

EQUIPMENTdealer magazine

RESOURCES FOR SUCCESSFUL DEALERS

EDM SPOTLIGHT

Reflecting on NADC 2024

Knowledge, networking and insights come together for another successful conference. PAGE 2



FEATURES

NAEDA'S DEALER INSTITUTE

Pushing 10,000 p 12

RIGHT TO REPAIR MOUs ARE WORKING

The Shifting Narrative p 14



AgDirect®



AgDirect® has a lease structure to fit your customers' needs.

Creative financing solutions are key for today's farm equipment buyers looking to embrace current technology and necessary upgrades while combatting fluctuating economic conditions. Plus, the flexibility and additional buyer opportunities gained by offering farm equipment leasing can have distinct advantages for dealers.

AgDirect offers competitive rates and tailored payment structures to maximize cash flow with 100% financing of all brands and types of new and used equipment.

Learn more by visiting agdirect.com or calling 888-525-9805.



Scan to learn more about
AgDirect leasing.

Before entering into a lease, producers should consult with an accountant for advice on leasing options. AgDirect is an equipment financing program offered by Farm Credit Services of America and other lenders, including participating Farm Credit System Institutions.



equipmentdealermagazine.com

EQUIPMENTdealer magazine

RESOURCES FOR SUCCESSFUL DEALERS



ON OUR COVER Revisiting highlights from the 2024 North American Dealer Conference held in Dallas, Texas.

EDM spotlight

2 Reflecting on the 2024 North American Dealer Conference

IN THIS ISSUE

EDM features

- 8 2024 Western Farm Show**
Providing valuable learning opportunities.
by NAEDA STAFF
- 12 NAEDA's Dealer Institute**
Pushing 10,000.
by MICHAEL PIERCY

government affairs

- 14 Right to Repair MOUs are working**
The shifting narrative.
by ERIC WAREHAM

industry news

- 16 Unlock opportunities with farm equipment leasing**
Alternative financing solutions to consider for your customers.
by AgDirect®

industry insights

- 18 Farm Safety**
The safe handling of large farm equipment tires.
by GERARD ZENTNER, The TireGrabber
- 20 Farmers brace for another tough year:**
Iron Solutions stands ready to empower dealers.
by JON WOMMACK, Iron Solutions

columns

- 22 Risk Management Roundup**
How can telematics help safeguard your business?
by JERRY LEEMKUIL
- 26 People-Smart Leadership Principles**
What dogs tell us about interpersonal skills.
by DR. LARRY COLE
- 28 Tax Favored Benefits**
The crucial role of financial advisor relationships in the age of AI.
by DAVID WENTZ

NAEDA events

- 30 2024 Event Schedule**
Supporting the EDF supports your industry!
- 32 Here's What You Sold - AEM**

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION

U.S. HEAD OFFICE
PO Box 419264
Kansas City, MO 64141-6264
Phone (816) 561-5323
Fax (816) 561-1249
info@naeda.com
www.naeda.com

PUBLISHER NAEDA

MANAGING EDITOR Joanne Olson
LAYOUT AND DESIGN Angela Mosco

Equipment Dealer Magazine is printed by Johnson Press of America
800 N. Court St.
Pontiac, IL, 61764
Phone 815.844.5161

PUBLICATION INFORMATION

Equipment Dealer Magazine is published and distributed four times a year. Please contact NAEDA for advertising rates and service charges. NAEDA reserves the right to refuse any material, either for distribution, or for printing in *Equipment Dealer Magazine*. Acceptance of any advertising does not imply endorsement by the Association. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form without prior written consent from the publisher. The views expressed in this magazine are those of the contributors and do not necessarily reflect those of the officers or members of NAEDA. Return Undeliverable Addresses to: North American Equipment Dealers Association (NAEDA) PO Box 419264, Kansas City, MO 64141-6264

Equipment Dealer Magazine would like to thank its valuable advertisers that help to make this publication possible. An Index of Advertisers can be found on page 32 of this issue.

NADC 2024

Reflecting on the 2024 North American Dealer Conference

by JOANNE OLSON



The North American Dealer Conference (NADC) is an annual event eagerly anticipated by dealers and their management teams. This year, from January 29 - 31, NADC2024 started with an opening cocktail reception at the Renaissance Dallas Hotel in Dallas, Texas. Here's a recap of some of the notable sessions and speakers from this year's conference.

Opening Keynote by Sid Miller

The conference commenced with an enlightening keynote address by the Texas Agriculture Commissioner, Sid Miller. With his deep roots in agriculture and extensive experience as a farmer, rancher, and 12-time world champion cowboy, Miller provided valuable insights into the current state of agriculture in Texas and the broader United States.

OPE Manufacturer Panel

A panel discussion featuring leading Outdoor Power Equipment (OPE) manufacturer representatives – Nick Moore (Briggs and Stratton), Ross Hawley (Toro), and Danny Mesick (Stanley Black & Decker) - delved into the future of the industry. Topics included the latest advancements in battery technology and their impact on dealers, and a forecast of industry trends for the next 3-5 years. This session provided crucial insights for dealers striving to stay ahead in an ever-evolving market.

Enhancing Dealership Success Through Interdepartmental Cooperation

Kelly Mathison from NAEDA's Dealer Institute emphasized the importance of collaboration across parts, service, and wholegoods departments in equipment dealerships. By

aligning these departments, dealers can enhance customer satisfaction, streamline operations, and drive profitability, setting the stage for sustainable growth.

Ag Manufacturer Panel

Moderated by NAEDA CEO Kim Rominger, this special panel session brought together top-level management representatives from leading agricultural manufacturers, including Ruchir Patel (AGCO), Kurt Coffey (CaseIH), Eric Raby (CLAAS), Joel Dawson (John Deere), Todd Stucke (Kubota Tractor Corp.), and Mark Lowery (New Holland). Dealers had the opportunity to hear from their suppliers and gain insights from the industry experts, enriching their knowledge and strategic outlook.

Marketing Your Story to Increase Brand Loyalty

Grace Vest, marketing manager at Sunshine Quality Solutions, a 17-store John Deere dealership based in Louisiana, stressed the power of storytelling in marketing. By crafting compelling narratives that resonate with their audience, equipment dealers can foster deeper engagement, influence purchasing decisions, and solidify brand identity and reputation.





Understanding Your Labor Budget

Scott Bridges of NAEDA's Dealer Institute delved into the strategic significance of labor budgeting in equipment dealerships. By identifying technician inventory, gaps, and available hours, dealers can ensure optimal staffing levels and build versatile teams capable of effectively meeting customer needs.

The Mechanics of Recruiting Technicians Abroad

Byrne Luft of Arch Staffing and Consulting and Brian Coughlin of Fisher & Phillips LLC explored innovative strategies for recruiting skilled technicians from around the world. In light of persistent technician shortages, dealerships must embrace creative approaches to address staffing challenges and ensure operational continuity.

Avoiding Another Used Equipment Crisis

Moderated by Michael Piercy, NAEDA Vice President of Dealer Development, this panel discussion examined the impacts of new equipment influxes on used machinery markets. Featured panelists Colin Hlavinka (Hlavinka Equipment Company), Joe Jones (Parallel Ag), and Russell Ball (21st Century Equipment) explored strategies to navigate supply chain dynamics and mitigate potential challenges associated with both new and used equipment management.

U.S. Ag Economy: What Are Farmers Telling Us

Dr. James Mintert, Purdue University, offered a comprehensive overview that shed light on the crucial factors shaping the agricultural landscape in the United States.



Unlocking After Sales Opportunities: Using Process and Technology to Protect Customers and Improve Dealer Performance

In this session, Ted Wagner of Specialty Equipment Insurance Services, covered successful strategies for increasing the number of customers purchasing protection products and the dealer absorption rate through optimization of sales processes, strategic sales approaches, and empowerment through technology.

Insights from Dealers: Navigating the Legislative Battle of Right to Repair

Moderated by NAEDA's Senior Vice President of Government Affairs, Eric Wareham, this session featured experienced dealers sharing insights and strategies in the ongoing battle surrounding Right to Repair legislation. Panelists Tom Nobbe (Sydenstricker Nobbe Partners), Terry Hlavinka (Hlavinka Equipment Company), and Jeff Oldham, (GreenMark Equipment), shared their experiences, providing valuable perspectives on engaging with lawmakers and advocating for industry interests.

Estate and Business Succession Planning

Stewart Van Duzer of Federated Mutual Insurance and Landon Long of Evans & Davis addressed the critical aspects of estate and business succession planning for equipment dealers. Dealers can ensure smooth transitions and long-term business sustainability by outlining essential components and navigating complex legal considerations.

The Crucial Role of Basic Financial Understanding

NAEDA's Dealer Institute trainer, Kelly Mathison, underscored the importance of financial literacy for all dealership team members. By fostering a culture of financial understanding, dealers can drive growth, optimize operations, and enhance overall business sustainability.

Solution Selling is Critical to Customer Satisfaction

Scott Brigden of NAEDA's Dealer Institute highlighted the significance of solution-oriented selling approaches in enhancing customer satisfaction. By asking the right questions and offering tailored solutions, dealers can deepen customer relationships and drive long-term loyalty.

KEYNOTE SPEAKER: Matt Mayberry

The conference culminated with a keynote address by Matt Mayberry, former Chicago Bears linebacker and internationally acclaimed leadership development and culture expert. Mayberry's insights on building an organizational culture for speed, impact, and excellence resonated with attendees, offering actionable strategies for driving success in today's competitive landscape.



CONT. ON PG 4

Overall, the 2024 North American Dealer Conference provided a wealth of knowledge, networking opportunities, and actionable insights for industry professionals. By embracing innovation, collaboration, and strategic planning, dealers can navigate challenges, seize opportunities, and thrive in an ever-evolving market environment.

CONT. FROM PG 4

NADC 2024

WHAT ATTENDEES HAD TO SAY...

- *The kick off session and the grand finale was exceptional with all the pertaining info in-between.*
- *Brilliant organization of speakers.*
- *Great topics and panelists.*
- *The best part of every dealer conference is being able to have discussions with other dealers. Thank you to the Association staff for putting this all together. I would attend all over again!*
- *The event as a whole was very informative and inviting.*
- *I think there should be more people from the dealership attending. This was my first time. Will try to bring more next time.*
- *Absolutely fantastic.*
- *The line-up of speakers were probably the best we have had at a meeting in a long time.*
- *Great event and a lot of fun.*
- *Very well done. Greatly organized.*



The conference concluded with attendees stepping into the World of Chance with Casino Night. Testing their luck and skill at authentic casino tables featuring blackjack, poker, roulette, and more, attendees enjoyed a fun-filled evening of friendly competition along with the chance to win some great prizes while playing with "conference cash."



NADC 2024 AWARDS

Merit Award Dealer of the Year

NAEDA's Merit Award recognizes an individual dealer member for their leadership within the industry, their dedication to growing their business into a successful entity, and their commitment and legacy to their community. This is the highest recognition that our association provides to an outstanding and respected member.

Requests for nominations are sent out to Association members each year, and like every year, our office receives several worthy nominations to choose from. All the nominations come from dealer competitors, peers, and industry colleagues. We appreciate all NAEDA members who took the time to nominate a fellow dealer.

This year's winner of the prestigious Merit Award – Dealer of the Year, is David Meyer of Titan Machinery.

From humble beginnings to building an empire

David Meyer is the Board Chair and CEO, as well as founder of Titan Machinery, headquartered in West Fargo, North Dakota. David has been described as a leader, a visionary, insightful, and humble. He is respected by his colleagues and known as an entrepreneur and people person with a great work ethic. He helped build an empire among equipment dealers by having a vision, taking care of the customer and an almost



David (l) and Kandi Meyer of Titan Machinery accept the Merit Award - Dealer of the Year presented by NAEDA director Steve Hunt at the North American Dealer Conference in Dallas, Texas.

50-year track-record of being able to execute and deliver.

While he started his career with a tractor manufacturer, his ambition, love of the farm and rural America and ability to connect with people led him through the journey of a retail equipment dealership. He enjoys collaborating with people, giving back and supporting his local community, which is evident through the number of boards and committees he has been involved with over the years. The list includes serving as a Trustee on the University of Minnesota Foundation, two-term chairman and board member



of the North Dakota Implement Dealers Association, Case Construction and CaseIH Agriculture Dealer Advisory Boards, Lisbon School Board, CHI Lisbon Health Board, FCSN Foundation Board, ASI Board of Directors, St Aloysius Church Trustee and North Dakota Community Foundation Board Member. David is also an honorary FFA member and received the “Friend of 4-H” award.

It can be said that his willingness to invest in his employees is one of many keys to the success of Titan Machinery. He knew that a great company revolves around great people. He spared no expense making sure that he trained, worked with, and mentored his employees enabling them to achieve both personal and business successes and industry achievement. He once used the metaphors, “If you want better furniture, you better start off with a good piece of wood.” And “make sure you ‘Feed the Stallions’”. A perfect explanation of how he invested in his employees.

His understanding of others and communities is what led him and his team to go from a single dealership with three employees including himself in 1977, to an operation of over 147 locations today. While Titan has proven to grow both organically and through acquisitions, he worked hard to preserve the respect and legacy of retiring dealers and went to great lengths to insure employee onboarding was done right with focus on bringing value to the customer with ongoing investment in people, tools and facilities. With a win-win mind set, David has been honest to a fault, kept his promises with employees and customers and has been instrumental in making Titan Machinery a great place to work.

David started his equipment dealer journey shortly after graduating from the University of Minnesota working for JI Case company as a four-wheel drive product specialist. In 1976, he became a minority partner in a

JI Case and New Holland dealership located in Wahpeton, North Dakota which expanded to Lisbon, a year later. In 1980, David and partner, Darell Larson, purchased the Wahpeton and Lisbon dealerships from their majority owners to create what is now known as Titan Machinery. In 1985, David and Darell amicably split their partnership with David acquiring the stock and a few years later became an early consolidator of farm equipment dealerships. Going down the road to be a serious company, he joined forces with Tony Christianson and Peter Christianson in 2003 and a few years later, in 2007 became a publicly traded company on the NASDAQ exchange. They expanded their footprint internationally to Europe in 2012 and Australia this past year – making them the largest global distributor of the aggregated CNH Industrial brands.

David was a 2009 Ernst and Young Entrepreneur of the Year Regional Award winner and was recipient of the 2009 Venture Capital Award of Excellence. He was the 2018 recipient of the University of Minnesota Carlson School of Business Gary S. Holmes Entrepreneur of the Year Award. Additionally, Meyer recently joined several dealers honored as part of the inaugural 2024 Farm Equipment Dealer Hall of Fame.

David has also been a long-time supporter of the North American Equipment Dealers Association and our mission and mandate.

The award was presented to Meyer at the North American Dealer Conference, held in Dallas, Texas on January 30, 2024. In his acceptance speech, Meyer reflected on his personal journey from building a single store to an operation of over 147 locations today; starting a small business that eventually became a publicly traded company that not only has locations in the U.S. but in Bulgaria, Romania, Ukraine, and Germany.

He commented that in the early years, he worked in the dealership by day and delivered equipment in the evening with his then girlfriend Kandi by his side. While the early years were challenging as the industry was cyclical,

he continued to invest for the future growth of the company, to make it what it is today.

Congratulations to David Meyer for his vision and many contributions to the agricultural industry he’s served and for being named this year’s recipient of the prestigious Merit Award - Dealer of the Year.

Dealer Advocate of the Year Award

One of NAEDA’s priorities is federal and state/provincial government affairs. However, most advocacy efforts are successful when equipment dealers testify before committees and share how proposed legislation can be either harmful or helpful to the industry.

The Dealer Advocacy Award is presented each year to a dealer whose efforts contributed to positive policy outcomes benefiting the equipment dealer industry. The award recognizes not only those who engage in our association’s government affairs advocacy, but those that go above and beyond.

That is certainly the case with this year’s recipient, Russell Ball of 21st Century Equipment, who exemplifies that commitment.

In 2023, Ball took on even more than he probably expected. When Colorado introduced a Right to Repair bill, he was at the forefront of the fight. He attended and testified in every legislative hearing, including a marathon seven-hour Senate committee session on the bill. He even took the meaning of equipment demonstrations to a new level,

CONT. ON PG 6

CONT. FROM PG 5

bringing a tractor to the Capitol lawn on a snowy, freezing day to help educate legislators. His efforts were instrumental in getting the language in the Colorado bill amended to protect equipment dealers.

Ball also brought that valuable experience to bear in another Capitol when he attended NAEDA's Washington D.C. fly-in in March 2023. He was instrumental in educating Congressional members about the dealers' perspective on the Right to Repair issue.

Ball has been with 21st Century Equipment for nearly 31 years. In addition to his dedication to the company, Ball has given back to the industry and his community in numerous ways. He is a former director and Chairman of a regional equipment dealer association, served 30 years as a volunteer firefighter for his rural fire district, and is the voice of his local high school football team announcing games for the Cheyenne Wells Tigers.

Congratulations to Russell Ball for being named NAEDA's Dealer Advocate of the Year.



Russell Ball (r) of 21st Century Equipment accepts the NAEDA Dealer Advocate of the Year award, presented by NAEDA's Senior Vice President of Government Affairs Eric Wareham (l) at the North American Dealer Conference in Dallas, Texas.

2023 Federated Mutual Insurance Safety & Loss Award

Federated Mutual Insurance has announced that Baker Implement of Kennett, Missouri is the 2023 winner of the Safety & Loss Award.



The award was presented to the Baker Implement team at NAEDA's North American Dealer Conference Awards Banquet that was held in Dallas, Texas on January 30, 2024.

Baker Implement was acknowledged for their excellent record of safety and risk management over the past number of years. Their safety initiatives include:

- **The employees have an incentive opportunity for Workers Compensation as a reminder each day to be safe. And it works, as their WC Experience Mod is .84 (1.00 is average).**
- **They aggressively manage their claims and have "Claims Calls" with the Federated Claims department every other month.**
- **Safety meetings are held at each location.**

- **A focus on safe driving is continuous.**
- **They continually have their store managers and service managers involved in risk management training.**

Baker Implement is also one of the few multi-store dealerships that have received such recognition over the years. The dealership started in 1938 as an International Harvester dealer. Within 10 years, it was one of the very few dealerships in the country that was a multi-location dealership. They currently are a 13-location dealership network with locations in Missouri and Arkansas. They have been a long time NAEDA supporter and member of the association.

Federated Mutual Insurance has presented a Safety & Loss Award to dealers for the past nine years. Federated Mutual Insurance's roots with the equipment dealer network are deep;



they became a company as a result of an equipment dealer association meeting in 1904.

Presenting the award to Baker Implement was Jerry Leemkuil, Equipment Dealer Specialist at Federated Mutual Insurance. Accepting the award on behalf of Baker Implement was Blake Thomas, James Sloan, Dustin Reece, Jesse Brown and Stephen Riggs.

Congratulations to Baker Implement on this impressive achievement. EDM



JOANNE OLSON is managing editor of publications for the North American Equipment Dealers Association, and manages the Canadian Head Office in Calgary, Alberta.

JOANNE OLSON joined the association in 1999 as executive assistant. She currently serves as corporate secretary and managing editor of the association's U.S. and Canadian editions of *Equipment Dealer Magazine*. Additionally, she is manager of the association's Canadian office in Calgary, Alberta. Olson is involved in board governance, event planning and organization of golf tournaments, board meetings, and conferences. She writes articles for the magazines and provides copy editing for corporate communications. Olson also oversees database management, the CEDF Scholarship program, billing, and invoicing; member requests, and assists with website management.

Introducing



FUSABLE

Randall Reilly recently evolved into two distinct entities, with our data and digital marketing products forming **Fusable**.

Nothing has changed with the best-in-class data and digital marketing solutions you rely on. **EDA**, **EquipmentWatch** and **Iron Solutions** will still provide the market data and tailored valuations manufacturers use every day to make better business decisions. This evolution has allowed us to focus on what we do best - empower you with the vital data your business needs to thrive.



EDA

UCC-based market intelligence on equipment owners and their equipment history



Iron Solutions & EquipmentWatch

Up-to-date valuations for your construction, lift, access, and agricultural assets



Digital Marketing

We match EDA data against an array of digital channels to reach your ideal prospects

 Iron Solutions®



 EquipmentWatch.



Get started.
fusable.com/naeda

← SCAN HERE

Follow us!





2024 Western Farm Show - Providing Valuable Learning Opportunities

by NAEDA STAFF

Heavy machinery, small line manufacturers, puppies, clothes and more lined the halls of the American Royal Complex February 23-25 for the 62nd Annual Western Farm Show, owned and operated by the North American Equipment Dealers Association [NAEDA].

In late February, the Western Farm Show hosted 400+ vendors making it the largest indoor farm show in the Midwest.

In addition to the big-ticket vendors and items to browse, the show provides educational opportunities for students and farmers alike.

Furthering Education

The opening day of the show is Future Farmers of America (FFA) Day sponsored by Case IH. That week was also National FFA week, so students from surrounding areas came to participate in leadership and career preparation sessions to celebrate the end of a week-long celebration.

One student in particular, senior Gannon Roth, shadowed Applegate for the opportunity to earn credit for a senior capstone project at his school, Piper High School, located in Kansas City, Kansas.

Roth is interested in becoming a service technician; however, his school does not have an ag program to help him navigate his career choice.

Although the district does not have ag classes, they do have a real-world learning initiative that helps students gain experience outside of the classroom before they graduate. As part of this initiative, every senior must complete a capstone where students shadow and intern with people in the industry of their potential future profession.

As a community-member of Piper, Jami



Jami Applegate, Western Farm Show Manager with senior student Gannon Roth, who shadowed her prior to and during the show, for the opportunity to earn credit for a senior capstone project at his school, Piper High School, located in Kansas City, Kansas.

got paired with Gannon because he was the only senior who did not have a sponsor, and she has worked to find him a NAEDA member dealership willing to let him intern with them.

“One of our goals was to network with organizations throughout the week to gain knowledge and a better understanding of how we can incorporate Gannon into their internship programs,” Applegate said. “I’m excited to share Gannon has successfully accepted an internship with Heritage Tractor working with Derrick McGhee. His work ethic and go-getter attitude will fit well into the organization’s goals and mission. I’m proud of Gannon and wish him well on his future endeavors.”

In the meantime, he had service hours to fill, and Applegate provided plenty of learning opportunities at the Western Farm Show.

Roth shadowed Applegate the Tuesday and Thursday leading up to the show, which pro-

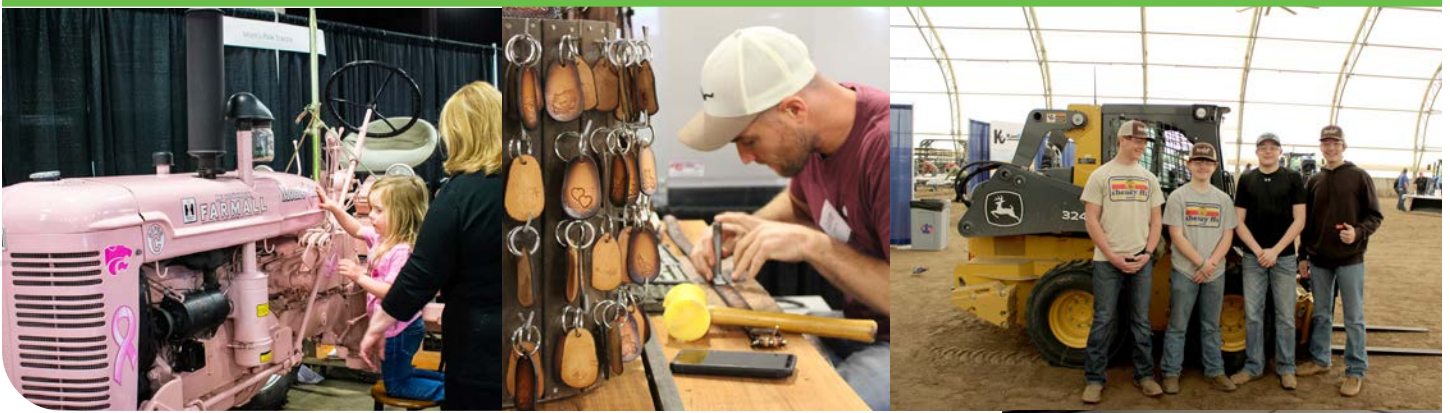
vided him the opportunity to work behind the scenes and get an understanding of how a show is put together.

Additionally, he shadowed during the FFA Day, Friday, February 23.

“It was very interesting, and he was so engaged that anyone that would land him as a service technician will have the right person,” Applegate said.

His day started off with the unique learning opportunity of attending the invitation-only kick-off breakfast where Missouri Director of Agriculture Chris Chinn explained the important work her office is doing on behalf of agriculture in the state of Missouri.

After breakfast, he watched the nearly 100 FFA student competitors test their knowledge and skills on identification, electrical and precision components at the Farm Equipment Career Development Event.



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

He then moved on to listen to American Royal Director of Education Nathan Lauden’s presentations.

Finally, he ended his day networking and getting to know exhibitors and attendees with Applegate.

“Shadowing Jami Applegate at the Western Farm Show was a great experience to make connections and build relationships with some of the top companies in the agricultural community,” Roth said. “It was fun to see it all come together throughout the week and see the future of agriculture.”

MFA Livestock Demonstration and Seminars

Additionally, the Western Farm Show provides opportunities for 4-H and FFA kids to gain the upper hand ahead of summer fair season with their pig and cattle livestock demonstrations.

“These demonstrations give kids the chance to get ahead of the game by explaining tips and tricks to improve their showmanship skills in the arena to ensure they are receiving those grand champion ribbons,” Applegate said.

Another opportunity learning geared towards ranchers and livestock producers is the Low-Stress Stockmanship sessions, which provide technical expertise in beef cattle nutrition, management, and livestock handling techniques. This opportunity to learn is a fan-favorite that is almost always stand-room only.

Looking to the Future

If all goes well, the 2026 Western Farm Show will have a new home.

The American Royal is not far from it’s

home in Kansas City, Missouri to Kansas City, Kansas near the Legends Outlets and across the street from the Kansas Speedway.

“It’s a great exposure piece for the American Royal to move over to the Piper area,” Applegate said. “Linking ag back to the local community will be a great way for us to correlate both real-world learning in our schools as well as bringing the show to the Kansas side. The future for Agriculture is bound to grow and flourish in the Heart of our Nation.”

After 125 plus years in the West Bottoms area, the complex will span 100 acres of space for livestock shows, barbecue competitions, and of course, the Western Farm Show.

The new building will provide economic growth for the area as well as a larger capacity to host even bigger and better events.

Even with the new complex under construction, the 63rd Farm Show is set for February 21-23, 2025, at the original American Royal Complex, 1701 American Royal Ct, Kansas City, Missouri.



WESTERN FARM SHOW

For more information contact:
JAMI APPLEGATE, Western Farm Show Manager

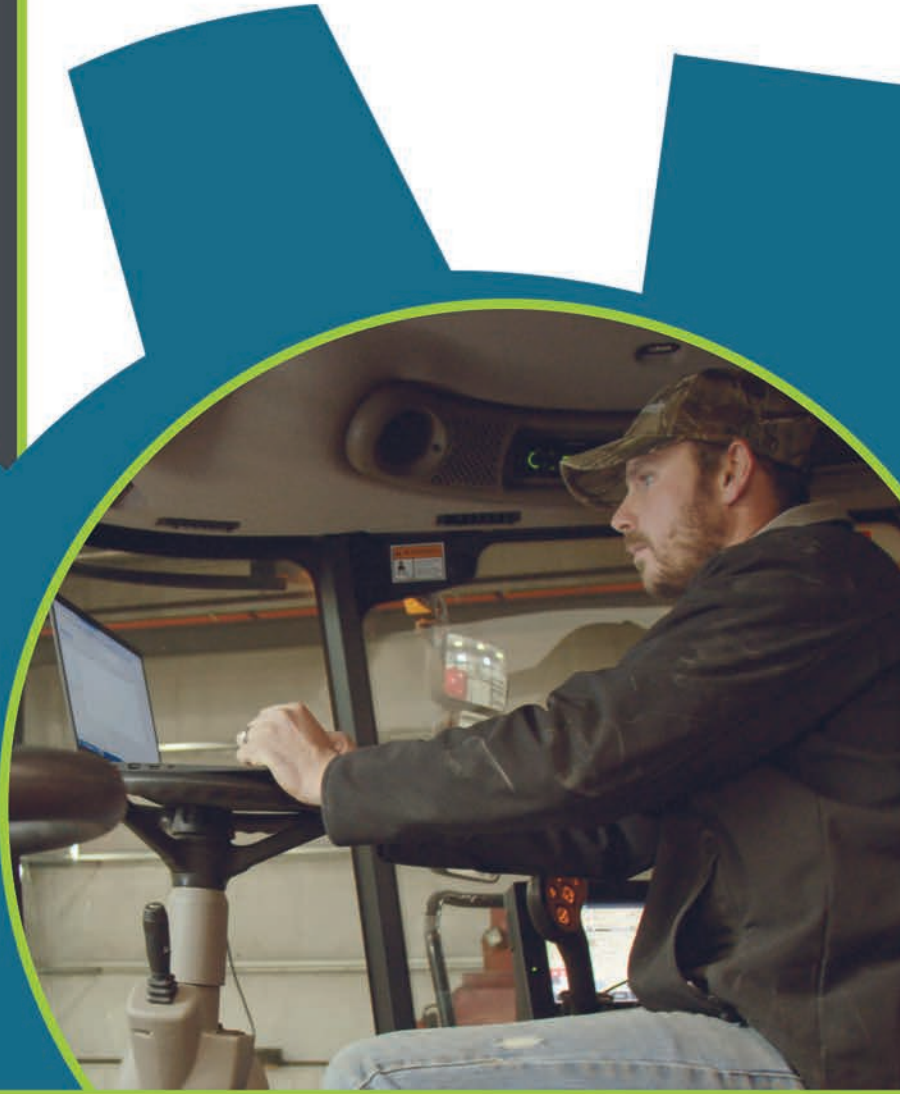
PHONE: (816) 412-6118

EMAIL: japplegate@naeda.com

VISIT: www.westernfarmshow.com

Creating the next generation of service technicians.

We want
to help
you hire
great techs!



Technicians for Tomorrow prepares students for future careers in the Ag Service Tech industry. Help us understand what you look for in a service tech candidate: scan the QR code below or visit us online and fill out a short survey. The information you provide will help us tailor our program to train a workforce that will meet the needs of your customers now and in the future.



We want your input!
Scan the QR code to fill
out our survey, or visit
techniciansfortomorrow.org





We look good together.®

We're invested in how you look, providing products and services that enhance your business image and your bottom line.

That's because if you don't look good, we don't look good. And when you look good, customers take notice.

- Customized uniform programs
- Flame Resistant (FR) and visibility garments
- Restroom and facility services
- Industry leading service and value
- 300,000-plus business customers

UniFirst is an Endorsed Vendor for the NAEDA network.

UniFirst
Uniforms Services Solutions

UniFirst.com | 800.934.8641
Alan_Pipe@UniFirst.com

NAEDA's Dealer Institute - Pushing 10,000

by MICHAEL PIERCY

Since its inception, Dealer Institute (DI) has been on a mission to revolutionize the landscape of dealer training, education, and consulting services within the equipment industry.

Unlike traditional approaches that relied on third-party entities, DI took a bold step by directly offering premium services to its dealer members, thus charting a new course for dealer associations.

The primary objective was clear: to provide top-notch services to dealer members at affordable rates, with contributions supporting crucial endeavors in government affairs and manufacturer relations. Initially focusing on three key areas of industry need, DI aimed to set standards and expand its offerings as it gained proficiency in delivering services.

So, in 2015, we tackled the urgent challenges stemming from issues related to used iron, service inefficiencies, and the need for strong leadership bench strength among dealers. Over the course of the initial two years, we dedicated significant resources to addressing these critical areas, culminating in the development of our flagship program, the Dealer Management Course. This comprehensive initiative was designed to equip dealership leaders with the essential skills, knowledge, and strategies to navigate the industry's complexities successfully.

In addition to the Dealer Management Course, we also introduced specialized programs such as Iron Management and Service Management courses. These targeted initiatives aimed to provide dealers and their teams with specialized training tailored to effectively manage the unique challenges associated with used iron inventory and service operations. By honing in on these specific areas, we aimed to enhance operational efficiency, im-



The transformation of DI over the years is remarkable. While our team of specialists plays a pivotal role with their expertise and delivery, our dealers and students have truly propelled us forward. Their feedback, challenges, and aspirations have pushed us to continually evolve, innovate, and strive for excellence.

prove customer satisfaction, and drive overall dealership performance.

Throughout this period of intense focus and development, our goal remained clear: to empower dealerships with the tools and expertise necessary to overcome their most pressing challenges and thrive in a competitive market environment. The culmination of our efforts during these first couple of years laid the groundwork for a comprehensive training curriculum that continues to evolve and expand, ensuring that dealerships are equipped to succeed both now and in the future.

Fast forward nine years, and DI has not only succeeded in delivering its core services but has also significantly expanded its portfolio to cater to a broader range of industry needs. Dealer Institute facilitates over 50 training and consulting initiatives, including performance groups, offering dealers a comprehensive platform to develop their teams and drive business growth.

It's inspiring to see Dealer Institute evolve into a comprehensive platform offering dealers a wide array of training and consulting initiatives. What's even more inspiring is that training is now seen as an investment rather than

an expense for many dealers, which speaks volumes about the value it brings to dealerships and their growth plans.

For example, some of our more progressive dealers are embracing multi-year, comprehensive training and consulting programs aimed at enhancing the entire organization. Rather than constantly reacting to problems, they proactively address deficiencies, inefficiencies, outdated practices, and cultural issues. This proactive approach is aimed at fortifying their dealership, ensuring it's well-prepared to tackle any future challenges head-on.

The transformation of DI over the years is remarkable. While our team of specialists plays a pivotal role with their expertise and delivery, our dealers and students have truly propelled us forward. Their feedback, challenges, and aspirations have pushed us to continually evolve, innovate, and strive for excellence.

Today, Dealer Institute stands as a testament to its journey of growth and impact. After nine years of dedication, with hundreds of public classes, webinars, onsite courses, consulting initiatives, and virtual classes, we are proud

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.



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



to announce that we are pushing 10,000 students! This milestone holds immense significance for the Dealer Institute and the North American Equipment Dealers Association (NAEDA) for two primary reasons.

Firstly, it signifies our members' confidence in our services and the value we bring to their businesses. Secondly, it underscores the tangible impact Dealer Institute is making on organizations across North America.

The impact of our training and consult-

ing services is palpable. Dealer locations that have undergone our Service Management Installation have reported an average return of \$267,000 to their service departments. Similarly, dealers have experienced substantial increases in parts sales and profitability following our Parts Counter Sales training courses.

However, beyond the numbers, it's the testimonials from our students that truly reflect the impact of Dealer Institute.

It's inspiring to see Dealer Institute (DI) evolve into a comprehensive platform offering dealers a wide array of training and consulting initiatives.

What's even more inspiring is that training is now seen as an investment rather than an expense for many dealers, which speaks volumes about the value it brings to dealerships and their growth plans.

Owen Palm, CEO of 21st Century Equipment, emphasizes the importance of talent development and the effectiveness of our management training programs. "The farm equipment business is unique, regardless of your OEM. Developing the talent to fill entry-level management positions, such as parts and service managers, is vital to growing our business. We have found that utilizing the 6-module management training program provided by the North American Equipment Dealers Association's Dealer Institute exposes our emerging leadership team to industry experts across the entire range of dealership operations. We found the training to be flexible and when we have brought it onsite, it was especially effective."

Steven Dyck, CEO of Western Tractor, commends the caliber of instruction and the measurable return on investment. "Over the last number of years, we have engaged the Dealer Institute in targeted onsite training for our leadership team and targeted employee groups. We have been impressed with the caliber of instruction and the intimate knowledge these instructors have of our business and our industry. Our investment in Dealer Institute has provided us with a measurable return on our investment, and I would not hesitate to recommend them to any of our peers in the industry."

Shawn Skaggs, CEO of Parallel Ag, highlights the actionable knowledge gained from our training programs. "The Dealer Institute has become a critical part of our personnel development program. It's training that our people come back from with actionable knowledge that they're excited to put to work in the dealership."

One of our Dealer Management students shares their success story, achieving and surpassing their gross margin goals, resulting in record-breaking performance. "My gross margin was sitting at 29.87% and my goal was to get to and maintain a gross parts margin of 33%. My gross margin sits at 33.5%, and June has turned out to be my largest single month ever. My margins for June were very good as well, at 34.24%."

As Dealer Institute celebrates this milestone, pushing 10,000 students, we remain committed to our mission of empowering dealerships, fostering growth, and driving excellence in the equipment industry. With gratitude to our students, partners, and stakeholders, we look forward to continuing this journey of impact and innovation in the years to come. EDM

Right to Repair MOUs are Working

The Shifting Narrative

by ERIC WAREHAM

Last year, when the first Memorandum of Understanding between John Deere and the American Farm Bureau Federation was released, it was already well into session.

Bills were already introduced and bill sponsors, proponents and opponents had done plenty of legwork to set the table for the session. As is the case with most things, people don't change their minds with sudden epiphanies about how things really are. It takes time for narratives to shift, especially in the legislative arena when the mere merits of policies are far from the only factor driving legislation. However, given time and a concerted effort to share a concise message, a new consensus on an issue can emerge.

Right to Repair MOUs Needed Time to Work

With the advent of MOUs, supporters of Right to Repair legislation came up with many ways to reject their value, ranging from pithy to absurd. At first, with only John Deere as a signatory, proponents stated the obvious that the agreement was only between one manufacturer and the AFBF. A valid point, but one that quickly eroded as the AFBF signed successive MOUs with several additional farm equipment manufacturers now covering 80 percent of the equipment sold in North America. However, some of those agreements were not announced until late last year, giving legislators a sliver of skepticism about whether the entire industry was on board with the same commitments. There is no doubt now about the consensus of major farm equipment manufacturers supporting customer self-repair.

Another challenge to the MOUs was they lacked a sufficient enforcement mechanism. Proponents often touted that they were a mere pinky promise to owners and independent repair shops. Not only is that insulting to the major stakeholders that gave serious contemplation to the issues involved, but it also belies the reality of the situation. As anyone who

doesn't live under a rock knows, this past year showed the reputational risk corporations face when they alienate their core consumer group, e.g., the Bud Light blunder. What quicker way for farm equipment manufacturers to lose goodwill with their customers than to not live up to the MOUs they signed. The market forces involved are a far greater check than any statute could ever hope to be.

The MOUs were designed to be living documents. Unlike legislation that once passed is mostly static and does not adapt to rapidly evolving developments like technology, the MOUs have a built-in assessment mechanism requiring manufacturers and AFBF to meet every six months to evaluate the agreement and discuss any updates or changes necessary. To inform that process, the AFBF set up a portal where members and non-members can file complaints. This one facet of the MOUs has been extremely impactful to legislators, especially once they hear that there has not been a single complaint filed in the past year.

The Effect of the Colorado Bill

With the passage of an Ag-specific Right to Repair bill in Colorado, the farm equipment industry now mirrors the automotive sector. Nearly every Right to Repair bill we have seen in the last several years contains a carve-out or exemption for automobiles. The reason that exemption exists is because shortly after Massachusetts passed a Right to Repair bill for automobiles in 2012, manufacturers and independent repair companies created nationwide MOUs. The framework established a dynamic where nationwide MOUs avoided a patchwork of conflicting state laws with one state legislation in place to hold manufacturers accountable if they did not live up to their promises. With the passage of the Colorado bill, the farm equipment industry finds itself in an identical boat.

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.



Narratives don't shift overnight. However, there is real reason to believe that the MOUs in place are working, and legislators are coming around to the idea that legislation in our industry is not warranted.

Right to Repair Legislation Proliferates with Industry Exemption

Headlines from coast to coast have been written about the passage of Right to Repair bills in the last year. Following New York, Minnesota and California, which each passed legislation late last year, many new states sought to do the same this year. Besides Colorado, what is interesting is that every state that has passed a Right to Repair bill has included our industry exemption language that carves out non-road equipment. Even states like Oregon have included our exemption because we have been proactive in coming to the table the last several years and demonstrating our commitment to customer self-repair. Unlike household consumer goods that lack formalized commitments, we are a leading example of an industry that not only has MOUs in place, but backs that up every day with our dedication to supporting customers in getting up and running as quickly as possible.

Change Takes Time

As I said at the beginning, narratives don't shift overnight. However, there is real reason to believe that the MOUs in place are working, and legislators are coming around to the idea that legislation in our industry is not warranted. Politics are still involved and that is about the only thing left driving legislation. The veil has been lifted, and policymakers now see that we have formalized our commitment with the MOUs; they are working, and the challenges we face in our industry are not attributable to access and availability of parts, tools, documentation, and diagnostics. We will continue with this message and work towards a day when we can close the chapter on Right to Repair. **EDM**



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.

Power a Cleaner Future Today with Propane Generators

Whether you need primary or backup power, propane generators deliver quieter, more efficient, and far more environmentally friendly performance than diesel options. In fact, propane is the cleanest alternative energy for power generation, able to significantly improve local air quality. With the capability to meet any need, propane generators provide power that's quiet, versatile, reliable, and available anywhere you need it.

▶ Visit propane.com/powergen
to explore propane power generation
options for your needs.



Unlock Opportunities with Farm Equipment Leasing

Alternative financing solutions to consider for your customers.

by AgDirect®

In the ever-evolving agricultural equipment and machinery financing landscape, leasing has become an increasingly important tool, offering customers a cost-effective and flexible alternative to outright purchases or loans.

“This trend is driven by several factors that reflect the changing needs and challenges of today’s farming practices,” says Chris Schimke, AgDirect territory manager. “One of the key drivers includes the fluctuating economic conditions and high initial costs associated with purchasing farm equipment.”

“At the same time, farmers are facing increasing pressure to adopt advanced technologies that improve productivity, while rising demand for sustainable and precision farming practices fuels the need for specialized equipment,” he explains.

For agricultural equipment dealers, embracing leasing as a financing option can unlock new opportunities for growth and customer satisfaction in an increasingly competitive market.

Distinct advantages of leasing equipment

Higher borrowing costs impact both leasing and purchasing of farm equipment, but leasing can have distinct advantages for customers depending on their individual circumstances.

Conservation of Capital: One of the primary benefits of equipment leasing is saving customers from paying large capital outlays. With only the first rental payment due at close and predictable payments, leasing is an excellent way to improve cash flow and free up working capital for other investments.

Financial Flexibility: There are several options to structure a lease to fit a customer’s unique needs. Payments can be tailored to match cash flow requirements whether that means a monthly, quarterly, semi-annual or annual payment schedule. There’s also flexibility at lease end with options to purchase, trade, renew or return the equipment later.



For agricultural equipment dealers, embracing leasing as a financing option can unlock new opportunities for growth and customer satisfaction in an increasingly competitive market.

Risk Mitigation: In addition to providing access to the latest advancements, leasing ensures equipment remains in optimal condition through the lease term, minimizing downtime and enhancing operational efficiency.

Tax Benefits: From a tax standpoint, leases are classified as either true leases or conditional sale leases. With a true lease, lease payments can be deducted as an operating expense, rather than depreciating the asset. With a conditional sale lease, depreciation is taken on the asset just as with a loan.

Access to Specialized Equipment: Leasing enables customers to access specialized equipment that may be prohibitively expensive to purchase outright. This is particularly beneficial for customers who frequently trade equipment, or small and medium-sized operations that may not have the economies of scale to justify ownership.

“By offering a competitive lease product at an attractive rate, dealers can provide customers with a flexible financing option tailored to their specific needs which can help boost new and used equipment sales and generate repeat business,” says Schimke. “Plus, leasing can increase equipment sale add-ons due to the nominal increase to a customer’s payment over the term of the lease.”

“As customers consider the advantages of leasing, it’s a good idea to encourage them to consult with their accountant or financial advisor to evaluate whether leasing aligns with their operational goals or tax situation,” Schimke adds.

Your partner in equipment leasing

Farm equipment leasing encompasses a wide range of new and used machinery, including tractors, combines and other harvesters, planters, sprayers, forage and hay equipment, irrigation systems and other specialized equipment essential for modern agricultural practices.

As the demand for equipment leasing continues to rise, a trusted financing partner can make all the difference when it comes to developing custom finance solutions that align with your business objectives and customer requirements.

Built for agriculture and powered by Farm Credit, AgDirect stands at the forefront, offering true leases and conditional sales leases tailored specifically for both new and used equipment acquired from a dealer, auction company, an online platform or marketplace, or private party.

“At AgDirect, we understand the unique financing needs of agricultural equipment dealers and their customers,” says Schimke. “Our flexible lease options are designed to meet the specific requirements of farmers, offering competitive rates and tailored payment structures to maximize cash flow with 100% financing for all brands and types of equipment.” **EDM**

Connect with AgDirect TODAY



To learn more about equipment lease options from AgDirect, scan the code or call your AgDirect territory manager or 888.525.9805.

Visit agdirect.com to check rates, quote payments, compare options, and submit applications for financing and refinancing.

AgDirect is an equipment financing program offered by Farm Credit Services of America and other lenders, including participating Farm Credit System Institutions.



We can help you
make more



Rise above your competition with the NetView^{ECO}
dealer management system from HBS Systems.



hbssystems.com

FARM SAFETY

The Safe Handling of Large Farm Equipment Tires

by GERARD ZENTNER, THE TIREGRABBER

Growing up in rural Saskatchewan afforded me a firsthand look at farming.

Both my father and my uncle owned Massey Ferguson dealerships. Many relatives in the area owned large farms. From an early age, I would help out on the farms and in the dealerships.

Once my father and I were involved in an accident while hauling a very heavy rock picker behind our pickup truck. As we were crossing train tracks, the truck inadvertently connected with the tracks. While the truck and hitch suffered significant damage, the end result could have been much worse.

Subconsciously, I think I always knew that one must be careful around big agricultural equipment. Yet after all those years of working in agriculture, not once was safety part of the discussion.

Who wants to talk about safety? No one - until there is an accident or a near miss, then it's all-hands-on-deck to figure out what went wrong, how to fix "the problem" and how to prevent it from happening again.

This past winter, I spent a lot of time traveling to Ag shows through Western Canada and the American Midwest. At every show, I heard a similar story. "We had a bad accident on the farm." Or "We had a near miss while changing tires on the farm."

Often, the dealers or farmers I talked to couldn't justify the investment in safety equipment to change tires. Some said, "The young guys can do it." Some said they hire the job out and let others worry about potential injuries.

Fatal injury stats are staggering

While many farm-related accidents go unreported, the number of recorded accidents

resulting in fatalities tell a grim story alone.

In the United States, the mortality rate is 23.1 deaths per 100,000 which, based on the US latest census data of 1.89 million farms (USDA Feb 2024), works out to 436 farmers killed every year on the farm in the United States.

In Canada, the Canadian Agricultural Safety Association (CASA) reports that on average, there are 84 fatalities per year. These numbers are staggering.

So, how can we fix it?

Taking proactive steps can help minimize the risk of injuries related to agricultural tasks such as changing large-scale tires on farm equipment.

- Start with a safety program that includes specific steps and procedures.
- Train all workers on the correct procedure for changing tires.
- Always use personal protective equipment (PPE).
- Discourage short-cuts.
- Review possible risks and take action to prevent injury.
- Always use equipment that is purpose-built for the task.

The growth of the farm tire

Historically, farm equipment and, consequently, farm tires were much smaller. Tires could be changed by hand or with the use of front-end loaders, skid steers or forklifts. Jacking up equipment with cribbing and bottle jacks was the norm. With the help of chains and a lot of grunt work, almost anyone could do it.



Everyone has the right to work in a place that protects their wellbeing so they can return home to their families every day.
The safe handling of large farm equipment tires is a vital part of farm safety.

As agricultural equipment became more sophisticated—designed to work more ground in less time, streamline operations and help farmers grow their business—the tires that kept things rolling also grew. Eventually, the practice of using chains, skids and a few strong workers to change a 4,000 lb tire came into question. Is this really safe? The answer is “no”.

The safe way to change tires on agricultural giants

Changing oversized tires on sprayers, tractors and large ag trailers, safely and effectively really boils down to the right equipment.

Let's look at today's high clearance sprayers for example. These high-tech machines are so tall that a person well over 6 feet in height can walk underneath them! With that in mind, the old way of jacking them up becomes onerous.

The safest way is to use a wide-based, high jack such as the TG Equipment Jack system that can lift the entire end of the sprayer off the ground and hold it stable. The TG Equipment Jack is remote-operated and has a built-in 12V battery and hydraulic pump system that can lift up to 30,000 lbs! The jack is wide enough to lift both sides of the sprayer at the same time, and it rises high enough to safely lift any sprayer (with the right options including lifts and risers) - no matter how tall it is.

With the sprayer lifted and the tires off the ground, how do you get the wheel/tire combo off and the new set on? This mammoth task is often accomplished by hand using front end loaders,



GERARD ZENTNER, CEO, The TireGrabber

GERARD ZENTNER started from the ground up, building successful businesses from his kitchen table. Now, with over 40 years of experience under his belt, Gerard is CEO of the TireGrabber - a patented device that makes changing large equipment tires safer, faster and easier. The ingenious invention of a farmer who had a need and a vision, the TireGrabber mission aligns with Gerard's drive to deliver smart solutions for real-world problems.

THE TIREGRABBER
IN ACTION...

WWW.THETIREGRABBER.CA



JD Sprayer changeover and the proper way to stack tires on a skid.



The TireGrabber mounted on a skid steer.



The TG Equipment Jack is designed specifically for the large Sprayers.

skid steers or forklifts and a team of workers. Once the tire/wheel is disconnected from the sprayer, it is leaned against the machine (and sometimes chained) or set against a building for storage. This method of changing tires is fraught with danger. The tire/wheel combination can weigh more than 2,000 lbs, which is far beyond the ability of most workers to handle.

An easy, effective solution is to use the TireGrabber tire handler. It simply mounts to most loaders, skid steers, telehandlers, cranes, and forklifts and can be used to lift, stack and move tires up to 95" diameter and 4,000 lbs. The patented, engineered TireGrabber has a three-arm grabber that provides secure gripping, allowing the operator to support the weight while the nuts or studs are taken out. After the tire is off the machine, it can then be stacked on a skid for safe and easy storage.

To put new tires on, the opposite occurs. You pick the tire up off the skid with the TireGrabber and bring it to the machine. The operator can easily rotate the tire to line up with the studs. Instead of a team of workers, two people can change tires, safely and efficiently. I've been told a story about two farmers

changing a set of tires on a sprayer using the TireGrabber system in under 30 minutes - and they had fun doing it!

Once the old tires are off, rather than store them upright leaning against a wall, the safer way is to stack them on a pallet using the TireGrabber. Then the pallet can be stored safely and easily. It is recommended that tires be stored out of direct sunlight and away from ozone created by welders, electric motors and transformers. They should be stored at the proper inflation and, if stacked, kept mounted on the wheels and inflated. (Titan 2024)

From a management perspective, the TireGrabber system ensures that all employees and/or workers will be safe handling sprayer, tractor and other tires whether on the farm or in a tire dealership. But also important in this discussion is the ROI. The number of hours saved is significant using the TireGrabber system versus other methods, which is important



The TG Equipment Jack changing a JD Sprayer tire with The TireGrabber on a skid steer.

when it comes to productivity. Another important point is that not only will service departments be happier but using the TireGrabber system in the field also improves customer satisfaction as the changeover of tires is done in a fast, efficient and safe manner.

Everyone has the right to work in a place that protects their wellbeing so they can return home to their families every day. The safe handling of large farm equipment tires is a vital part of farm safety. It is important to be aware of the risks involved, and to take precautions to reduce the risk of injury for everyone.

EDM

Farmers Brace for Another Tough Year: Iron Solutions Stands Ready to Empower Dealers

by JON WOMMACK, IRON SOLUTIONS



In a report just released by Kiplinger, author Matthew Housiaux states: “farmers have another tough year ahead. Farm income is expected to decline for the second consecutive year after a record 2022.”¹

As the agricultural sector braces for another challenging period, the importance of effective lead management for equipment sales is more critical than ever. With the landscape evolving rapidly, the ability to identify equipment opportunities can mean the difference between stagnation and prosperity.

With profitability being squeezed from every side, ag equipment dealers might find some respite on the used equipment side. “Over two-thirds of agricultural equipment dealers anticipate flat or declining revenue in 2024, though demand for used tractors, combines, and sprayers will likely hold.”²

Dealers face the perpetual challenge of balancing risk and profit in a volatile market. Iron Solutions understands this struggle and arms dealers with real-time valuation data to navigate the labyrinth of pricing and inventory management. With access to up-to-the-day information on trade values, dealers can avoid inventory pitfalls that erode margins, thus safeguarding profitability.

Dealers face the perpetual challenge of balancing risk and profit in a volatile market. Iron Solutions understands this struggle and arms dealers with real-time valuation data to navigate the labyrinth of pricing and inventory management.

Our suite of solutions provides dealers with more than just data—it offers actionable insights to inform marketing strategies, pricing decisions, and targeted promotions. With lead management tools, dealers can pinpoint the most promising prospects and cultivate enduring customer relationships, all while staying one step ahead of the competition.

*“Honestly, our margin percentages have increased because of the ability to plug in all the related costs at the time of purchase. It makes sure we don’t miss that important data. The tight ag economy has hurt our margins, but it would definitely be worse if we didn’t have IronHQ,” so stated Scott Grundstad, Director of Sales for Plains Ag Group, upon implementation of IronHQ for the multiple locations of his dealerships.*³

In an era defined by uncertainty, data solutions like IronHQ can be your steadfast ally, arming dealers with the tools needed to navigate turbulent waters and emerge stronger on the other side. With IronHQ as their cornerstone, dealers can seize opportunities and chart a course toward lasting success. **EDM**

¹ Farmers Face Another Tough Year As Costs Continue to Climb

² Farmers Face Another Tough Year As Costs Continue to Climb

³ How an Ag Dealer Merged Its Way into IronHQ*

JON WOMMACK is the Managing IronGuides Editor for Iron Solutions. He began his career in a John Deere dealership as a parts intern and worked his way up to becoming a large equipment and GPS salesman. For the past 7 years, Jon has overseen all IronGuides product processes and managed the collection and processing of its sales transaction data. Jon is a native of Rives, Missouri and graduated from the College of Agriculture at Arkansas State University with a degree in Agricultural Business Economics and Plant Science in 2014. When not talking to ag dealers and lenders about their views on market conditions, you can find Jon in the seat of a tractor or combine. You may also find him grilling up a few prime cuts for family and friends.



JON WOMMACK is the Managing IronGuides Editor for Iron Solutions.

888-972-7422
WWW.KENECT.COM



YOUR CUSTOMERS WANT TO TEXT YOU. LET THEM.



TEXT FROM MOBILE OR DESKTOP
Text from your existing dealership phone line instead of giving out your personal cell phone number.



SERVICE RUNS ON TEXT
Give service updates, coordinate pick-ups, and save loads of time. The voicemail days are over.



DOUBLE WEBSITE LEADS
Install the Kenect 'Text Us' widget on your website and see your leads double in volume.



COLLECT PAYMENTS VIA TEXT
Get paid faster by sending payment requests over text message. Customers can make a payment in 3 clicks.



VIDEO CHAT WITH CUSTOMERS
Show service updates, upsell parts, give walk-arounds, or share your screen--all with a quick link via text.



ONLINE REVIEW GENERATION
Right now about 1% of your customers leave reviews. Let's increase that to 35% with Kenect.

“ An email might sit for a day or two before someone gets back to you, but with Kenect you get a quick response. That efficiency leads to more revenue. ”

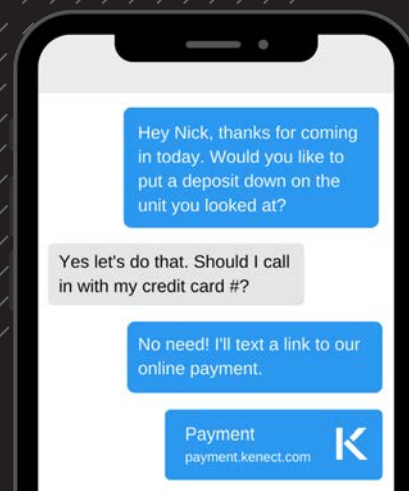
Mike Souza, BD Manager
F&W Equipment

Schedule a Demo:
<https://smart.kenect.com/naeda>

↑ 6% in units sold

↑ 35x in reviews

↑ 260% in New Leads



How Can Telematics Help Safeguard Your Business?

by JERRY LEEMKUIL

As a business owner in the equipment dealer industry, ensuring the safety of your company drivers is not only crucial for their well-being, but also for your business' reputation.

Distracted driving poses a significant threat; in 2022 alone, 42,795 people were killed on American roads.¹ To combat this, the implementation of telematics solutions can play a vital role in safeguarding your business and protecting your drivers.

Telematics: A Powerful Solution

Federated Insurance® urges its member clients to rally around the message: Protect Your Drivers and Your Reputation. This serves as a reminder that the loss of a life in an accident is not only tragic — it could have your logo on it.

Telematics solutions offer an effective way to address distracted driving within your company. By utilizing in-cab technology, telematics acts as a constant companion, reminding drivers to stay mentally focused and avoid distractions.



Telematics solutions offer an effective way to address distracted driving within your company.

Solutions like Federated DriveSAFESM telematics, available to member clients as a complimentary resource, provide valuable tools for improving driving habits and reducing the risk of accidents.

Protecting Your Brand

Your company logo is more than just a symbol; it represents your commitment to safety and excellence. In the unfortunate event of a crash involving one of your vehicles, the repercussions can extend far beyond physical damage. A crash associated with your brand can lead to a loss of trust and credibility with clients, potentially impacting your business's reputation.

Distracted driving remains a significant concern for business owners in the equipment dealer industry. By implementing telematics solutions and promoting safe driving practices, you can help mitigate

the risk of accidents and safeguard your brand's integrity. Investing in the safety of your drivers not only demonstrates your commitment to their well-being but also strengthens your business's reputation as a responsible and trustworthy industry leader.

Don't wait to take action — reach out to your local marketing representative today and discover how telematics can transform your business' safety practices. **EDM**

1. *NHTSA Estimates for 2022 Show Roadway Fatalities Remain Flat After Two Years of Dramatic Increases*, National Highway Traffic Safety Administration. <https://www.nhtsa.gov/press-releases/traffic-crash-death-estimates-2022> Accessed 2/23/2024.

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.



Federated Mutual Insurance Company • Federated Service Insurance Company*
Federated Life Insurance Company • Federated Reserve Insurance Company* • Granite Re, Inc.**

*Not licensed in all states. **Granite Re, Inc. conducts business in California as Granite Surety Insurance Company.

Ed. 1/24 | federatedinsurance.com | © 2024 Federated Mutual Insurance Company



JERRY LEEMKUIL is an equipment dealer specialist for Association Risk Management Services, Federated Insurance Company. For information, write to Jerry at jleemkuil@fedins.com or call 1-507-455-5507.

Help Your Employees Make it Home Safe Today

Federated DriveSAFESM Telematics helps your employees improve their daily driving habits and return home safe at the end of the day.



AN ASSOCIATION MEMBER BENEFIT FOR 119 YEARS
DIRECT, LOCAL MARKETING REPRESENTATIVES AUTO
PROPERTY AND CASUALTY SELF-INSURED RETENTION
POLICYHOLDER SURPLUS LIVE VOICE CUSTOMER SERVICE
MYSHIELD[®] TAILORED, INDUSTRY-SPECIFIC COVERAGE
BUSINESS SUCCESSION AND ESTATE PLANNING STABLE
FACE-TO-FACE RELATIONSHIPS FINANCIAL STRENGTH
MUTUAL COMPANY DIRECT CLAIMS REPRESENTATIVES
500+ EXCLUSIVE ASSOCIATION RECOMMENDATIONS
ESTATE PLANNING ATTORNEY NETWORK ANNUITIES

**IT'S OUR BUSINESS TO PROTECT
NAEDA MEMBERS**

WE'RE BETTER TOGETHER LIFE AND DISABILITY INCOME
PRIVATE BONUS PLANS KEY PERSON COVERAGE
WORKERS COMPENSATION HIRING PRACTICES
FEDERATED DRIVESAFESM TELEMATICS SOLUTION
RISK MANAGEMENT RESOURCE CENTER
EMPLOYMENT RELATED PRACTICES LIABILITY
EMPLOYMENT LAW ATTORNEY NETWORK
BONDING EMPLOYEE SAFETY TRAINING
RISK MANAGEMENT ACADEMY
CLIENT CONTACT CENTER
FIELD RISK CONSULTANTS
CERTIFICATE CENTER
SURETY SPECIALISTS
MANAGED CARE
CYBER



Scan to learn more
about DriveSAFE
TELEMATICS.



The content of this publication is for general information purposes only. Consult with a qualified professional when you have detailed questions regarding any topic in this publication.



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

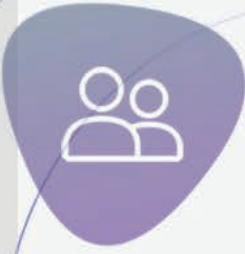
Fulfilling Requirements: Getting work visas and determining fixed costs associated with bringing new hire and their families to the U.S.

• 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:

Dale Hindmarsh

403.519.0669

dale.hindmarsh@archstaffing.ca

Corpay



The Power to Make Smarter Cross-Border Payments and Manage Currency Risk with Ease

- Award-winning service and customizable solutions, including strong, simple online trading technology, access to 145+ currencies, plus in-country and same day delivery
- Take advantage of currency fluctuations, manage your exposure to FX volatility, and execute hedging solutions
- Confidence-inspiring experts to keep you informed of trends, allowing you to stay on top of markets

Cross-Border.Corpay.com/NAEDA

Increase Win Rates & Scale Sales Operations

Test Drive a *NEW* Cataloging & Appraisal Tool

Experience streamlined appraisals, eliminate manual tasks, and achieve remarkable scalability with the most comprehensive solution to manage the equipment cataloging, evaluation, and appraisal process. With this new tool, **Tractor Zoom** empowers dealerships to deliver accurate market values, prompt follow-ups, and gain a competitive edge -- all in a single platform.



TRACTOR
ZOOM PRO

View a virtual
demo today!

The Crucial Role of Financial Advisor Relationships in the Age of AI

by DAVID WENTZ

In an era defined by rapid technological advancement and digital disruption, the role of financial advisors remains as vital as ever.

As artificial intelligence (AI) permeates various facets of our lives, including the realm of finance, the importance of cultivating and leveraging a trusted financial advisor relationship has become increasingly apparent. Here's why individuals should prioritize the guidance and expertise of financial advisors when navigating the complexities of the new world of AI.

Understanding the AI Landscape:

As AI technologies continue to evolve, understanding their implications for personal finance can be daunting. Financial advisors

In an age where AI will inevitably shape the landscape of financial services, the role of financial advisors remains indispensable.



As artificial intelligence (AI) permeates various facets of our lives, including the realm of finance, the importance of cultivating and leveraging a trusted financial advisor relationship has become increasingly apparent.

serve as knowledgeable guides who can demystify AI-driven tools and strategies, helping clients grasp their benefits, limitations, and potential risks. By translating technical jargon into accessible insights, advisors empower clients to make informed decisions about integrating AI into their financial plans.

Tailored Financial Strategies:

No two individuals have identical financial circumstances, goals, or risk tolerances. Financial advisors excel at crafting personalized strategies that align with each client's unique needs and aspirations. By leveraging AI-driven analytics alongside their expertise, advisors can develop customized investment portfolios, retirement plans, and wealth management strategies tailored to optimize clients' financial outcomes while mitigating risks.

Human Judgment and Emotional Support:

While AI algorithms excel at processing data and generating insights, they lack the human touch and empathy that financial advisors provide. Advisors offer more than just financial expertise; they provide emotional support, understanding, and reassurance during times of uncertainty or market volatility. By building trusted relationships with their clients, advisors offer a sense of stability and confidence that AI alone cannot replicate.

Navigating Complexity and Uncertainty:

The financial landscape is inherently complex and subject to constant change. AI can

analyze vast amounts of data and identify patterns, but it cannot anticipate every possible scenario or account for human behavior. Financial advisors possess the intuition, experience, and judgment to navigate ambiguity and make informed decisions in dynamic environments. Whether adjusting investment strategies or planning for major life events, advisors offer guidance that transcends algorithmic predictions.

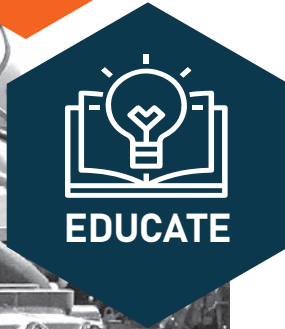
Accountability and Fiduciary Duty:

Financial advisors operate under fiduciary standards, which require them to act in their clients' best interests at all times. This commitment to ethical conduct and accountability sets advisors apart from AI-driven platforms that may prioritize profitability or data aggregation over client welfare. By entrusting their financial affairs to a trusted advisor, individuals gain peace of mind knowing that their interests are paramount. In an age where AI will inevitably shape the landscape of financial services, the role of financial advisors remains indispensable. By cultivating strong advisor relationships, individuals can navigate the complexities of AI-driven finance with confidence, knowing that they have a knowledgeable ally to guide them through every step of their financial journey. In the symbiotic relationship between human expertise and technological innovation, the human element—embodied by financial advisors—remains the cornerstone of financial security and success. **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.



EQUIPMENT

DEALERS FOUNDATION

**KNOWLEDGE,
TRUST, GROWTH
& COMMITMENT.**

**The future of
education matters.**

OUR GOAL - to provide scholarships for the benefit of dealers, employees and the equipment industry.

Students are the future of our industry's success - and NAEDA is committed to help members get one step closer to filling vacancies with the Equipment Dealers Foundation (EDF). Scholarships are awarded annually to students and member employees interested in pursuing a degree program relative to the equipment industry. From ag economics and business management to technician training at OSUIT, we're committed to building a prosperous future for the equipment industry.

Tax Benefits for Your Dealership

Tax breaks for charitable giving aren't limited to individuals, your business can benefit as well. Be a part of the future by including EDF in your charitable contributions.

QUESTIONS? Interested in Corporate Giving / Donations and Foundation Sponsorships?

Contact our office for more information at:

TOLL FREE 800.762.5616
EMAIL info@naeda.com
VISIT www.equipmentdealersfoundation.org

**PARTNER WITH
EDF TODAY!**



Supporting the EDF supports your industry!

Since its inception, EDF has been focused on education within the equipment industry, particularly in the promotion of the service technician - providing scholarships to current and prospective dealership employees to attend technical training to further their skills and career.



2024 EVENT SCHEDULE

CLAY SHOTS & GOLF TOURNAMENT

- April 12** The Clays at Lone Oaks Farm
Middleton, TN
- May 10** Kidd's Place
Raleigh, NC
- June 14** The Cardinal Center
Columbus, OH
- July 26** Powder Creek
Lenexa, KS
- August 23** **GOLF TOURNAMENT**
Falcon Lakes Golf Club
Basehor, KS
- September 13** Snake Creek
Tulsa, OK
- October 3** Milford Hills
Madison, WI
- November 15** Hub City Clays
Lubbock, TX

Visit www.equipmentdealersfoundation.org/events for additional details.

For sponsorship and registration information about these events, please contact Jennifer Orr at 816-412-6151 or email jorr@neada.com. EDM



DEALER INSTITUTE



DEVELOPING PEOPLE TO

GROW YOUR BUSINESS



U.S. (800) 762-5616 | CANADA (800) 661-2452

DEALERINSTITUTE.ORG

FEATURED SERVICES

- ✓ Custom on-site consulting
- ✓ Custom on-site training
- ✓ Public classroom & virtual training
- ✓ Performance groups
- ✓ Learning management system



WARRANTY PROCESSING SERVICES



Fast

WARRANTY PROCESSING MADE EASY

(251) 509-6545 | warrantyprocessingservices.com

Warranty Processing Services is a team of administrators with more than 40 years experience committed to helping businesses process claims on agriculture, harvesting and construction equipment. We have a success rate of more than 90 percent when filing claims.



Accurate

- ✓ Take the hassle out of filing warranty claims
- ✓ We file 100% of claims received within a few days
- ✓ Document claim using proven National Process
 - ✓ Follow up until claim approval
- ✓ Weekly tracking and management report



Secure



AGRICULTURE

CONSTRUCTION

EQUIPMENTdealer MAGAZINE

Online resources for successful dealers



Equipment Dealer Magazine is your one-stop shop for news updates from the association on policy, government regulations, manufacturer relations, dealership surveys, public awareness campaigns, CODB Study, North American Dealer Conference, and much more.

Check out the NAEDA Connect podcast series that explores all the hot topics affecting the equipment dealer industry. You'll find featured webinars, Industry Insights, as well as insightful videos and training opportunities from Dealer Institute.

Also enjoy access to digital content of NAEDA's flagship publication, *Equipment Dealer Magazine*, featuring some of the equipment industry's most notable experts in dealership management.

Your online NAEDA Connection www.equipmentdealermagazine.com

HERE'S WHAT YOU SOLD

Equipment Retail Sales In Units



DATA PROVIDED BY THE ASSOCIATION OF EQUIPMENT MANUFACTURERS

U.S. - FEBRUARY 2024 Ag Tractor and Combine Report	FEBRUARY			Y-T-D FEBRUARY			FEBRUARY 2024
	2024	2023	%CHG	2024	2023	%CHG	BEGINNING INVENTORY
2WD < 40 HP	7,843	8,760	-10.5	13,749	16,776	-18.0	94,854
2WD < 100 HP	3,458	3,512	-1.5	6,652	7,283	-8.7	38,639
2WD 100+ HP	1,552	1,510	2.8	3,067	3,343	-8.3	10,894
TOTAL 2WD FARM TRACTORS	12,853	13,782	-6.7	23,468	27,402	-14.4	144,387
TOTAL 4WD FARM TRACTORS	227	265	-14.3	448	483	-7.2	658
TOTAL FARM TRACTORS	13,080	14,047	-6.9	23,916	27,885	-14.2	145,045
SELF-PROPELLED COMBINES	363	530	-31.5	814	1,004	-18.9	1,291

ADVERTISER INDEX

AGDIRECT.....	IFC
ARCH STAFFING & CONSULTING	24
CORPAY.....	25
DEALER INSTITUTE	31
EQUIPMENT DEALER CONSULTING	OBC
EQUIPMENT DEALERS FOUNDATION	29
EQUIPMENT DEALER MAGAZINE	32
FEDERATED INSURANCE	23

HBS SYSTEMS	17
IRON SOLUTIONS.....	7
KENECT	21
PROPANE EDUCATION & RESEARCH COUNCIL.....	15
RITCHIE BROS.	IBC
TECHNICIANS FOR TOMORROW	10
TRACTOR ZOOM	27
UNIFIRST.....	11
WARRANTY PROCESSING SERVICES (WPS)	31



We hope you have found this issue of *Equipment Dealer Magazine* both informative and educational. We welcome your feedback and invite you to submit any ideas you have for upcoming issues. Feel free to contact us at...

Managing Editor: Joanne Olson info@naeda.com | www.naeda.com | www.equipmentdealermagazine.com

Equipment Dealer Magazine is the official publication of the North American Equipment Dealers Association.

The Global Marketplace for Insights, Services, and Transaction Solutions

- Buy assets with confidence
- Sell assets with flexible solutions
- Make smart decisions with data-driven insights
- Manage assets with cutting-edge tools



Innovative tools, services, and solutions to help you buy, manage, and sell commercial assets.

Learn more at rbauction.com or contact us today: 866-897-0292



**EQUIPMENT
DEALER**
CONSULTING, LLC.

AUDIT SERVICES FOR EQUIPMENT DEALERS

Dedicated to enhancing your business' efficiency, compliance, and overall success, Equipment Dealer Consulting, LLC's team of experienced CPAs provides audit services to equipment dealerships all over the US.

Financial Analysis

Expert Insight

Custom Solutions



Curtis A. Kleoppel, CPA, CVA
Equipment Dealer Consulting, LLC
curt@naeda.com

CONTACT US TODAY!

eqdealerconsulting.com | (800) 762-5616