haven't considered previously.

Finding New and Protecting Existing Customers

Dealers have a number of ways to monitor customers' brand choices in age equipment. They can rely on their own data, their observations from the field, and public records like UCC filings.

Another resource being used is EDA Data, which collects UCC data and provides an interface for dealers to see which growers in their area are financing equipment, and for which type and make. Taking advantage of these data sources can help to protect or grow a dealer's market share according to their strategic objectives.



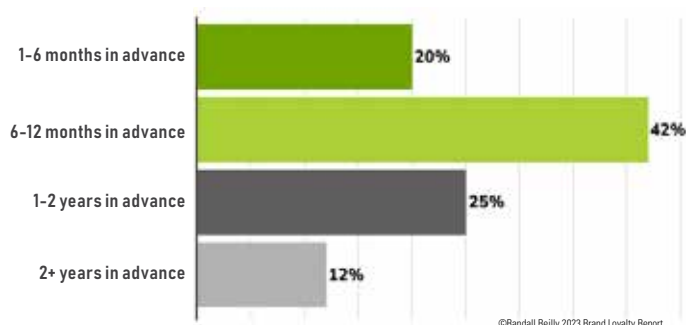
EDWARD PRONLEY is the Marketing Content Manager at Randall Reilly.

EDWARD PRONLEY is the Marketing Content Manager at Randall Reilly. Having researched and written various articles for industries such as trucking, agriculture, and construction, Edward aims to uncover and share insights that can help readers better understand trends in these industries and how best to navigate them, especially for those maintaining, selling, and working with heavy equipment.

Protecting Your Market Share

In the survey, Randall Reilly covered more than just brand loyalty. They also talked to farmers about their buying behavior. When asked about when they start planning their purchase for pieces of equipment, over 42% said they plan six to 12 months in advance.

When purchasing a major piece of equipment for your operation, how far in advance do you plan?



When asked what most influences them to replace their equipment, 40% said tax provisions.

With those pieces of information, you have everything you need to start protecting your market share during this time of brand loyalty erosion.

Knowing that your past buyers and new prospects think about buying equipment far in advance, you can reach out to them when they're more likely to be in their buying cycle.

And knowing that about 40% purchase new equipment due to tax provisions, you can bring up certain tax codes, like Section 179, to sell your equipment more effectively.

Section 179 is an IRS tax code that allows businesses to write off the full price of qualifying equipment or software in the year it was purchased. In 2023, the deduction limit was raised to \$1,160,000 and the total equipment purchase limit was raised to \$2,890,000. So, let your prospects know that now is the time to buy and make sure you can sell your equipment before your competitors do.

In Conclusion

We're currently experiencing a time of brand loyalty erosion. Supply chain issues have lessened, and we all expected farmers to come flocking back to the brands they knew and loved. But it's just not happening.

If you're an ag equipment dealer, now is a good time to reevaluate your market share and find ways to protect or gain it. Otherwise, you might start to feel the effects of brand disloyalty – if you haven't already. **EDM**

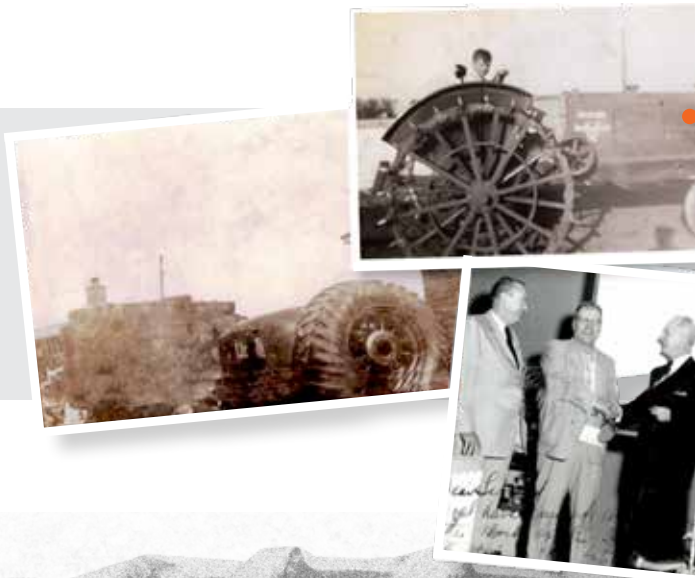


DEDICATED TO HELPING YOU **MOVE MORE IRON.**

why we are here.

This company was started almost 100 years ago out of a passion for keeping agriculture moving. It's that same passion that drives us today.

With a vision for a better experience for both farmers and dealers, we set out to create a better way to move more iron.



FOUR PILLARS OF BUSINESS

AXON has four key pillars that differentiate us as the best tire and wheel option for dealers across North America.

1 KNOWLEDGE

Like you, AXON has a legacy spanning generations in supporting the agriculture industry. We support more than 750 dealers annually but, most importantly, help those dealers move more iron.

2 SERVICE

When you work with AXON, you will have a dedicated solutions consultant. We think Cory Pennington at Sydenstricker Implement said it best, "They're never more than a text, email or phone call away. AXON helps us become more efficient."

3 INVENTORY

There isn't a more vast inventory in the country dedicated to helping dealers move more iron. Leverage our 230,000 square feet of inventory to solve any problem a grower may have.

4 SOLUTIONS

We will never push products, but we will always solve problems. Think of us as a trusted advisor helping to improve your bottom line.

WHEN YOU PARTNER WITH US

When you partner with us you immediately gain access to a full range of products and solutions designed to meet today's growers' complex needs. We carry all major brands and sizes of tires, wheels, and tracks. From custom colors and sizes to fully customized wheels, you can have the solution for virtually any problem your customer is trying to solve.



COMPETITIVE ADVANTAGE TO HELP YOU SELL EQUIPMENT

Whether you represent the sales, parts, or management department of an implement dealership, there's a surprising amount of complexity when it comes to a tire, wheel, and track technology—let AXON worry about that so you can get back to supporting your customers.

SUBMIT. SOLVE. SELECT.

Common Problems We Can Help You
Solve for Your Customers...

TRACTOR SOLUTIONS

With AXON as your guide, feel confident in selling products perfectly suited to your customer's unique applications. From narrow-row specialty tire and wheel combinations to large flotation options, we'll help you move more iron.

SPECIALTY CROP SOLUTIONS

With offices throughout the Midwest, Texas, and California, leverage our experience in helping growers of all kinds. From almond orchards to vineyards and more, we can help you move even the most unconventional machinery.

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Our solution experts can help you solve various harvest problems, from grain cart flotation, single and dual float packages, and specialty tread setups for sidehills. As these machines get bigger and heavier, the right tire and wheel setup had never been more important.



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The Right Job, The Right Tech, The Right Time

by SCOTT BRIGDEN

Keeping your shop full for 12 months a year is challenging for every service department. We are constantly adjusting to our customers' seasonal needs, which brings with it peaks and valleys in the workloads we manage and the expectations we are asked to meet.

With a limit on the hours available every month, building a strategy to reduce the peaks and valleys can drive financial success and increased customer satisfaction.

First, take a look at the skill sets you have available in your staff of technicians. Keeping your well-trained, top-performing staff busy is never a problem. Since these technicians are able to do everything for you, they always have work. But having a strategy on what work you want to sell for this high-performing staff is the first step to lowering the peaks of the busy seasons. A well-trained, experienced technician is a great candidate to be in a service truck. In the slower times of the year, be proactive in contacting customers who prefer technicians coming to them. Many of our customers have invested in great shops and reaching out to them can drive work for you and a great customer experience for them. Using their shop is also a great way to increase your shop capacity and hours available to sell.

Every service department wants to have reliable, steady technicians in their shop. They may not have the formal training or certification but have built their career on mechanical experience. In your peak season, this group

can go from a light workload to being overloaded with just a couple of big breakdowns. Work with your sales departments on lining up preconditioning work on equipment that is out of season and have a strategy to book preventative maintenance and inspections from your customers on their out-of-season equipment. Whether it is planting or harvesting equipment, they both sit for several months every year. Still, if you can get it on your yard in the off season, it can create a great pipeline of work and provide the flexibility needed when the big breakdowns happen.

Finding trained, experienced technicians is getting harder and harder in today's competitive workplace. Having a strategy to hire and develop new technicians is key to the long-term success of any service department. I have heard that many service managers are hesitant to hire inexperienced technicians because they are hard to keep busy and not as efficient. Well, your best technician was once that person early in their career as well. A well thought out Inspection and Preventative Maintenance program is key to having the right jobs for your young staff to learn and grow from. You can engage your experienced, trained technicians to be looking for work when out on the road. In that case,

they can come back to your shop and have your reliable shop technicians supporting and feeding the right job to the young staff. Then, keeping them busy can change them from a challenge to an efficient and profitable technician, and their gained experience will set them up for success in the future.

Have your service management team sit down and go through the calendar season by season. Discuss what skills you have available on your team of technicians and how best to use them to meet the needs of your customers, both internal and external. Identify the slower periods of the year for each group and identify the opportunities you can go after to fill these gaps. Looking at your year-by-season will help proactively identify what you need

to be marketing to your customers as well as gaps in your technician's headcount and skill sets. This proactive approach will also help you control when the work is coming to your shop instead of waiting for the rush at the beginning of a new season. Developing your seasonal plan will ensure you are finding the right job, for the right technician at the right time and maximize turning your available hours into hours billed. **EDM**

Finding trained, experienced technicians is getting harder and harder in today's competitive workplace. Having a strategy to hire and develop new technicians is key to the long-term success of any service department.

SCOTT BRIGDEN is a trainer with NAEDA's Dealer Institute. Prior to joining DI as an aftermarket specialist and trainer, Scott held various training and leadership positions across several dealerships in Canada, and he currently manages a truck repair shop. He looks forward to helping dealers succeed by improving their parts and 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.



SCOTT BRIGDEN,
Aftermarket Specialist
and Trainer with NAEDA's
Dealer Institute.



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MORE
IRON**

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Blinded By Your Own Thinking

by DR. LARRY COLE

The tragedy is - all of us are blinded by our own thinking! Unfortunately, there are multiple psychological factors that contribute to our impaired vision. For example, personality styles that only want to see things one way and, worse, may not care what other people think. There are a host of variables associated with self-esteem and self-confidence that impact our vision but are too numerous to discuss in this article.

Let's illustrate the problems caused by your thinking. Look at the picture. What do you see - an old woman or a young woman? Perhaps you see an abstraction without seeing a face.



Some of you may have seen this artwork and know that by shifting your vision a picture of a young and old woman emerges. The point is you will only see one picture at a time.

The picture illustrates a leadership lesson explained by the proverb, a made up mind loses its objectivity. Exemplary leaders/supervisors understand the pitfalls of a made up mind and the following list is not inclusive:

1. The wrong decision may be made.
2. The "know it all" leader/supervisor is not well liked.

As with any habit, becoming proficient at being open-minded takes practice and there are multiple opportunities to do so during the course of every day!

3. The "know it all" leader/supervisor stifles the creative thinking offered by others that may result in the best decision for the dealership. So the dealership takes a hit.
4. Employee morale and engagement take a BIG hit.

Mental Blueprint

Please circle your answer to the following questions:

1. Do you want to be the person that is open-minded to consider all perspectives of an issue? YES NO
2. Do you want to be the person who encourages people to think so that the best decision can be made for the dealership? YES NO

My guess is that you circled "yes". So the following is a mental flowchart that you can use to be more open minded.

SELF-AWARE

Before engaging in a discussion on any topic, you have to be psychologically aware of your propensity to want to be right. Leadership guru tell us that psychological self-awareness of our strengths and weaknesses is such a difficult challenge that most of us ignore this process. If so, being closed minded is a terrible psychological disease. I can't overemphasize this first step. Failing this step can lead to being closed minded!

SELF-DISCIPLINE

Once being aware, you have to make several good choices and they are listed as you continue reading.

KEEP QUIET

Begin by keeping your opinions to yourself.

ASK QUESTIONS

Encourage others to offer their opinions/suggestions. When you want to insert your opinion, you can do so via a question — What do you think would happen if...?

ACTIVE LISTENING

Ask additional questions to fully understand the opinion offered by others.

DEBATE

Encourage debate of the ratio of advantages/disadvantages of the different ideas offered to ensure the best idea is adopted for the success of the dealership. Have the default position — you want the best idea regardless of the origin of that idea.

CLOSURE

Ask the final question — What do you think needs to be done? When at all possible use the offered input. Liz Wiseman author of the Multiplier suggests using the 51% rule in which the members of the discussion team make the final decision instead of the team's leader.

As with any habit, becoming proficient at being open-minded takes practice and there are multiple opportunities to do so during the course of every day!

EDM

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



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

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Passive and actively managed funds – two different approaches to investing.

by DAVID WENTZ



Investors often choose between passive and actively managed funds based on their investment goals, risk tolerance, and beliefs about market efficiency.

Passive and actively managed funds are two different approaches to investing in the financial markets, particularly in the context of mutual funds and exchange-traded funds (ETFs).

These approaches have distinct characteristics and objectives, which can impact investment performance, costs, and management styles. The following is a breakdown of the key differences between passive and actively managed funds.

Investment Strategy

- **Passive Funds:** Also known as index funds or passive ETFs, these funds aim to replicate the performance of a specific market index, such as the S&P 500 or the NASDAQ. The fund's holdings and weights are designed to mimic the composition of the chosen index. The goal is to match the index's returns rather than outperform it.
- **Actively Managed Funds:** These funds are managed by professional portfolio managers who make active investment decisions with the aim of outperforming a benchmark index or generating higher returns than the market. Managers actively select and trade securities based on their analysis and research.

Portfolio Composition

- **Passive Funds:** These funds have a fixed

portfolio composition that closely mirrors the underlying index. Changes in the index's composition, such as additions or deletions of securities, are typically reflected in the fund's holdings.

- **Actively Managed Funds:** Portfolio managers have the flexibility to buy, sell, and adjust the fund's holdings based on their research and market outlook. This can result in more dynamic portfolio changes compared to passive funds.

Management Style

- **Passive Funds:** These funds require minimal active management since their primary objective is to match the performance of the chosen index. This results in lower portfolio turnover and lower trading costs.
- **Actively Managed Funds:** Portfolio managers in actively managed funds conduct ongoing research and analysis to identify investment opportunities and make strategic decisions. This can lead to higher portfolio turnover and potentially higher trading costs.

Fees and Costs

- **Passive Funds:** Generally, passive funds have lower expense ratios because they involve less active management. This can translate to lower costs for investors.
- **Actively Managed Funds:** Due to the

higher level of management and research involved, actively managed funds tend to have higher expense ratios. Additionally, the increased trading activity can lead to higher transaction costs.

Performance Expectations

- **Passive Funds:** Since the goal of passive funds is to replicate index performance, they typically provide consistent and predictable returns over the long term. However, they won't generally outperform the index they are tracking.
- **Actively Managed Funds:** These funds aim to beat the market or generate better returns than their benchmark index. The success of actively managed funds is dependent on the skill of the portfolio manager and the accuracy of their investment decisions.

Investors often choose between passive and actively managed funds based on their investment goals, risk tolerance, and beliefs about market efficiency. Passive funds are favored by those who believe that it's difficult to consistently beat the market over the long term, while active funds are chosen by investors who believe that skilled managers can identify opportunities for outperformance. **EDM**



DAVID WENTZ
is CEO of TFB, Inc.

DAVID WENTZ is CEO of TFB, Inc. David frequently speaks at various seminars about profit sharing, 401(k) plans and investment programs. The North American Dealers Association (NAEDA) endorses Tax Favored Benefits as a 401(k) provider. No compensation is received. More information is available at www.taxfavoredbenefits.com.



INTERNATIONAL RECRUITMENT PROGRAM

Arch Staffing – United States



Our program is designed to recruit experienced Service Technicians to Canada and the U.S. from South Africa and other countries as the program evolves. This is a full-service program that offers a variety of services to support end-to-end recruiting solutions for dealers. The program is supported by an experienced team of professionals, including on-the-ground recruiters who understand the South African market. Arch Staffing & Consulting also has global experience with on-the-ground recruiters in several geographies across the world.

PROGRAM PHASES:

• PHASE 1

Pre-Recruitment

Visa Applications: Obtaining approvals to hire a Permanent Skilled Worker from outside the US.

Marketing Materials: Develop materials to profile your Dealer and job opportunities effectively.

• PHASE 2

Recruitment

Partner with Dealers: Develop candidate requirements, interview process, and assessment tools to manage expectations.

• PHASE 3

Immigration

Fulfilling Requirements: Getting work visas and determining fixed costs associated with bringing new hire and their families to the U.S.

• PHASE 4

Post Hire

Employee Settlement: Design settlement package for relocation.

Cultural Awareness Training: Mandatory training for new hires and optional training for Dealers.



CONTACT US:

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dale.hindmarsh@archstaffing.ca

Three Steps to Helping Fight Fire with Fire Prevention

by JERRY LEEMKUIL

During National Fire Prevention Month this October, Federated Insurance® is helping NAEDA members spread a message of fire prevention at businesses.

Consider following these three steps to help curb the risks of dangerous or deadly fires before one sparks.

1. Stay educated on the consequences of a potential fire at your business.

The impact of a fire can be:

- **Deadly**
- **Expensive**
- **Time-consuming**
- **Overwhelming**

It's not just your business that could be affected. Your employees, their families, and their livelihoods are also at stake.

2. Implement a fire prevention plan at your business.

Your plan might include:

- **Designating a person who is responsible for fire prevention at your business**
- **Conducting regular fire safety walkthroughs**
- **Completing a fire safety checklist to identify sources of a fire at your business**


Fires are avoidable. Make it your responsibility to equip your employees with the knowledge on how to prevent fires at your workplace.

FIRE PREVENTION IS AN EVERYDAY PRACTICE.

It could be the difference between a successful business and one that is gone the next day. To learn more about this important topic, and to review helpful risk management resources, reach out to your local Federated® marketing representative. Explore resources on NAEDA.com and FederatedInsurance.com

3. Repeat steps one and two.

Take the time to focus on:

- **Using a fire safety checklist frequently**
- **Evaluating for fire hazards continuously**
- **Training your employees on an ongoing basis** 

This article is for general information and risk prevention only and should not be considered legal or other expert advice. The recommendations herein may help reduce, but are not guaranteed to eliminate, any or all risk of loss. The information herein may be subject to, and is not a substitute for, any laws or regulations that may apply. Some of the services referenced herein may be provided by third parties wholly independent of Federated. Federated provides access to these services with the understanding that neither Federated nor its employees provide legal or other expert advice. All products and services not available in all states. Qualified counsel should be sought with questions specific to your circumstances and applicable laws.



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 at jleemkuil@fedins.com
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NAEDA Presented with U.S. Navy "Outstanding Employer Award"

by NAEDA STAFF

North American Equipment Dealers Association (NAEDA) joined the ranks of 34 employers who received official recognition from the U.S. Naval Reserve for supporting their citizen Sailors in their naval endeavors.

"NAEDA is honored to be nominated for this distinguished award, let alone be officially recognized by the Navy Reserve in this manner," said Kim Rominger, NAEDA CEO. "Our service members serve on the front lines, often in dangerous locations, to ensure the safety of the American people and our allies. Service members are a force for good in the world, which is why it is crucial we stand behind them. Encouraging LTJG McGuire to continue in the Navy Reserve in an important role is our small way of sharing support for our service members."

LTJG Kipp McGuire nominated NAEDA for this prestigious accolade. McGuire is the Director of Government Af-

fairs based in Washington D.C., for NAEDA, as well as a Reserve Intelligence Officer at the Indo-Pacific Command (INDOPACOM) and the Joint Intelligence Operations Center (JIOC).

"Kipp's background and experience has been a benefit to NAEDA," Rominger said. "He has brought an interesting mix of naval intelligence, legislative oversight, research, analysis, and lobbying experience to our organization. Additionally, his contacts in Washington D.C., are extensive and ideal for NAEDA's federal government affairs activities."

The U.S. Navy Reserve, a vital source of strategic depth and operational capabilities for the Navy, Marine Corps, and U.S. Joint forces in both peacetime and conflict, encompasses a roster of over 45,000 Selected Reserve (SELRES) Sailors, 10,000 Training and Administration of the Reserve (TAR) Sailors,



John Schmeiser, NAEDA COO, graciously accepts an "Outstanding Employer Award" from Rear Admiral Grant Mager, Deputy Chief of Navy Reserve, at 2023's Navy Employer Recognition Event held at the USS Midway Museum in San Diego, CA.

approximately 48,000 members of the Individual Ready Reserve (IRR), and around 400 civilians.

"NAEDA's support has been crucial in helping me remain active and successful as a Navy Reserve Officer," LTJG McGuire said. "They have been nothing but enthusiastic about my continued service to the country and have taken action to support their words." **EDM**

NAEDA's Dealer Institute Welcomes New Staff

by NAEDA STAFF



Dann Olesen
DI CONSULTANT

ments, interviewing the staff, and observing the culture of the dealership as a whole.

"I love seeing that 'light bulb' come on,"

As a consultant with the Dealer Institute and NAEDA, Dann Olesen relies on his professional experience to encourage equipment dealers and service departments to grow.

Olesen focuses on working with service departments by providing an in-depth analysis of their financial state-

Olesen said. "You know, when they realize a simple concept, maybe something they've heard before but hadn't understood in the right context or just a concept that was totally new to them."

Before working as a consultant in the United States, Olesen worked as the after-market vice president for a multistore equipment dealership in Canada that also had a branch in the U.S., where he was a member

of the association and, therefore, used the resources available through the Dealer Institute.

"A lot of my time in that role was spent developing a whole team through training, coaching and mentoring," Olesen said. "I would bring the Dealer Institute in to provide multi-level training on leadership on parts and services operations. They even did



a whole goods or sales department program at one point, and I would just try to develop those mid-level managers into better leaders and more effective operators."

Through his time working directly in a dealership, Olesen saw himself more as a trainer, coach and mentor to his teams, which translates perfectly to his role within the Dealer Institute.

"I help basically look for opportunities for the dealers to improve their operations," Olesen said. "Before joining the other dealership, and prior to my role in this past dealership, I was CEO of my own equipment dealership, so I had a holistic view of the whole dealership operation and how all the different departments fit together."

When Olesen is on-site helping a dealership, he spends the majority of his time asking questions and analyzing what's going on while relying heavily on his previous experience as a CEO.

"I look for interaction between departments like some dealerships you go into definitely have silos between each of the departments, and they don't even realize they're not only not working together, but there's actu-

ally a competitive environment between departments," Olesen said. "Those departments all have to work together, so what I do is point out opportunities for them to work together to be able to grow their business."

Within those interactions, Olesen has found that many of the largely successful dealerships need minor tweaks to fine-tune their processes and reach even greater levels of success.

"Some quite sizable dealerships who had seen rapid growth over the years have had dysfunctional operations, and they've been successful despite themselves," Olesen said. "With a small amount of fine-tuning, the collaboration between departments, and just having a good eye on the right number—the right metrics—can help them grow much quicker and faster. And, they'd probably have more fun doing it."

Olesen attributes much of his success to utilizing resources and paying attention to his teams.

"Sometimes, the whole idea of a consultant is kind of onerous," Olesen said. "It seems like a big deal, but we often find that a few little things make a huge difference. They

might be right in front of you. You're just not seeing them. Those little, often easy things to change, can make a huge difference to the operation."

Each dealership is undoubtedly different, but Olesen believes that anyone considering help, from Dealers Institute or otherwise, should focus on small changes that can then be built up.

"Start small—one department or one store at a time, and get that up and going," Olesen said. "Get familiar and get comfortable with the process before adding additional departments or branches to the training process. It'll be far more effective, and you'd get a lot better buy-in from other groups and branches to see if they see their peers having great success, and even some fun in whatever change they're going through."

BIO | Dann lives with his partner, Mary, and their dog, Maya, in London, Ontario. The great outdoors calls their names, so they enjoy hiking, mountain biking, downhill skiing, golfing and paddling.



Brett Barriage
DI TRAINER

has been able to leverage that ability to deliver extraordinary results while creating dynamic cultures. In his role as a CEO Mentor, he shares those insights and experiences to help other hungry leaders find their own path to greater levels of success and fulfillment.

Prior to joining Building Champions, Brett served for nearly a decade as the CEO and President of Premier Equipment, a 10-store John Deere dealer in Ontario, Canada with more than 300 employees. Premier Equipment was created when Brett successfully led the merger of two separate John Deere dealerships, including Elmira Farm Service where he held the position of Gener-

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.

al Manager for six years.

As part of the merger, Brett shaped a professional functioning Board of Directors with 11 Directors, pioneered the development and implementation of the Board of Governance and successfully integrated two separate ownership groups and leadership teams into new roles as one effective leadership team.

Under his leadership, the company developed its own internal leadership assessment based on their unique culture, launched Premier Leadership University to prioritize development and revitalized their performance management system through a focus on coaching leadership. Not only was Brett a client of Building Champions for years, he also brought the company's coaching and tools to his people through one-on-one coaching and customized leadership experiences. Before joining Premier Equipment, Brett led his own leadership development consulting com-

pany where he helped leaders and organizations improve their cultures and results with clients from the manufacturing, advertising, agricultural and food processing industries. He started his career in criminal justice, starting out as a correctional officer and working through all levels of leadership including serving as a director overseeing a staff of 25 at a non-profit youth correctional facility.

BIO | Brett graduated from Fleming College in Ontario and earned a certification in management development from Conestoga College. He has been married for more than 30 years, and along with his wife, Brenda, have two married adult children. In addition to golf, Brett still loves to play hockey and hits the ice on a regular basis.

CONT. ON PAGE 34

NAEDA's Dealer Institute Welcomes New Staff CONT.



Scott Brigden
DI TRAINER

From this experience, he got an understanding of customer service, attitude and how to manage staff. When he decided to leave the hospitality industry, Scott started his career as a parts counter salesperson at Brandon's John Deere dealership at the time, Countryside Equipment. Even though he thought it would be a short-term job, he stayed for the long haul. After moving into an ag service writer position, Scott played to his strength of learning and dove into the business. He learned about technician efficiencies, billing gains and losses, and the value of time. He used his business knowledge and love of numbers to help the departments succeed.

When Countryside merged with Enns Brothers, Scott had the opportunity to be-

Scott Brigden grew up on a farm in southwest Manitoba where he experienced all of the wonderful parts of farm life and small-town living. In addition to helping around the farm, Scott worked at a local furniture shop while in high school. He studied business at Brandon University before taking on his first management job for a furniture store chain in Alberta. Scott then spent over seven years managing a Hotel and Bar in Brandon, Manitoba.

come the service manager at Enns Brothers Portage la Prairie location. With his previous management experience and understanding of the front-line jobs in aftermarket, he worked to make sure everyone on the service team was working together towards a common goal. Having never been a technician, he brought a different approach to the service department but always focused on staff development and delivering a great customer experience. After a few years, Scott also took on the challenge of managing the parts department in the dealership and learning about the other half of the aftermarket division.

Scott eventually moved to the Enns Brothers head office as service project coordinator, travelling to all locations to work with their service departments. This included training staff, improving the company's process and standardization, and developing new managers.

About four years ago, he left Enns Brothers and embarked on a new journey as the General Manager of a Truck and Trailer Repair shop in Brandon. He saw the move as a unique challenge, as the single-location family-owned business was growing and had just added a parts business he could develop.

As a new Dealer Institute trainer, Scott looks forward to helping dealers succeed by improving their parts and service operations.

BIO | Scott keeps busy managing a truck repair shop but enjoys taking short trips in his free time. He is always looking for an excuse to head out on the road somewhere, whether it's concerts, sports or to a friend's place. In the warm Canadian summers, he enjoys a round of golf or working on his acreage in his downtime. **EDM**

NAEDA Welcomes New Staff

by NAEDA STAFF



Shane Wilker
DEALER
DEVELOPMENT
MANAGER

business management. He then landed his first dealership job at Christiansen Implement in American Falls, Idaho.

Dealer Development Manager Shane Wilker grew up on a cattle ranch in the small southeastern town of Grace, Idaho, about 170 miles north of Salt Lake City, Utah. His older brother runs the ranch now, and Shane still goes back to help with the cattle round-up in the fall. As Shane reflects, "Growing up on a cattle ranch taught me the value of hard work and never quitting a job until it was finished."

After High School, Shane attended Idaho State University in Pocatello, where he earned an Associate's degree in business management.

One day, a lady came in to pick up parts that another dealership had ordered.

"The parts weren't very heavy, but I brought them to her car anyway. The next day, the dealership owner who ordered the parts called and said, 'My wife says I need to hire you as my parts manager. Would you be interested in discussing this opportunity?'" Shane recalled.

Shane met with him the following week-

end, where he accepted the parts manager position.

"I use this story as an example that good customer service always pays off, no matter how small," Shane said.

The dealership was Marsh Valley Equipment in Downey, Idaho. He was excited about his first parts manager position and found it demanding but rewarding.

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NAEDA Welcomes New Staff CONT.



"The service manager was great to work with, and we made a great team. I loved my job, but I also knew I would be happier in a larger dealership with more responsibilities," Shane said.

From there, he accepted the parts manager position at Taylor Farm Service in Tremonton, Utah. He worked well with the first service manager. They would always check in with each other to see what they could do to help.

"When that manager left for another job, the next service manager was very difficult and refused to see the value of all the departments working together," Shane said.

In 1990, Shane moved to DeMott Tractor in Idaho Falls as a parts manager. It was a much bigger operation, and he looked forward to the challenges and the opportunities. Sadly, the service manager did not have the same passion, team chemistry, and values as Shane.

In 1998, C&B Operations bought out four stores in southeastern Idaho, so he began his career as a regional aftermarket manager. They did not retain the current service

manager. Instead, they hired a gentleman who was great to work with. They worked together and created a positive atmosphere in the dealership. This working dynamic helped Shane learn more about the other parts, service, and sales managers. Shane gained a wealth of knowledge about all aspects of a dealership and a corporation.

"I thoroughly enjoyed working at C&B, and I am grateful to so many people that helped me get where I am today," Shane said.

Working at these dealerships taught him the value of dealership culture.

"I witnessed how detrimental a negative culture is but also how effective a positive dealership culture can be," Shane said. "It taught me to always look at any situation from everyone's perspective, not just my own."

In 2014, Shane decided it was time to pursue another career. He stayed for an extra year to help train his replacement, and in 2015, he started his own training company. He went to several of the Equipment Dealer Association conventions, and this led to working as the Dealer Development Consultant for

the Far West Equipment Dealers Association, and now as a Dealer Development Manager for NAEDA.

"My 35 years in the industry has taught me the value of great customer service, and the absolute necessity of a winning dealership culture," Shane said. "My biggest reward is the relationships I am building with all the dealers."

In addition to his work with dealerships, Shane also has a successful non-profit, The Shannon Wilker Foundation, that donates to local cancer patients and their families.

BIO | When Shane isn't working, he enjoys playing basketball and golfing. He built a nine-hole mini-golf course in his backyard and enjoys having friends and family over for a barbecue, mini-golf, and other fun outdoor games. He especially enjoys spending time with his grandchildren.



Jamie Wright
ACCOUNTING
ASSOCIATE

After finding her love of numbers at a young age, accounting associate Jamie Wright sought a work environment that benefited her and did just that when she became "real" at NAEDA in June 2023.

Initially a temp to hire at the Kansas City office, Jamie knew from the beginning that she had found a great place to work at NAEDA.

"Curt would introduce me to everybody as the potential next accounts receivables and payables, with Melinda, and I would say, 'I will be the next one. I'm the next one,'" Jamie said.

Prior to joining the association, Jamie had an adventurous work life. She worked as a hotel guest service agent for her first job in Kansas City.

"It's funny because a guest service agent tells people where to go and what to do to

have fun," Jamie reminisced. "And, I had just moved here, so I had no idea what I was selling these people."

After a few years of telling people where to have fun, she provided the fun by dealing cards. She tested the patrons' luck at the Flamingo, Harrah's and Ameristar casinos around Kansas City. She eventually landed in Human Resources at Ameristar before she found a new venture.

She left the casinos behind and spent 10 years at DST followed by over six years at the Claycomo city offices as a city clerk.

With a wealth of experience, Jamie loves working at NAEDA. From the staff to enjoying what she does every day as an accounting associate, she knows she's made a great decision to join the team.

"There's no stress," Jamie said. "There's absolutely no stress on my back compared to my previous stints. I've got a pretty sweet gig. I'm just glad I found it."

BIO | Jamie loves spending time with her one-year-old grandson and younger daughter, Denver, who lives five minutes away in Kansas City. Jamie's other daughter, Tasea, and four additional grandchildren, three girls and a boy, live in Georgia. Outside of work, Jamie also relaxes and expresses her creativity through diamond painting or canvas painting at the local sip 'n' paints any chance she gets.



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NAEDA Welcomes New Staff CONT.



Katie Sanders
DATA SPECIALIST

She joins the team from the offices in Kansas City, Missouri as a data specialist. She primarily works within the database to keep track of all the information regarding members.

Prior to working with the association, she worked at an accounting firm performing ad-

The newest member of the NAEDA team, Katie Sanders, grew up on a farm filled with animals outside the small town of Edgerton, Missouri. "Growing up, my family raised goats, cows, and chickens, so we always had lots of animals running around," Katie said.

ministrative tasks where she learned that she liked working with data, but the long hours pushed her to find new opportunities.

Even though she just received official status, Katie has worked for the association since April as a temp to hire, and her favorite part about NAEDA is the people.

"Despite having so many remote/hybrid workers, the warm welcome I've received from the company as a whole has been amazing,"

she said. "You can tell that this is an organization that really respects and values its employees just by the sense of community I've noticed since meeting the NAEDA team."

BIO | In her free time, Katie likes to play disc golf or pickle ball, read and spend time with her cat, Peaches, who has one blue and one green eye. **EDM**



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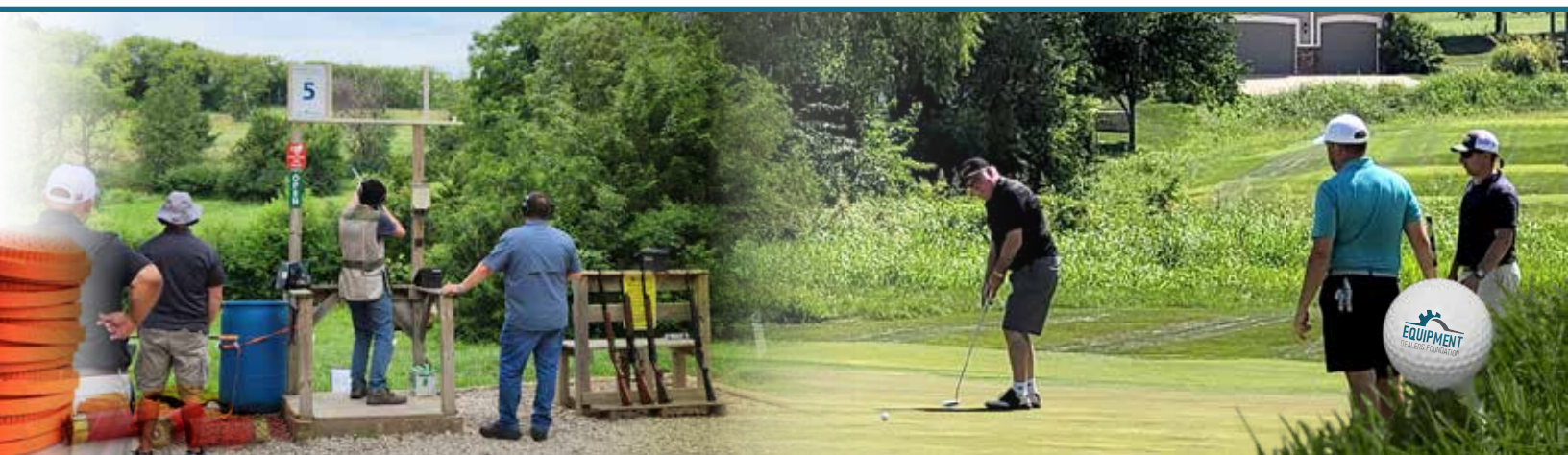
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Equipment Dealers Foundation Raises Over \$35,000 in Kansas City this Summer

by NAEDA STAFF



About the Equipment Dealers Foundation

Equipment dealers, friends and association members raised over \$35,000 in two summer fundraising events.

Equipment Dealers Foundation (EDF) hosts fundraising events yearly to help raise funds to support technical education scholarships.

The 2023 season consisted of four clay shoots in Kansas City, Tulsa, Austin, and Madison and a golf tournament in Kansas City.

Each event offered prizes and a chance for area dealers and partners to network while having a great time supporting the equipment industry.

Kansas City-area Clay Shoot

After a day of shooting and camaraderie, the Equipment Dealers Foundation (EDF) raised more than \$10,000 at the Kansas City-area clay shoot on July 21 at Powder Creek Shooting Park in Lenexa, Kansas.

A total of 15 four-shooter teams participated, including the four KanEquip teams who rolled up in style in a limo bus. KanEquip brought two teams of interns as part of their onboarding process to expose them to this fundraising event that focuses on raising money to help educate those entering the equipment industry.

Greg Wells, from team Derr Equipment,

earned the title of Top Shooter with a score of 93. His contribution helped lead the team to take home the Top Shooting Team recognition with a total of 343 points. Team Derr consisted of Cutler Derr, Greg Wells, Logan Rainey and Sean McKinnon.

In addition to the Kansas City-area clay shoot, EDF held fundraising events in Austin, Madison and Tulsa. Look for a summary of these events in the next issue of Equipment Dealer Magazine.

Those interested in participating during the next Kansas City clay shoot fundraiser should make sure their guns are locked and loaded for July 26, 2024.



Kansas City-area Golf Classic

The Kansas City-area golf tournament also had great success. Seventeen teams of four braved the intense heat to raise more than \$25,000 while hitting the links at Falcon Lakes Golf Club in Basehor, Kansas, on Friday, August 25.

The AgDirect 2 team consisted of Mark Smith, Derek Sybert, Cole Miller and Steve Morgan, and they took home Top Team Flight A with a score of -15. It was a fight for the top recognition as the Foley Equipment team of Matt McNett, Aaron Smith, Jarrod Haas and Jeremy Blair also scored -15. After a draw, the Foley Equipment team received 2nd place in Flight A.

Top Team Flight B was the AgDirect 1 team: Brian Schrock, Wendy Hall, Drew Cox and Andrew Homfeld, with a score of -8. Also tied for this position was the John Deere team of Kyle Barry, Bobby Partin, Alex Sierra and Evan Savage who received 2nd place in Flight B after the draw.

For those looking to hit the links next year, make sure to save the date for August 25, 2024.

Thank you to each of our sponsors for their generous support of our 2023 events!



AgDirect 1: Wendy Hall and Brian Schrock



AgDirect 2: Derek Sybert, Cole Miller and Mark Smith



KanEquip Teams: Brady Trimble, Joe Dolby, Jerry Jackson, Dustin Scott, Richard Dugan, Adam Turner, Aaron Timm and Tyson Reynolds

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TOP SHOOTING TEAM - Derr Equipment



KanEquip arrived in style on a limo bus!

JUNE 14, 2024 | CLAY SHOOT | The Cardinal Center, Columbus, OH

JULY 26, 2024 | CLAY SHOOT | Powder Creek Shooting Park, Lenexa, KS

For sponsorship and registration information about these events, contact Jennifer Orr:

TOLL FREE 800.762.5616 | EMAIL jjorr@neada.com

VISIT www.equipmentdealersfoundation.org/events



KanEquip 2 Team: Brady Trimble, Tyson Reynolds, Aaron Timm and Joe Dolby chipping



John Deere Team: Bobby Partin, Kyle Barry, Alex Sierra and Evan Savage



McNair & Spangler Team: Michael Piercy, Curt Kleoppel, Shane Curtis and John Schmeiser putting



Kim Rominger and Chris Havey (OPOC)



Foley Equipment: Jeff Fouraker, Brandon Turner, Mark Silva and Aaron Smith



PrairieLand Partners: Tim Pralle, Michael Adams, Brandon Pope and Parker Davis



Derr Equipment: Greg Wells, Logan Rainey, Cutler Derr and Sean McKinnon

We couldn't pull off these fundraising events without the support of our sponsors. Thank you to the more than twenty-five dealer members and associate members who helped ensure we knocked it out of the park! EDM



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|---|---------------|---------------|-------------|----------------|----------------|-------------|---------------------|
| | 2023 | 2022 | %CHG | 2023 | 2022 | %CHG | BEGINNING INVENTORY |
| 2WD < 40 HP | 12,864 | 13,834 | -7.0 | 112,468 | 127,214 | -11.6 | 98,591 |
| 2WD < 100 HP | 5,608 | 5,861 | -4.3 | 40,367 | 43,716 | -7.7 | 39,036 |
| 2WD 100+ HP | 2,133 | 1,984 | 7.5 | 16,930 | 15,731 | 7.6 | 10,927 |
| TOTAL 2WD FARM TRACTORS | 20,605 | 21,679 | -5.0 | 169,765 | 186,661 | -9.1 | 148,554 |
| TOTAL 4WD FARM TRACTORS | 312 | 257 | 21.4 | 2,536 | 1,891 | 34.1 | 604 |
| TOTAL FARM TRACTORS | 20,917 | 21,936 | -4.6 | 172,301 | 188,552 | -8.6 | 149,158 |
| SELF-PROPELLED COMBINES | 771 | 790 | -2.4 | 4,799 | 3,642 | 31.8 | 1,662 |

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