

U.S. EDITION | VOLUME 3, NO. 2 | SUMMER 2024

EQUIPMENTdealer

RESOURCES FOR SUCCESSFUL DEALERS

magazine

EDM SPOTLIGHT

DRIVING SUCCESS: The Power of Culture

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RESOURCES FOR SUCCESSFUL DEALERS



ON OUR COVER Organizational culture is a critical element that profoundly impacts the environment and dynamics within any company.

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

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DRIVING SUCCESS: The Power of Culture

by MICHAEL PIERCY

Organizational culture is a critical element that profoundly impacts the environment and dynamics within any company.

It consists of shared values, beliefs, attitudes, and behaviors that collectively define the character and identity of an organization.

This cultural framework not only reflects how an organization views itself but also shapes how it is perceived by others, both internally and externally. Understanding and nurturing this culture is paramount for leaders and managers, as it influences various facets of organizational life, including employee morale, engagement, productivity, and overall success. By fostering a positive culture, companies can create a nurturing and empowering environment that promotes innovation, collaboration, and high performance.

Culture in Equipment Dealerships

In the context of equipment dealerships, culture is a complex and multifaceted concept, especially given the consolidation the industry has experienced in recent years. This consolidation often brings together diverse practices and philosophies, making it crucial to develop a unified cultural framework. The values and beliefs that guide behavior and decision-making should be firmly rooted in the dealership's mission and vision statements and deeply embedded in its organizational ethos. Unfortunately, in many dealerships, mission and vision statements are often just that—statements—rather than guiding principles driving the organization forward.

Fostering a Strong Dealership Culture

By fostering a strong and positive culture, equipment dealerships can create an environ-

ment where all team members are aligned with the organization's goals and values. This alignment not only facilitates smoother operations but also enhances employee morale, engagement, and productivity. Additionally, a well-defined culture promotes innovation and collaboration, driving the dealership toward greater success if the dealership puts its mission and vision to work. Emphasizing the importance of shared values and a unified vision can help navigate the complexities of consolidation, ensuring that the organization thrives in a competitive industry landscape.

The Role of Leadership

Leaders play a crucial role in establishing and maintaining organizational culture. They set the tone by demonstrating desired values and behaviors, thus influencing the entire organization. Effective leaders clearly communicate the organization's vision, mission, and values, ensuring everyone understands the shared goals and objectives. This alignment fosters a cohesive culture. Inclusive leaders who encourage participation and feedback from all levels of the organization help create a sense of ownership and commitment among employees. By recognizing and rewarding behaviors that align with the desired culture, leaders reinforce the importance of these behaviors and motivate others to follow suit.

Impact on Employees

A positive dealership culture has a profound impact on employees. When employees feel valued and part of a supportive culture, their job satisfaction and morale increase, leading to higher retention rates and reduced turnover. Engaged employees, who are emotionally

In the context of equipment dealerships, culture is a complex and multifaceted concept, especially given the consolidation the industry has experienced in recent years. This consolidation often brings together diverse practices and philosophies, making it crucial to develop a unified cultural framework.

invested in their work and the dealership, are more productive, perform better, and improve their quality of work. A culture that encourages creativity and risk-taking can lead to significant innovations. When employees feel safe to express their ideas without fear of ridicule or punishment, they are more likely to contribute innovative solutions. A collaborative culture encourages teamwork and open communication, leading to better problem-solving and more effective project execution.

Overall Success of the Dealership

Culture within a dealership is a key determinant of its overall success. A strong culture aligns the dealership's goals with those of its employees, ensuring everyone is working toward the same objectives. This alignment is crucial for achieving long-term success. A positive organizational culture often translates to better customer service, as happy and engaged employees are more likely to go above and beyond to meet customer needs. Dealerships with a strong and positive culture are more attractive



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

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.



to potential employees. In a competitive job market, a reputation for a great workplace culture can be a significant advantage in attracting top talent. Dealerships with a robust culture are better equipped to handle changes and

challenges. Their employees are more adaptable and resilient, which is essential in today's rapidly changing business environment. Unfortunately, many dealer organizations do not take the time to establish and harness the pow-

er of a strong culture. By neglecting this vital element, they miss out on the numerous benefits a positive and cohesive culture can bring to the organization.



STEPS TO CULTIVATE A POSITIVE DEALERSHIP CULTURE

To cultivate a positive dealership culture, leaders and managers should take several key steps:

- **Establish and Communicate Mission and Vision Statements**
Clearly establish and articulate the dealership's mission and vision statements, ensuring they serve as the foundation for all business activities. Integrate these statements into every aspect of the dealership, from strategic planning and decision-making to daily operations and employee engagement. This alignment ensures that everyone within the organization understands and is committed to the dealership's overarching goals and long-term vision.
- **Define and Communicate Core Values**
Clearly define and communicate the core values that will guide the dealership, ensuring these values are integrated into all business aspects, from hiring practices to daily operations.
- **Lead by Example**
Leaders at all levels should embody the values and behaviors that define the dealership's culture, as their actions set the tone for the entire organization.
- **Promote Inclusivity and Diversity**
Promoting inclusivity and diversity is crucial for a more dynamic and innovative workforce. Encouraging diverse perspectives and creating an environment where everyone feels valued and included is essential.
- **Invest in Employee Development**
Providing opportunities for professional growth enhances employees' skills and demonstrates the dealership's commitment to their well-being and success. It shows the dealership cares about their employee's personal and professional development.
- **Foster Open Communication**
Creating an environment that encourages open and honest communication builds trust and ensures that issues are addressed promptly and effectively.
- **Recognize and Reward Positive Behaviors**
Implementing a system for recognizing and rewarding employees who exemplify the desired culture reinforces positive behaviors and motivates others to follow suit.



Dealership culture is more than just a mission, vision and a set of values and beliefs; it is the lifeblood of an organization. It shapes the work environment, influences employee behavior, and ultimately determines the organization's success. By understanding and actively cultivating a positive culture, leaders can create an empowering and nurturing environment that drives innovation, collaboration, and high performance. In today's competitive business landscape, a strong organizational culture is not just an asset but a necessity for long-term success. Do all you can to ensure your dealership is cultivating a culture poised to sustain your future and elevate the success of your employees and, in turn, your dealer organization. **Use the Power of Culture to Drive Your Success.** EDM



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Buckle Up: The Used Equipment Market Might Be Changing

by IRON SOLUTIONS



Many ag dealers are currently feeling the hurt as skyrocketing prices, low demand, and a flooded market of equipment are making it harder-and-harder to find buyers. But this could be the beginning of the end.

According to some, we might be heading towards a new normal for the ag used equipment market. But when is it coming and will it be reminiscent of a market we once knew?

The Current State of the Market

The current state of the ag used equipment market leaves much to be desired as lots are as full now as they were pre-COVID, but nobody's buying. One of the main reasons for that is the current price hike that the equipment market is experiencing, along with the general economy.



Lot rot is costing dealers money every day, and farmers just aren't prioritizing new equipment purchases. **Is there any light at the end of the tunnel?**

According to an article he wrote for *Successful Farming*, Casey Seymour, owner of Moving Iron, LLC, says that "equipment has seen a 40% to 60% price increase over the last six years, and in the same period, interest rates have increased a staggering 188%." But that doesn't even include the cost that dealers are facing to hold that equipment on their lot. For dealers, the average cost per year, per machine is \$28,000 to \$35,000.

For us here at Iron Solutions, none of that is surprising. Based on the trends we've seen in our Used-Equipment Trends data, there doesn't seem to be a single equipment type that's not in trouble at this point. Dealers have, and are continuing to wholesale and auction equipment at a higher rate than they have in years because no one is ready to buy.

But why is that?

Jon Wommack, Iron Solutions' Managing Guide Editor, had this to say, "In my opinion, a farmer is probably going to spend money on increasing their volume or being able to reduce their risk in the market. Both of these

currently matter more to a farmer than new equipment, unless they have a problem child in the fleet."

Are We Heading for a New Normal?

So, lot rot is costing dealers money every day, and farmers just aren't prioritizing new equipment purchases. Is there any light at the end of the tunnel?

Well, Casey Seymour predicts that a new normal is right around the corner and will hopefully present itself some time in 2025. He's also predicting the market might look something like what we saw from 2017 to 2020.

Here are the four things he says to be on the lookout for to determine what the new normal will be like:

- Auction prices remain relatively stable, with fluctuations staying below 2% over a span of four months. It's crucial to closely monitor auctions during the peak period from August to December.
- Retail prices and auction values hover around 15% to 20% of each other.

Casey Seymour predicts that a new normal is right around the corner and will hopefully present itself some time in 2025. He's also predicting the market might look something like what we saw from 2017 to 2020.



With Iron Guides, you have access to precise equipment valuations at all times.

That means you can stay up-to-date on exactly how much the equipment on your lot is worth and know when it's time to push for a sale, or send it to auction.



With Fusable's data product EDA, you can see what pieces of equipment the farmers or buyers in your AOR currently own or lease. From there, you can see what pieces in your inventory might interest them.

- The quantity of machines in each hour band varies and avoids overcrowding at either extreme.
- Yearly inventories experience slight fluctuations, typically within the range of 2% to 3%.

Casey also says that “What interest rates do over the next 18 to 24 months also will impact how soon the new normal shows its face”.

He notes that once the new normal comes, used-equipment buyers will have two choices: buy late-model, low-hour equipment that have the same build codes from when machines were new, or upgrade their fleets through performance upgrade kits (PUKs) or retrofit.

If that's the case, it's important for dealers to know how they can better prepare for this new normal and, more importantly, steps they can take now to profit off of their full lots before taking a loss at an auction house.

How Can Dealers Prepare?

Here are some ways dealers can better prepare for the new normal the used equipment market might be facing:

1. Lean on Iron Guides

With Iron Guides, you have access to precise equipment valuations at all times. That means you can stay up-to-date on exactly how much the equipment on your lot is worth and know when it's time to push for a sale, or send it to auction.

That way, if the lot rot is setting in, you won't lose a penny more than you have to. And when a sale does come in, you can avoid selling your used equipment for less than its worth.

Don't have a subscription to Iron Guides? Take a look at everything it can do for you, so you're ready to face whatever happens with the used equipment market.

2. Uncover Buyer Insights

If you're not ready to give up and send your equipment to auction, don't worry! There are still ways you can find the right buyers before your tractors, combines, or machinery lose too much of their value.

There are data products you can use to learn everything about your current prospects, and help you find new buyers you might not have known about previously. For example, with Fusable's data product EDA, you can see what pieces of equipment the farmers or buyers in your AOR currently own or lease. From there, you can see what pieces in your inventory might interest them.

But data tools can be way more powerful than that.

You can take your search and analysis even further by seeing which prospects tend to buy used and the likelihood of them making a purchase on a new piece of equipment within the year.

If you're hoping to get that used equipment off your lot before it goes to auction, data is the perfect first step to finding the right buyer.

3. Communicate with Buyers Early

Did you know that **42% of a equipment buyers** tend to plan their purchases **6-12 months in advance?**

Well, now you do. *So, it's time to get proactive!*

At the end of his article, Casey Seymour advises farmers to wait until fall before they make any of their significant purchases. If that's what buyers are planning to do, then now's the time to start communicating with them.

Take a look at your past customers and see which ones might be in the market to replace

some of their old equipment. Call them up and see what their plans are. Let them know that your dealership is still able and ready to help them find the perfect replacement for whatever they need.

But why stop there?

It's good to communicate with your buyers on as many channels as possible. Don't just call them, but create marketing campaigns that are sure to reach your audience and inform them of the equipment you have available. That can include email marketing campaigns, social media messaging, and paid advertising campaigns. But when you run a paid campaign, you need to ensure that all your marketing efforts are reaching the right people.

Fusable not only offers helpful valuation products, like Iron Guides, we also offer data that creates targeted advertising campaigns. You tell us who you want to target, and we use our data to create an audience list that's sure to get your advertisements in front of the right buyers.

Fall is less than 6 months away. Now is the time to talk with buyers, tell them about what equipment you have to offer, and plan for a new normal that's coming to the used equipment market. With Fusable, you can ensure you have the right data to get in some last minute sales, value your equipment accordingly, and communicate with your buyers effectively before the lot rot sets in. **EDM**

Navigating High Prices and Market Demands

AgDirect® equipment financing positions farmers and dealers for success.

by AgDirect®

Equipment financing is a critical tool for both farmers and equipment dealers in today's high-cost machinery market. For many producers, access to financing ensures growth and stability amidst rising prices.

For equipment dealers, facilitating financing solutions isn't just about closing a sale; it's about meeting the needs of customers while navigating competitive pressures and evolving market demands.

Independent financing programs like AgDirect understand these dynamics well. Since 1998, AgDirect has offered creative financing options that work with every brand and every type of equipment to help keep farms and dealerships running strong.

The program's simple, fast and flexible point-of-purchase model has proven mutually beneficial for customers like Dennis Brinkman, and his equipment dealer, Jordan Schwarck.

Affordable financing solutions

Brinkman, a grain producer from Charles City, Iowa, first became familiar with AgDirect through the Farm Credit System. Additionally, McRoberts Red Power, the local Case IH dealership where Brinkman does business, offers AgDirect equipment financing.

"When I look at my financing, Jordan and I sit down, discuss what my options are and usually I choose AgDirect," says Brinkman. "My dealership offers other financing options, but I continue to work with AgDirect because they're competitive and easy to work with."

Optimizing an equipment fleet can be an expensive endeavor, but thanks to the variety of affordable financing solutions AgDirect offers, Brinkman has made several new and used



From a dealer's point of view, a major selling point of offering AgDirect is being able to make financing recommendations based on each customer's unique situation.

machinery upgrades. He has financed combines, several tractors, a skid loader, corn and bean heads as well as a grain cart.

"Throughout my farming career I've tried to keep up with late model, used equipment so I don't have to worry about being broken down when I'm ready to go to the field," says Brinkman. "I've always used financing to do that. When there's a good opportunity to trade to a newer, used model I usually try to jump on it."

While AgDirect's quick and streamlined application process has helped Brinkman move quickly on equipment deals, one of the biggest benefits of his long-term relationship with the equipment financing company is the cash flow he has freed up for his operation.

"AgDirect equipment financing helps me with my cash flow by not having to pour out a lot of money on one particular item," shares Brinkman. "In this business, you always have all kinds of bills to pay, so by using financing you can stretch things out and afford to upgrade."

Competitive rates and terms

From a dealer's point of view, a major selling point of offering AgDirect is being able to make financing recommendations based on each customer's unique situation.

Jordan Schwarck, a sales representative with McRoberts Red Power, says competitive rates and terms plus the different lease and purchase options AgDirect offers is a huge advantage for his dealership and his customers.

"Every customer has a particular goal in mind, whether it's a certain payment or interest rate, and leasing has become a larger part of reaching those goals," shares Schwarck. "With AgDirect, financing isn't one-size-fits-all. It's nice to have a lender that is willing to work with you to explore different avenues and not just your standard purchase options."

"Whether it's leasing, extending terms or working with a customer on rates to get to a certain payment they're looking for, AgDirect will work with you in those types of cases, whereas some other lenders may not," he adds.

For Schwarck, another advantage of working with AgDirect is the knowledgeable and personalized service he has experienced working with the AgDirect team.

"What keeps me coming back to AgDirect is the relationships I've built with the staff over the years," he says. "I've developed great relationships with my territory manager all the way down to the underwriting team, and the people who work there are one of the primary reasons I would recommend AgDirect to other equipment dealers." **EDM**



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2024 Legislative Review & Advocacy Looking Forward

By KIPP MCGUIRE,
DIRECTOR OF GOVERNMENT AFFAIRS, NAEDA



It's almost June—as we are writing this article—which means the NAEDA Government Affairs team is shifting some of their focus.

The majority of state legislative sessions are at an end, with only 18 still in session and nine of those ending by early July. That means a shift from non-stop bill tracking, calls, emails, meetings, and hearings to a time to reflect and analyze what is happening across the political landscape. Here are how things look from our perspective.

From an industry standpoint, the legislative developments are not alarming. Two Right to Repair bills have been successfully passed and signed into law. In Colorado, the ag-specific bill, initially passed in 2023, has been expanded in 2024 to include electronic consumer goods. However, no changes have been made to the equipment portions that would raise concerns for NAEDA members. Similarly, the second bill signed into law in Oregon relates to consumer electronics and contains exemption language provided by NAEDA and our industry partners. This means that in 2024, there are no new Right to Repair mandates for equipment dealers to navigate.

There were a few intriguing trends for those interested in public policy and politics. Across the nation, 58 active bills aimed to establish Right to Repair mandates – down from 71 last year. Notably, ag-specific bills, for the first time, comprised the largest portion of bills introduced with 22 active this session – up from 19 in 2023. Those were followed by two groups - consumer electronics and broad-based bills– with ten bills each, and six wheelchair-specific bills. A novel development was the introduction of attempts to mandate “repairability scores” for the first time, requiring manufacturers and retailers to disclose how easily a product can be repaired. This could potentially be similar to Energy Star ratings.

Despite fewer bills being introduced, we saw an increase in bill sponsorship. In 2024 there were 471 total primary and co-sponsors of legislation, up from 427 in 2023. And, as we had predicted earlier this year in our legislative priorities webinar, there was a slight increase in sponsorship from Democrats, with 81% in 2024, compared to 77% in 2023. Moving the Right to Repair towards being a more partisan issue.

In observing the sponsorship trends, Colorado stood out as an interesting case. Their ag-specific bill passed in 2023 had four sponsors—three Democrats and one Republican. The

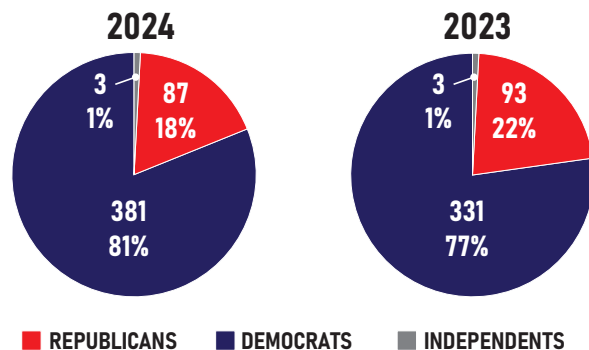
White House even held up this bill as an example of the bipartisan nature of this issue in a call coordinated in the fall of 2023. However, the Colorado bill extending mandates to consumer electronics that passed in 2024 had a surge of support, totaling 38 sponsors, all of whom were Democrats.

Of course, NAEDA's purpose isn't to bring you interesting political statistics and factoids; per our three core competencies, our purpose is to Advocate, Elevate, and Educate. **So, how effective is our advocacy? We did great from the perspective of no new Right to Repair mandates affecting our members. But we can't rest on our laurels.**

I'm sure we at NAEDA, along with any of you reading this, hope and pray that Right to Repair will not be the all-consuming issue it has been for some years. Regardless, we always seek to improve and refine our effectiveness as advocates for our members, which means looking at things strategically. We must put our finite resources towards actions matching our ultimate objective of creating positive public policy outcomes for successful dealers. And our priority is increasing dealers' opportunity to engage with their elected officials.

We have repeatedly seen that dealers' sharing their perspectives with elected officials has an outsized impact. Similarly, when dealers regularly engage with their elected officials, that relationship increases the likelihood of our industry's perspectives and considerations being included in policy deliberations.

SPONSORS OF R2R LEGISLATION BY PARTY



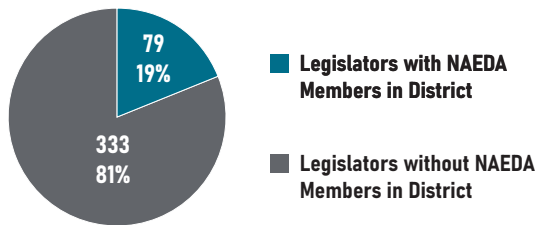


NAEDA must intentionally work with members from both political parties. To maximize our effectiveness, we must cultivate working relationships with elected officials who share dealers' values regardless of political party.

We like to call this “setting the table,” and it is critical to have a seat at the table once you need to advocate for or against policy.

Dealer engagement with elected representatives is critical and will be our primary focus, but it will probably not always be enough to succeed in our advocacy efforts. Why do I say that? Looking at state legislators who sponsored Right to Repair bills in 2024, we find that very few had NAEDA member locations in their districts – only 19%.

STATE R2R SPONSORS WITH NAEDA MEMBER LOCATIONS



NAEDA members are constituents of far more Federal legislators, with 64% of Right to Repair sponsors having dealerships in their districts. However, most of those dealerships were in Republican districts—81%. These numbers present us with two challenges: Many state elected officials do not have our members in their districts, and dealerships are predominantly located in Republican districts at the federal level—of course, this last piece can change from election to election. How do we plan for effective advocacy knowing these facts?

First, we must intentionally work with members from both political parties. To maximize our effectiveness, we must cultivate working relationships with elected officials who share dealers' values regardless of political party.

Second, we must recognize that most state elected officials do not have NAEDA members as constituents. Dealer engagement still goes a long way with those officials. We seek



KIPP MCGUIRE is the director of government affairs for NAEDA.

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

to augment that by building and participating in coalitions and partnerships across industries and interest groups. One example of this already exists and has multiplied our efforts – the Coalition Against Illegal Tampering.

The Coalition Against Illegal Tampering is an informal group of 27 regional and national organizations that came together out of concern over Right to Repair mandates on their respective industries and businesses. Since the formation of NAEDA, we have hosted a monthly call for coalition members to share information about Right to Repair legislation they are tracking and its status in the legislative process. These relationships and continued participation by coalition members have proven invaluable in amplifying our position on the issue. Thank you to any coalition members who may read this article.



Back to the point, NAEDA's advocacy success will certainly rely on our ability to find like-minded partners and build coalitions. That, alongside our primary focus of increasing dealer engagement with their elected officials, is how we will achieve our goal of defeating misguided and unnecessary legislation like Right to Repair.

If you would like to know more about how you can get involved in NAEDA's advocacy efforts, please get in touch with NAEDA's Senior Vice President of Government Affairs, Eric Wareham, at ewareham@naeda.com, or Director of Government Affairs, Kipp McGuire, at kmcguire@naeda.com. [EDM](#)

Igniting Concerns: The Fire Hazards of Lithium-Ion Batteries

by JERRY LEEMKUIL

Lithium-ion batteries power everything from laptops and smartphones to power tools and vehicles with efficiency and portability. However, their widespread use comes with significant risks, as these batteries are contributing to a growing number of workplace fires.

Thermal Runaway Dangers

“Thermal runaway,” a process triggered by incorrect handling, storage, or charging, can cause a battery cell to fail. This failure generates heat at a rate that outpaces its dissipation, potentially causing explosions, smoke, and fire¹. Battling these fires can be tough, often needing thousands of gallons of water and carrying the threat of reigniting over the following hours or days.



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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By fostering a culture of safety and awareness around the potential hazards of lithium-ion batteries, you can minimize risks and ensure a safer work environment for everyone.

Fire Prevention Strategies

To help mitigate these fire risks at your dealership, consider the following guidelines:

- **Using Certified Equipment:** Ensure that batteries, chargers, and devices are listed by a qualified testing laboratory, and avoid low-quality aftermarket replacements.
- **Adhering to Manufacturer Guidelines:** For storage, use, and charging, following the manufacturer’s instructions can significantly reduce the likelihood of battery failure.
- **Inspecting Equipment Regularly:** Check batteries and devices for damage before use. Cracks, bulging, leaks, elevated temperatures, or any indication of distress warrant immediate removal from service.

- **Maintaining Proper Storage:** Conduct all battery charging away from combustible materials, and keep batteries and devices in cool, dry places. Ensure charged devices are removed from chargers once full to prevent overcharging.
- **Ensuring Safe Disposal:** Damaged batteries should be placed in a fire-resistant container away from combustibles and disposed of in accordance with instructions from a battery recycling center.

Implementing Safety Measures

By fostering a culture of safety and awareness around the potential hazards of these batteries, you can minimize risks and ensure a safer work environment for everyone.

To learn more about lithium-ion batteries and fire safety, reach out to your local Federated® marketing representative today. Federated Insurance® is proud to work with NAEDA for the benefit of all members. **EDM**

¹F70-1005 - Fire Prevention and Risk Management Lithium-Ion Batteries. Federated resource 2024.



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.

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Corporate “Transparency” Act: What Dealers Need to Know to Comply

by LANCE FORMWALT

The US government has focused significant efforts to combat the problems associated with tracking the financial resources used to fund terrorism or other illegal activities and the use of complicated corporate structures to facilitate tax fraud and money-laundering.

While these are important issues, laws and regulatory schemes put in place to address these issues can place burdens on legitimate businesses. A good example of this is the adoption of the Corporate Transparency Act (“CTA”), a law that creates new reporting requirements on US business entities, including your dealerships. This article will give you the background on the key requirements of the CTA as well as some practical tips to comply.

Reporting Requirements

The basic premise of the CTA is simple enough. Each business entity that is formed by filing with a state (e.g., corporation, limited partnership or LLC) must report basic information to the Department of Treasury’s Financial Crimes Enforcement Network (“FINCEN”). This information includes name, d/b/a, state of organization and EIN. While this sounds easy, the CTA goes one step further and also requires each entity to report information on its “Beneficial Owners”, including name, date of birth, home address, unique identification document number and a photocopy of the document (e.g., driver’s license or passport). Very few states require any reporting on owners of entities so this type of reporting represents a new level of detail and is more akin to the type of information you may have to provide to your bank under their “know your customer” rules.

Who are Beneficial Owners?

Before you can report information on your

“Beneficial Owners”, you need to first determine who qualifies. Unfortunately, the definition is pretty broad and making this determination may not always be straightforward, especially with larger organizations. The CTA defines a “Beneficial Owner” as any individual who “directly or indirectly” either “(i) exercises substantial control over the entity; or (ii) owns or controls not less than 25% of the ownership interests of the entity”. “Substantial control” has been further defined to include any “senior officers” such as a CEO or COO, but this title is broad enough that it might also pick up a store manager in a single-store dealership. It is also possible that members of the Board of Directors might be covered. Finally, even the 25% ownership rule is not black and white since a person might be found to have “control” over ownership interests that are in a trust or that are voted through a voting agreement. The bottom line is that making a determination of who constitutes a “Beneficial Owner” will be fact-specific and may require consultation with your legal counsel.

When do Dealers Have to Report this Information?

If you have formed a new entity since January 1, 2024, you have already likely run into the CTA since the required information has to be reported within 90 days after the entity is formed. However, preexisting entities have until January 1, 2025 to file their initial report. The chart below lays out the timing requirement:

Date of Formation	Reporting Deadline
Before 1/1/2024	January 1, 2025
1/1/2024 - 12/31/2024	90 days
After 1/1/2025	30 days

In addition to the initial report, the CTA also require entities to report any changes to



the initial information within 30 days of the change of information. It is this ongoing reporting obligation (and the need to also track changes with your “Beneficial Owners”) that will create the most challenges with the CTA. Please note that the willful failure to timely report information can also come with significant potential penalties, including a \$500 daily fine for each entity, a fine of \$10,000 and the potential for a prison sentence of up to 2 years.

Are there any Exemptions Available?

Some types of entities are exempt from the CTA. Of these exemptions, the one that may apply to equipment dealers is called the “Large Operating Company” exemption. To qualify for this exemption, the entity must have more than 20 employees on a full-time basis in the US, a location in the US and reported over \$5,000,000 in gross sales on its US federal income tax return for the prior year. Since the financial test is based on revenue and not income, the good news is that we expect many dealerships to be able to qualify for this exemption for their operating entity. However, please note that there are a number of common situations that will still require some dealer entities to comply with the CTA despite this exemption:

Holding Companies

Many dealer organizations have established a holding company that owns the dealership operating company and perhaps other subsidiaries. Although revenues can be consolidated between affiliated entities to reach \$5,000,000, entities cannot be consolidated for purposes of calculating the number of employees. As a result, if you have a holding company structure but the holding company does not have over 20 employees, the CTA will still apply to your holding company (and its owners) even if the operating company is exempt.



Until the courts reach a final determination on the constitutionality of the CTA, or Congress approves legislation repealing the CTA, the reporting requirements still apply.

sided with the National Small Business Association (“NSBA”), ruling that the CTA is unconstitutional as exceeding Congress’ enumerated powers. The court did not reach the other constitutional claims and the case is currently awaiting appeal in the 11th Circuit.

Importantly, while FinCEN announced it will honor the court’s ruling during the appeal process, the decision is limited to members of the NSBA at the time of the decision. Thus, any individuals or entities that were not members of the NSBA when the ruling was made remain subject to the CTA.

On the legislative front, members of both houses of Congress have introduced legislation to repeal the CTA (H.R. 8147, S. 4297). Both bills have been referred to Congressional committees for further review.

Until the courts reach a final determination on the constitutionality of the CTA, or Congress approves legislation repealing the CTA, the reporting requirements still apply. Accordingly, while there is general uncertainty surrounding the validity of the CTA, dealers should continue to take appropriate measures to comply with the law’s requirements.

Conclusion

With the upcoming deadline of January 1, 2025 for preexisting entities, it is important for dealers to begin the process of assessing whether they will be required to file reports with FinCEN and, if so, the Beneficial Owners that will also be required to report. We encourage you to contact your legal counsel to assist in this assessment and to help with any applicable policy language to assist with future compliance. In addition, please be aware that many professional firms are electing to NOT form entities for clients because the attorney or accountant forming the entity can also be personally liable if the correct information is not provided at the time the entity is formed. For those professional firms that are forming entities, including our firm, you should expect that those firms will require that you have provided all information needed to make the filings with FinCEN before the entity is formed as a way to reduce liability. The consequence of this is that you may not be able to form entities as quickly as before and therefore need to plan accordingly. This article is intended to provide general recommendations and is not intended to be legal advice. You should always consult your attorney for advice unique to you and your business. **EDM**

Beneficial Owners (and related penalties) falls on the individual. Beneficial Owners can obtain a FinCEN ID number by taking the following steps:

- Visit <https://fincenid.fincen.gov/landing>
- Sign-up for an account with Login.gov and then proceed to obtain a FinCEN ID following the instructions in the attached PDF.
- Each individual will need to provide current name, DOB, current residential address (generally, Company Applicants ONLY can use a business address), and a scan of a non-expired government issued ID document to submit through the FinCEN portal.

The second recommendation is that each entity subject to reporting adopt language as part of its corporate documents (e.g., bylaws or operating agreement) to include language obligating the owners and the company to file the appropriate updates with FinCEN. While this language can help provide protection to the dealership for the failure of a Beneficial Owner to timely report, the main benefit of this is to try to keep the obligation top of mind to limit chances that a Beneficial Owner will forget about the obligations. Along with this language, we also think it would be a good idea for the dealership entity to adopt a quarterly survey/certification that Beneficial Owners are required to complete to help identify potential issues and allow for an updated report to be filed as soon as possible. While this does not represent a “safe harbor” for avoiding liability, such a policy, if followed, should be helpful in establishing that any violation was not “willful” and therefore avoid fines.

Current Status of the Law

The CTA has been the subject of multiple legal challenges since it took effect this year. In March, the Northern District of Alabama

Real Estate Companies

Many dealer organizations also own real estate in a separate entity. Since these entities normally do not have employees, it is also likely that these entities will be subject to compliance with the CTA.

Subsidiaries

One piece of good news is that if you have an operating company that qualifies for the Large Operating Company exemption, then all wholly-owned subsidiaries of that entity are also exempt through the “Subsidiary” exemption. Note, to qualify for this exemption, the subsidiary must be wholly (100%) owned by one or more exempt entities. If any non-exempt individual or entity owns an interest in the subsidiary, the entity will not qualify for the subsidiary exemption.

Practical Tips

We have two primary recommendations to help reduce risk to the dealerships with entities that are subject to the CTA. The first recommendation is to require each “Beneficial Owner” to register individually with FinCEN to obtain a personal FinCEN ID number. The process is relatively quick (10-15 minutes) and the benefit of this approach is that it eliminates the need for that individual to have to provide personal information to the dealership and the dealership can simply report the FinCEN ID number as part of its filing, which can help accelerate the ability to form a new entity. The other benefit of this approach is that the burden of reporting changes relating to the individual



LANCE FORMWALT is the leader of the Equipment Dealer Group at Seigfreid Bingham, P.C.

LANCE FORMWALT is the leader of the Equipment Dealer Group at Seigfreid Bingham, P.C. The firm serves as legal counsel to the North American Equipment Dealers Association and many individual equipment dealers. Lance may be contacted at lancef@sb-kc.com or 816-265-4106. Also see www.sb-kc.com. This article is intended to provide general recommendations and is not intended to be legal advice. You should always consult your attorney for advice unique to you and your business.

Developing a Parts Product Specialist

by SCOTT BRIGDEN

still remember my first week as a front counter parts person.

I grew up on a family farm, and when the job posting for a parts person came up in our local newspaper, I thought this would be a very easy job with my background. As the questions started coming at me from customers, the realization set in very fast that, wow, I had a lot to learn.

The challenges of becoming a product specialist in parts are quite daunting when we step back and look at how much knowledge is needed to find all the solutions they are asked for. There are so many different models and types of equipment, and as the season changes, so does the equipment being used. Technology is changing at a rapid pace, and the expectation of our customers, when they come to the counter, is that your parts counter person is a product specialist. Keeping up with these changes can be very intimidating for a new employee or even a seasoned veteran of the parts counter. Having a strategic plan to build the necessary product knowledge will make your parts staff truly specialists and let them deliver an exceptional customer experience.

Building confidence in the first few days of employment for a new parts counter person can set the stage for their learning path – the key is to utilize your product experts to give them the knowledge they will need. Going out into the equipment lot with a staff member who knows the key components of the equipment for some basic ag equipment knowledge

Technology is changing at a rapid pace, and the expectation of our customers, when they come to the counter, is that your parts counter person is a product specialist.

sharing can go a long way. This doesn't need to be a deep dive into the equipment but to teach them the main components and terminology that customers will be talking about. I have watched new employees become fascinated when you show them the basic principles of how a planter or air seeder works, or all the different sections on a combine that the crop goes through to produce the final product. This equipment is fascinating, and sparking their interest early on will encourage them to ask more questions.

Your shop is full of training opportunities for both new and experienced parts staff. Creating a plan that encourages parts people to feel comfortable asking questions in the shop is a key step. A picture on a computer screen can only convey so much, but when someone can physically see where a part is located on a machine, how it is installed or what that part does, the information becomes more tangible and memorable. The next time they look at a parts breakdown on a computer screen or in a book, they see more than just a picture. Observing equipment setups or inspections being done in the

shop provides a comprehensive overview of the machinery, boosting their confidence and helping them become product specialists.

A simple one-hour walk around a piece of equipment before that season starts can be a great refresher for staff. Take advantage of your technicians who are out in the fields, keeping your customer's equipment running every season to help build a good walk-around. These technicians are hearing and seeing firsthand the issues your customers will call about when a new season starts, making them excellent teachers for your front-line staff. The first time you plan a pre-season walk around, it takes some time, but once the template is in place, it can be a very easy and incredibly impactful partnership between parts and service.

Your customers expect product specialists when they walk through the door or when someone takes their call. Building a parts product specialist takes planning and a commitment to continuous, hands-on training. Engage your managers to develop and implement a training plan that will encourage your parts staff to always learn from the experts in your dealership. Your customers and your staff will thank you. **EDM**



Your shop is full of training opportunities for both new and experienced parts staff. Creating a plan that encourages parts people to feel comfortable asking questions in the shop is a key step.

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
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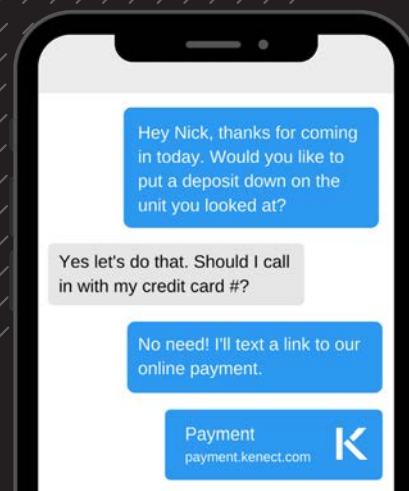
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Are You Consciously or Unconsciously Incompetent?

by DR. LARRY COLE

Self-awareness is a critical topic for employees who strive to be the best performers.

We have two self-awareness sets of nerves. One is our physical nerves designed to keep us healthy. A case in point is trying to grab a hot frying pan! The other set is psychological nerves designed to keep us emotionally healthy, but the need to protect ourselves can become an Achilles' heel, leading to demise in our performance. For instance, our defensive nature when someone criticizes us. Our body automatically becomes "defensive," and we may act inappropriately to protect ourselves.

We are acutely aware of what our physical nerves tell us, which is the reason we don't pick up the hot pan. Unfortunately, the psychological awareness system is less acute than the physical feedback. Leadership gurus tell us that becoming psychologically self-aware is our greatest challenge. (The authors of *The 100X Leader* remind us of this fact.)

Examine the following table:

	COMPETENCE	INCOMPETENCE
AWARE	A/C	A/IC
NOT AWARE	NA/C	NA/IC

Obviously, we want to be acutely aware of both our competence and incompetence. Not being aware of our incompetence can derail our careers.

Our psychological defenses can blind us. Whenever we receive information about ourselves, our psychological system will engage in one of three options:

1. Deny.
2. Accept but do nothing.
3. Use information received through psychological messaging as a gift.

The need to protect us from psychological "harm" through denial is precisely why leadership gurus tell us that psychological self-awareness is our greatest challenge. Denial, though, jeopardizes our careers and, ultimately, personal happiness. I'm reminded of the three monkeys displaying the "I see no evil, hear no evil, or speak no evil." Receiving constructive feedback is not evil, it is a gift.

My 35+ years of consulting tell me that "deniers" are everywhere. How many times have we heard that it is part's fault or the service department's fault? I'm sure you've heard these stories.

Look at the picture. Do you see at least three fingers pointing back at the hand? Mother Nature is telling us that 60% of the time, it's our fault

when we point our fingers. Finger pointers may lack the necessary self-awareness to know what they are really saying — *I don't have the emotional maturity to accept responsibility for my actions.* Or, perhaps they just don't care.

Can I convert unconscious incompetence to conscious incompetence?

The short answer is yes. The long answer is with hard work. The behavioral sequence I'm sharing with you is true for any behavior.

Our very first step is "wanting" to know. A sidebar: The best per-



Converting unconscious incompetence to conscious incompetence requires considerable effort, and that is just the first step.

formers seek feedback from every source. These performers want to know when their behavior negatively impacts working relationships so they can respond more appropriately.

It is essential to *become aware* when we're getting ready to use inappropriate behaviors. We can't change any behavior that we're not aware of. Whenever our body tells us that we're getting defensive, we can say to ourselves, *I'm guilty until proven innocent* as that will help quieten our defensive self-talk designed to protect ourselves. Then, we open our minds to listen to what is being said for several reasons. One, the information we are about to hear could be true, and it is our fault. The second is to listen to understand and learn. Third, we can ask what we could have done better so we're turning this uncomfortable moment into a learning opportunity.

What I'm about to suggest requires considerable maturity and confidence to be vulnerable. We can ask those with whom we work to be our accountability buddies and offer real-time feedback when they see us about to or acting inappropriately. Yes, that is asking our colleagues to take a psychological risk, particularly if we have the reputation of striking out like a snake. Hopefully, we will have one or two colleagues who will provide honest, real-time feedback. Feedback is a gift; we really need it when trying to change behavior.

Let's be optimistic and assume that we want to always use more appropriate behavior, which requires extreme vigilance on our part whenever we enter a conversation that even hints at the possibility of us becoming defensive. At that precise moment, we can exert the necessary self-discipline to open our minds to fully listen to understand while telling ourselves to look for the learning opportunities. Just remember, we find that which we look for!

Converting **unconscious** incompetence to **conscious** incompetence requires considerable effort, and that is just the first step. The next step is the effort needed for us to use the alternate, more appropriate behavior and create habit strength through focused practice. The work required to change behavior may be the reason many choose to take the path of least resistance — and not walk down the path of change. What we decide to do is guided by the answer to this question — do we want to be the person our colleagues want to work with or to avoid like the plague? **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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The Presidential Election Ripple Effect: How Political Dynamics Influence the Stock Market

by DAVID WENTZ

As the United States gears up for another presidential election, the nation is not only contemplating the future of its governance but also the potential impact on its financial markets.

The relationship between presidential elections and the stock market has long been a subject of interest and debate among economists, analysts, and investors. While it's tempting to draw direct correlations, the reality is far more nuanced, with various factors at play.

Sectors Impacted Differently

The two major party candidates typically have very different agendas when it comes to issues like taxes, regulation, trade, spending priorities, and more. Depending on who wins, this can signal potential major policy shifts that will impact different industries. For example, if a Democratic president gets elected, stocks of renewable energy companies may rise in anticipation of greener policies, while fossil fuel companies could fall. A Republican president might boost the stocks of oil/gas companies and industries that favor deregulation. Policies aimed at making college more affordable could negatively impact for-profit education companies. It's immensely important for the public, especially advisors, to stay informed when looking at the impact a Presidential Candidate can make on the market. Keep abreast of election-related developments, including proposed policies and potential market impacts. Understanding how different outcomes could affect various sectors will enable one to make levelheaded decisions economically.

Historically, presidential election years have often been accompanied by heightened

market volatility. Uncertainty surrounding policy changes, shifts in regulatory environments, and potential alterations to fiscal and monetary policies can lead to fluctuations in investor sentiment. However, the impact of elections on the stock market is not uniform. The market's response can vary depending on a multitude of factors, including the prevailing economic conditions, geopolitical events, and the candidates' proposed policies.

Elections do have consequences. But if the past century is any guide, the long-term consequences of US presidential election years on investor portfolios, including 401(k)s, is minimal at best.

According to CNN, in a recent study conducted by retirement planning firm TIAA, the performance of a moderate-risk portfolio consisting of 60% stocks and 40% bonds was examined across all presidential election years dating back to 1928. Surprisingly, only four years experienced negative returns: 1932 (with a decrease of 1.4%); 1940 (with a decrease of 4.7%); 2000 (with a decrease of 0.8%); and 2008 (with a significant decrease of 20.1%). Unsurprisingly, those four presidential election years occurred at times of seismic events: The Great Depression. World War II. The implosion of the tech bubble. And the housing and financial crisis that created the Great Recession¹.

"Over a very long period of time, it washes out," Niladri Mukherjee, chief investment officer at TIAA.

Advisors should proactively reach out to clients during a presidential election year to address any concerns they may have about the potential impact on their investments. Heightened market volatility is normal in the months leading up to and immediately after the election as uncertainty increases. Coun-



While the stock market's short-term movements around presidential elections can be dramatic at times, individual investors should avoid making decisions based solely on those short-term fluctuations.

seling clients to expect turbulence and resist emotional reactions to short-term swings is critical. Reinforce the importance of sticking to their long-term strategies and diversified portfolios. Clients will need their advisors to be a trusted voice of reason and expertise. This helps avoid rash, panicked decisions. Put the circus of campaigning in perspective and reiterate each client's personalized investment plan. Advisors are there to prevent knee-jerk reactions to transitory market fluctuations during the election cycle. Their role is to be a stable, rational ally focused on helping clients stay disciplined to achieve their long-term financial goals, regardless of the short-term political noise.

While the stock market's short-term movements around presidential elections can be dramatic at times, individual investors should avoid making decisions based solely on those short-term fluctuations. Maintaining a balanced, diversified portfolio matched to individual risk tolerance and time horizon is the wisest approach through the inevitable policy shifts and market cycles that will come with any administration. In short, the stock market reflects the economy's overall health, remaining strong despite political changes during elections. **EDM**

¹ It's a presidential election year. Here's what that could mean for your 401(k). (New York CNN, Jeanne Sabadi, May 7, 2024)

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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.

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Technicians for Tomorrow prepares students for future careers in the Ag Service Tech industry. Help us understand what you look for in a service technician candidate — scan the QR Code, or visit us online and fill out a short survey.

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NAEDA.COM

Equipment Dealers Foundation

Over \$15,000 raised to date at popular clay shooting events.

by NAEDA STAFF

This year, each clay shoot event kicked off with a one-hour dealer meeting led by a member of our DDM team.

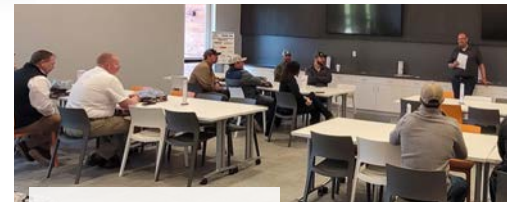
These executive sessions offered a comprehensive overview of pressing issues in the equipment dealer industry, including manufacturer relations, legislative updates at both state and federal levels, insights from our OPE Dealer Council and highlights of our preferred partners and NAEDA services.

We hosted successful dealer meeting/clay shoot fundraisers in Memphis and Columbus, both first-time locations that drew a notable

turnout - 20 shooters in Memphis and 33 in Columbus. In late July, we hosted our fourth annual event in the Kansas City area with 55 shooters participating. Together, these events have netted more than \$15,000 for Equipment Dealer Foundation initiatives.

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.



DEALER MEETING

2024 EVENT SCHEDULE

GOLF TOURNAMENT

August 23 Falcon Lakes Golf Club, Basehor, KS

CLAY SHOOTS

September 13 Snake Creek Shooting Sports, Beggs, OK

October 3 Milford Hills, Johnson Creek, WI

November 15 Hub City Clays, Lubbock, TX

December 13 Kidd's Place, Raleigh, NC

Visit www.equipmentdealersfoundation.org/event-list for additional details.

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

To stay informed on EDF events and more, make sure you have adjusted your email contact settings to include EDF events, follow NAEDA on Facebook, Instagram, Twitter/X and/or LinkedIn, and have joined the NAEDA community.

If you have any questions on how to keep up-to-date, please reach out to Lindsey Cook, Communications Manager, at lcook@naeda.com or Jennifer Luce, Vice President of Member Engagement, at jluce@naeda.com. [EDM](#)



DEALER MEETING



H & R AGRI-POWER TEAM



TOP SHOOTER - Zach Ward (79)

**THE CLAYS AT
LONE OAKS FARM
Memphis, TN**



TENNESSEE TRACTOR TEAMS



**TOP SHOOTING TEAM
Tennessee Tractor (279)**

**TOP SHOOTING TEAM
Tennessee Tractor (279)**



MIRTECH HARVEST CENTER TEAM

**TOP SHOOTER
Zach Ward (79)**



**PACE TEAM 1
Ken Sweeny Jr. shooting**



**TOP SHOOTING TEAM - OPOC (336)
TOP SHOOTER - Colin Evans (92)**

**THE CARDINAL CENTER
Columbus, OH**

**TOP SHOOTING TEAM
OPOC (336)**

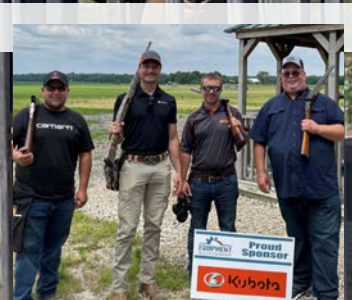
**TOP SHOOTER
Colin Evans (92)**



FARMERS EQUIPMENT TEAM



VOSS BROS. TEAM



KUBOTA TEAM



OPOC TEAM



TOP SHOOTING TEAM - Vermeer Great Plains (326)
TOP SHOOTER - JC Corneliusen (82)



DERR EQUIPMENT TEAM
Garrett Derr shooting



MURPHY TRACTOR TEAM



SEIGFREID BINGHAM TEAM



DEALER MEETING



POWDER CREEK Lenexa, KS

TOP SHOOTING TEAM
Vermeer Great Plains (326)

TOP SHOOTER
JC Corneliusen (82)

NAEDA Welcomes New Staff

by NAEDA STAFF



Lindsey Cook
COMMUNICATIONS
MANAGER &
ASSOCIATE
MAGAZINE EDITOR

Lindsey joined NAEDA on June 17, 2024, taking on the roles of Communications Manager and Associate Magazine Editor. Her focus will be keeping members in the loop with the latest NAEDA and industry updates across all of the Association's communication platforms.

"I'm thrilled to take part in a mission to educate, elevate and advocate for members by sharing stories that matter and keeping them in the know," Lindsey says. "I look forward to learning more about our members, sharing their stories and engaging with the issues that matter most to them."

BIO | Lindsey started her career in journalism in 2010, and later earned her master's degree from Northwestern University in 2014 and spent time working at a newspaper in Phnom Penh, Cambodia. She's since had various roles in nonprofit organizations like the University of Nebraska Foundation and the National WWI Museum and Memorial. Settling in Kansas City in 2017, Lindsey has loved volunteering at local museums and exploring the city's historical sites in her spare time.



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EQUIPMENTdealer MAGAZINE

Online resources for successful dealers



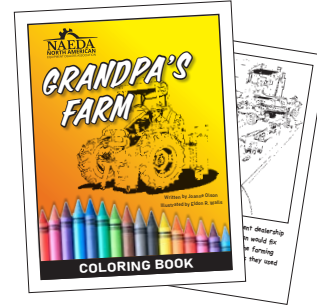
Equipment Dealer Magazine is your one-stop shop for news updates from the association on policy, government regulations, manufacturer relations, dealership surveys, public awareness campaigns, CODB Study, North American Dealer Conference, and much more.

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

Grandpa's Farm Coloring Books



To date, NAEDA dealer members have received over 300,000 "Grandpa's Farm" Coloring Books to distribute to their farmer customers to promote the value of a technician to a farmer's operations. The coloring books are free, all you pay is shipping - contact our office to place your order. **EDM**

HERE'S WHAT YOU SOLD

Equipment Retail Sales In Units



DATA PROVIDED BY THE ASSOCIATION OF EQUIPMENT MANUFACTURERS

U.S. - MAY 2024 Ag Tractor and Combine Report	MAY			Y-T-D MAY			MAY 2024
	2024	2023	%CHG	2024	2023	%CHG	BEGINNING INVENTORY
2WD < 40 HP	16,650	19,047	-12.6	59,913	68,603	-12.7	87,544
2WD < 100 HP	5,046	5,657	-10.8	20,813	22,672	-8.2	38,007
2WD 100+ HP	2,039	2,173	-6.2	9,650	9,827	-1.8	11,898
TOTAL 2WD FARM TRACTORS	23,735	26,877	-11.7	90,376	101,102	-10.6	137,459
TOTAL 4WD FARM TRACTORS	291	266	9.4	1,611	1,561	3.2	797
TOTAL FARM TRACTORS	24,026	27,143	-11.5	91,987	102,663	-10.4	138,256
SELF-PROPELLED COMBINES	401	487	-17.7	2,205	2,561	-13.9	1,347

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EQUIPMENTdealer magazine

RESOURCES FOR SUCCESSFUL DEALERS

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 info@naeda.com.

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

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

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