

# EQUIPMENTdealer magazine

RESOURCES FOR SUCCESSFUL DEALERS

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## EDM SPOTLIGHT

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## NAEDA'S EQUIPMENT DEALERS FOUNDATION

Building Awareness, Promoting  
Opportunities, and Providing  
Resources for the Equipment  
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*Knowing your market and your  
customers' needs is important.*

### 2025 D.C. FLY-IN p 22

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# EQUIPMENTdealer magazine

RESOURCES FOR SUCCESSFUL DEALERS



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# A Silent Business Killer

by KIM ROMINGER

**A**re you infected? There is an infectious business disease out there that is impacting businesses of all types and sizes. It is causing lost business, business interruptions, and, in the very worst cases, business failures.



One of the best inoculations is constantly reviewing operations, staff, vendors, and suppliers to ensure they are all performing in a manner that benefits the business.

— Kim Rominger |  
CEO, NAEDA

No vaccine prevents this infection, but there are steps you can take to diagnose it and corrective action you can take to minimize its impact on your business now and in the future.

The infection is COMPLACENCY. One definition of this business disease is, “a feeling of quiet pleasure or security, often while unaware of some potential danger, defect, or the like; self-satisfaction or smug satisfaction with an existing situation, condition, etc.” It can occur during good times as well as bad but most often begins when business is doing well, and business owners are caught up in the expanding and increasing sales or other projects that come with a growing business environment.



It is always easy to contemplate dealing with an underperforming employee or supplier when things slow down. **This is the beginning of the infection, and it can grow from here, infecting other employees or parts of your business you didn't anticipate.**

But, it can also occur in slow or rough times when owners continue to do the same things and expect different results.

What steps can you take to ward off this business killer? One of the best inoculations is constantly reviewing operations, staff, vendors, and suppliers to ensure they are all performing in a manner that benefits the business. It is always easy to contemplate dealing with an underperforming employee or supplier when things slow down. This is the beginning of the infection, and it can grow from here, infecting other employees or parts of your business you didn't anticipate. In his recent article for Inc.™ magazine, Matthew Swyers of The Trademark Company, outlined four key steps to assist in avoiding complacency:

#### 1. PRACTICE REASONABLE PARANOIA

Someone is always coming for you. Your competition is always figuring out a better way to do what you do. So, practice reasonable paranoia. Don't be blind to the fact that your competition will target you once established and try to take your customers. Practicing reasonable paranoia will keep your business fresh and in front of the competition.

#### 2. LOOK IN THE REARVIEW MIRROR

When you are in the lead, it is often difficult to see who is behind you. So what? Look anyways. Who is your closest competitor... your closest five competitors... your closest 10? What are they doing now, and what are they planning? What do they do better than you?

#### 3. YOU CAN ALWAYS DO BETTER

A product, a service, a policy, or a procedure can always be improved. No one is perfect, and when or if you get to the point where you feel things are 100% perfect, then you are not look-


ing hard enough. Staying out in front is challenging yourself and your business and not reacting only to competition.

#### 4. LISTEN FOR FRESH IDEAS

If you think you know it all, you will fall victim to the complacency infection. Always be looking for new ideas from competitors, employees, your North American Equipment Dealers Association, and fellow business owners in the same and other industries. You never know where or when the next great idea will come. Take advantage of opportunities at supplier meetings or Association meetings to ask questions and discuss problems and issues with other business owners. Surround yourself with good people and associates, and always be looking down the road to keep the pipeline filled with new and fresh people to add to your business. New ideas and opportunities are always there... just listen.

#### Find new resources

NAEDA has assistance in many areas of your business. You can find information on manufacturer contracts, state and provincial dealer statutes, merger/acquisition information and assistance, legal advice, legislative information and assistance, business valuations, certified audits, 401(k) audits, dealer/employee training, and many business programs and products you use daily in your dealership. There is so much available from NAEDA that will assist you in your dealership.

**As I mentioned earlier, this complacency infection is a business killer. Don't find yourself a victim, and always remember to THINK NAEDA FIRST! **

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## NAEDA's Equipment Dealers Foundation – Building Awareness, Promoting Opportunities, and Providing Resources for the Equipment Industry

by JOE DYKES



The Equipment Dealers Foundation traces its roots to 1988 when the North American Equipment Dealers Association (NAEDA) created an IRS-approved 501(c)3 Non-Profit organization – the North American Equipment Dealers Foundation. In 1998 the name was changed to the Equipment Dealers Foundation (EDF).

Through the years EDF has focused on its mission:

- To create educational programs for dealers and their employees.
- To establish scholarship programs at high schools and post-secondary educational institutions.
- For public awareness campaigns to promote the industry to the general public.
- To conduct research on related topics within the industry.
- To provide financial assistance for dealership employees impacted by natural disasters.

To address these mission items EDF is currently funding an awareness campaign to promote career opportunities with equipment dealerships, scholarship programs for students/teachers, and disaster relief for dealership employees.

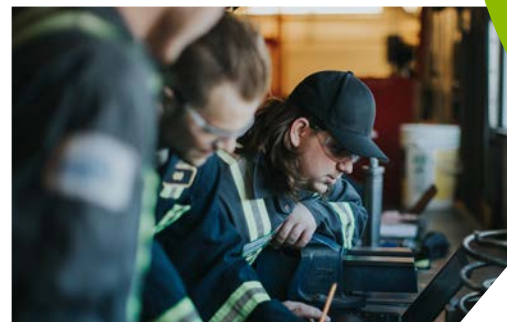
### Creating Awareness – Technicians for Tomorrow

Technicians for Tomorrow promotes careers as agricultural service technicians, a field in growing demand across North America. With advances in agricultural technology, equipment service roles now require a blend of hands-on mechanical skill and high-tech troubleshooting, making this career both intellectually engaging and essential for modern farming communities.

The program provides tailored resources for students, educators, and dealers to help promote technician careers from an early age. Students interested in hands-on, tech-focused careers can access information on the skills needed to become a technician, from basic mechanical knowledge to sophisticated electronic diagnostics. Potential earnings in the field are attractive as well, with opportunities to advance from entry-level technician roles to positions in management or specialized technical support, where some can even reach six-figure salaries.

For educators, Technicians for Tomorrow offers classroom materials and career pathway information to inspire students about non-college paths in agriculture technology. Resources for teachers include sample assessments, career outlines, and quizzes to help students explore whether a career as a service technician might be a good fit. Dealers, meanwhile, can access customized marketing materials to engage their communities and attract talent locally.

Technicians for Tomorrow aims to bridge the technician skills gap in



the agricultural industry, ensuring a skilled workforce that supports the technological advancements transforming today's farms. This initiative showcases the rewarding potential of a career as an agricultural equipment technician while creating accessible pathways for students to enter the field.

Since its launch, the Technicians for Tomorrow (T4T) awareness campaign has achieved impressive milestones:

- Reached over 3.5 million people nationwide and in Canada through social media, website traffic, and digital advertising.
- Over 50,000 viewers have watched T4T awareness videos.
- Gained a following of 3,100 people on Facebook.
- More than 1,100 individuals have downloaded resource kits tailored for students, parents, and teachers.
- TechniciansforTomorrow.org sees an average of 1,000 unique visitors each month.

These results highlight T4T's success in raising awareness and engaging audiences across North America.

For more details, explore the website at Technicians for Tomorrow by accessing this QR code.



YOUR LINK TO HIRING GREAT TECHS

Technicians for Tomorrow aims to bridge the technician skills gap in the agricultural industry, ensuring a skilled workforce that supports the technological advancements transforming today's farms.



[TECHNICIANSFORTOMORROW.ORG](http://TECHNICIANSFORTOMORROW.ORG)



**EDF scholarships are designed to encourage and support the next generation of skilled professionals who will be essential in maintaining and advancing the agricultural equipment sector.**



### EDF Scholarship Program for Students

The EDF offers scholarships to support students pursuing careers in agriculture and equipment technology. Each year, EDF provides financial aid to students enrolled in technical schools, community colleges, or universities, with a focus on those studying in fields related to the equipment industry, such as agricultural technology, mechanics, and engineering.

These scholarships are designed to encourage and support the next generation of skilled professionals who will be essential in maintaining and advancing the agricultural equipment sector. EDF's scholarships not only provide direct financial assistance but also help to promote long-term career development and stability in the industry. Member dealerships match EDF's \$1,000 scholarships, effectively doubling the support, so students can receive up to \$2,000 toward their education.

The scholarship application process emphasizes both academic achievements and merit-based criteria, ensuring that recipients are committed and capable students. EDF has awarded scholarships to 418 students since the program began in 2012. Scholarship applications are distributed in January and accepted through April each year.



### CASE (Curriculum for Agricultural and Science Education) Scholarships for Teachers

Since 2018 EDF has provided funding for partial scholarships for teachers to obtain certification in agricultural equipment courses. These courses qualify high school teachers to begin teaching these courses and subsequently reach more students and increase awareness of career opportunities in our industry.

According to CASE, agriculture teachers often have minimal training in how to teach mechanics-related content and skills. Funding provided by EDF/NAEDA is essential for teachers to gain cutting-edge professional development experiences with CASE to enhance their teaching practices to implement STEM-based agricultural mechanics courses. The long-term impact of this support



**JOE DYKES** is NAEDA's Vice President of Industry Relations and serves as Secretary-Treasurer for the Equipment Dealers Foundation.

benefits and sparks interest in thousands of high school agriculture students. The CASE initiative is managed by the National Association of Agricultural Educators (NAAE).

Since 2018, the Equipment Dealers Foundation (EDF) has provided financial assistance to sponsor 209 secondary school teachers in earning certifications to teach agricultural mechanics. This initiative has had a profound ripple effect, positively impacting thousands of students. By equipping teachers with the necessary credentials and resources, EDF ensures that students across North America gain access to quality education in ag mechanics—a field vital to the future of agricultural technology and equipment services.

This sponsorship aligns with EDF's mission to address workforce challenges in the equipment industry by promoting technical education and career development. The program enhances the capacity of schools to offer ag mechanics courses, fostering a pipeline of skilled professionals who can pursue rewarding careers in the agricultural and equipment sectors. The impact of this initiative extends beyond the classroom, contributing to the long-term sustainability of the industry.

### TEACHER IMPACT

*This CASE curriculum will give me the tools and resources needed to teach the large power equipment class I have coming up this year. It has also helped me find ideas and resources for other classes I teach, such as small engines and advanced welding.*

*I am thankful for this opportunity to learn more about this field and share my findings with the students in the years to come; I appreciate the support!*

CONT. ON PAGE 6

**JOE DYKES** is NAEDA's Vice President of Industry Relations and serves as Secretary-Treasurer for the Equipment Dealers Foundation. Joe has over 34 years of experience with equipment dealer associations at the regional and national level as Executive VP of the Mississippi Valley Equipment Association and management positions with the North American Equipment Dealers Association.



CONT. FROM PAGE 5

Dealerships are essential to their communities—not only as employers but also as providers of agricultural equipment services that help farms and businesses running smoothly. **By supporting dealership employees during disasters, the EDF Disaster Relief Fund bolsters the broader community as well.**

*The APT CASE Institute provided me with a new curriculum and hands-on instruction that will complement my curriculum of Mechanical Principles in Ohio.*

*The diagnostic tools, instruments, and concepts that can be learned in APT CASE will assist in preparing my students for careers in the agriculture industry, especially with a mechanical/engineering focus.*

## STUDENT IMPACT

Teachers self-reported the student impact on their programs. The total number of students impacted by the scholarship program this year alone is 580 students. Here are some quotes from teachers on how the scholarship will benefit their students.

*The AEMT curriculum will allow me to teach concepts in drive train, electrical, hydraulics, precision agriculture, diesel technology and maintenance of equipment.*

*This curriculum provides many hands-on inquiry-based activities that will help students learn concepts and use critical thinking skills to solve problems in each of these areas.*

*Utilizing this curriculum will make my class more interesting and fun to teach and will make me a better teacher.*

## Disaster Relief

The Equipment Dealers Foundation (EDF) Disaster Relief Fund plays a vital role in helping dealership employees and their families recover from natural disasters. Launched and managed by NAEDA, the fund is a lifeline for those affected by hurricanes, floods, wildfires, tornadoes, and other devastating events. In times of crisis, the Disaster Relief Fund offers financial assistance to those working in equipment dealerships, helping individuals and communities rebuild and regain stability after such hardships.

The fund is financed by donations from equipment dealers, industry partners, and individuals who understand the significant impact of natural disasters on dealership employees. Given the important role dealer-

ships play in their communities, especially in rural areas, providing relief to employees is essential for local resilience. Dealerships are essential to their communities—not only as employers but also as providers of agricultural equipment services that help farms and businesses run smoothly. By supporting dealership employees during disasters, the EDF Disaster Relief Fund bolsters the broader community as well.

Applying for disaster relief assistance from the EDF is a straightforward process to ensure that funds reach those in need as quickly as possible. When disaster strikes, dealership employees can apply for direct financial aid that helps cover urgent expenses such as housing, repairs, food, and other essentials. This support helps recipients bridge the gap between their immediate needs and longer-term recovery efforts. Since its inception in 2005 EDF's Disaster Relief efforts have provided over \$380,000 in financial assistance to 250 dealership employees.

The Disaster Relief Fund has already made a difference for many affected employees across North America. For instance, during devastating hurricanes and storms in recent years, the fund provided timely support to those who lost homes or faced significant damage. Such assistance not only relieves immediate financial burdens but also gives employees the confidence that their industry is behind them, even in challenging times. This security fosters loyalty and morale within the workforce, which is essential for long-term industry stability.

Beyond direct aid, the EDF's disaster relief efforts reflect the equipment industry's commitment to its members and their communities. Equipment dealers are encouraged to donate to the fund, whether through direct contributions or by organizing fundraising initiatives. Many dealerships also partner with EDF during times of crisis, matching funds or contributing additional resources to amplify the impact of the relief efforts.

The EDF Disaster Relief Fund embodies a spirit of solidarity within the equipment industry, helping employees weather life's storms and rebuild their lives. By supporting this initiative, donors contribute to a safety net that extends across the equipment dealer network, reinforcing the commitment to employees' well-being. This fund aligns with EDF's larger mission of supporting professional growth, stability, and resilience within the industry. Through its disaster relief efforts, EDF underscores the strength of the equipment industry community, demonstrating that, in times of need, its members stand together to support one another. **EDM**



**THE EQUIPMENT DEALERS FOUNDATION** is a registered charitable foundation established under United States guidelines and policies. As such, all donations to the EDF are eligible to receive a receipt for income tax purposes. All funds that are raised in the United States are allocated for the benefit of United States equipment dealers with the North American Equipment Dealers Association.

# CREATING THE NEXT GENERATION OF SERVICE TECHNICIANS



## TECHNICIANS FOR TOMORROW

YOUR LINK TO HIRING 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 technician candidate — scan the QR Code, or visit us online and fill out a short survey.

The information you provide will assist us in tailoring 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 COMPLETE  
OUR SURVEY



[TECHNICIANSFORTOMORROW.ORG](https://www.techniciansfortomorrow.org)



[NAEDA.COM](https://www.naeda.com)



## Michael Piercy Named Senior Vice President of Manufacturer and Dealer Relations at NAEDA

by NAEDA STAFF



“Dealers are at the heart of everything we do at NAEDA. In this new role, my goal is to advocate for their interests while maintaining and enhancing the vital relationships we have with manufacturers.”

— Michael Piercy | Senior Vice President of Manufacturer and Dealer Relations

**T**he North American Equipment Dealers Association (NAEDA) is proud to announce the promotion of Michael Piercy to Senior Vice President of Manufacturer and Dealer Relations.

With a decade of dedicated service to NAEDA and over 20 years of experience in leadership, training, and strategic development, Piercy brings a wealth of expertise and a dealer-first perspective to this critical role.

In his new role, Piercy will lead NAEDA’s efforts to strengthen the partnership between equipment dealers and manufacturers across North America. By fostering collaboration and mutual understanding, he aims to ensure manufacturers align with the evolving needs of dealers while maintaining strong, productive relationships that advance the agricultural, construction, industrial, and outdoor power equipment industries.

“NAEDA exists to represent and serve the interests of our dealers, and Michael’s extensive background in dealer development makes him the ideal leader for this role. He under-

stands the challenges our dealers face and has a proven ability to engage with farm, construction, industrial, and outdoor power equipment manufacturers constructively, building solutions that benefit the entire industry,” said NAEDA President and CEO, Kim Rominger.

Piercy’s tenure with NAEDA has been marked by a steadfast commitment to dealer success. As Vice President of Dealer Development, he led the growth of the Dealer Institute (DI), building it into an essential resource for dealers seeking training, consulting, and strategic guidance. His work with DI not only helped individual dealerships strengthen their operations but also created pathways for dealers to navigate significant transitions such as mergers, acquisitions, and succession planning.

Piercy also brings a deep understanding of manufacturer relations, having worked closely with numerous manufacturers to deliver training programs and consulting services tailored to their dealer networks. This unique experience positions him to advocate effectively for dealers, ensuring manufacturers remain attuned to their needs while fostering collaboration to address common challenges.

“Dealers are at the heart of everything we do at NAEDA,” Piercy said. “In this new role, my goal is to advocate for their interests while maintaining and enhancing the vital relationships we have with manufacturers. It’s about building bridges, finding common ground that supports dealers’ growth and profitability while fostering a collaborative, forward-thinking partnership with manufacturers.”

Piercy’s leadership comes at a pivotal time as dealers and manufacturers navigate an increasingly dynamic marketplace. By focusing on communication, alignment, and shared goals, he aims to create solutions that drive long-term success for NAEDA members.

## Tom Healy Appointed Vice President and Director of Dealer Development at NAEDA

by NAEDA STAFF

**T**he North American Equipment Dealers Association (NAEDA) is pleased to announce the appointment of Tom Healy as Vice President and Director of Dealer Development.

In this pivotal role, Healy will spearhead initiatives to enhance the growth and success of equipment dealers across North America, providing critical support and guidance to the association’s dealer members.

Healy brings with him a wealth of experience in the equipment dealership industry, having worked in leadership positions with both equipment dealers and NAEDA that emphasize strategic development, dealer relations, dealership operations, and organizational growth. His exten-



“Our dealers are the backbone of the equipment sector, and I am committed to ensuring they have the support and resources needed to succeed in this dynamic landscape.”

— Tom Healy | Vice President and Director of Dealer Development

Founded in 1900, the North American Equipment Dealers Association (NAEDA), is a non-profit trade organization representing retail dealers extensively engaged in the sale and service of agricultural, construction, industrial, forestry, outdoor power, lawn and garden, and/or turf equipment. NAEDA provides essential value to its members by enhancing the dealer-manufacturer relationship and advocating for a positive legislative and regulatory environment. NAEDA is headquartered in Kansas City, MO and its Canadian office is located in Calgary, AB. NAEDA is affiliated with regional associations located throughout the United States and Canada.

sive background in dealer network expansion, coupled with his deep understanding of the challenges and opportunities facing the industry, and dealership/manufacturer relationships uniquely positions him to lead NAEDA's dealer development efforts.

"Tom's proven track record in dealer development and his commitment to advancing the interests of equipment dealers make him an excellent fit for this role," said Kim Rominger, President and CEO of NAEDA. "We are confident that his leadership will further strengthen the services we offer our members and ensure that NAEDA remains at the forefront of sup-

porting equipment dealers in North America."

As Vice President and Director of Dealer Development, Healy will be responsible for driving the development and execution of NAEDA's dealer development strategy, working closely with members to ensure they have the tools and resources needed to thrive in an increasingly competitive marketplace. He will also play a key role in fostering collaboration within the industry, creating opportunities for dealers to share best practices and grow their businesses.

"I am honored to accept this new role in NAEDA and look forward to working with our

members to help them navigate the challenges of a rapidly evolving industry," said Healy. "Our dealers are the backbone of the equipment sector, and I am committed to ensuring they have the support and resources needed to succeed in this dynamic landscape."

Healy's appointment marks an exciting new chapter for NAEDA as the association continues to champion the interests of equipment dealers and advocate for policies that foster long-term growth and sustainability within the industry.

## North American Equipment Dealership Association Announces Retirement of Key Executive Gary Manke

by NAEDA STAFF



"I have had the opportunity to work with and beside our members who are some of the most genuine people you will ever meet. Thank you members for making my career a rewarding experience in this industry."

— Gary Manke | Former Senior Vice President of Manufacturer Relations

**T**he North American Equipment Dealers Association (NAEDA) proudly announced retirement plans for Gary Manke, who served NAEDA and its predecessor associations in leadership positions for decades, offering key support to NAEDA's dealer members.

Gary Manke is retiring after a career with NAEDA spanning over 49 years. During his tenure, Gary played an instrumental role in shaping the future of the Midwest South Eastern Equipment Dealers Association as its Executive Vice President/CEO. Most recently, Gary served NAEDA as its Senior Vice President of Manufacturer Relations. In this role, Manke was able to successfully continue his long-standing commitment to advocating for dealer interests, and driving industry-wide initiatives that promoted growth, efficiency, and sustainability. His ability to foster collaboration among manufacturers, dealers, and policymakers has earned him the respect and admiration of colleagues and industry stakeholders.

"Gary Manke's leadership has been a defin-

ing force at NAEDA for many years," said Kim Rominger, CEO of NAEDA. "His strategic vision, dedication to excellence, and genuine passion for the industry and for assisting dealers have had an immeasurable impact on our association and the broader equipment dealership community. We are incredibly grateful for his contributions and wish him all the best in his well-earned retirement."

As Manke prepares to step into the next chapter of his life, he leaves behind a legacy of accomplishments that will continue to shape NAEDA's mission for years to come. "I have had the opportunity to work with and beside our members who are some of the most genuine people you will ever meet. Thank you members for making my career a rewarding experience in this industry." His retirement marks the end of an era, but his influence will remain a guiding light for the Association and the equipment dealership sector as a whole. Manke will also continue to assist NAEDA as a consultant on an as-needed basis as NAEDA transitions his responsibilities. [EDM](#)



## Welcome NEDA Staff to the NAEDA Team

by NAEDA STAFF



**Dave Close,**  
VICE PRESIDENT,  
NORTHEAST REGION

**Dave Close joined the association in 1988 as a computer support/installer for the Challenger Business Systems. Since then, Dave's role at the association has been shaped in many forms to meet the needs of the organization and its members in the nine-state region of the Northeast. He served as a field representative for the NY Equipment Dealers Association until 1996, when NYEDA merged with the Penn Jersey and New England Association to form NEDA, LLC.**

In 2003, NEDA, LLC became incorporated to NEDA, Inc. There he served as Operations Manager from 2000 to 2022. In 2022, his role changed to Executive Vice President/CEO until December 2024 when NEDA merged with NAEDA. Dave now serves as NAEDA's Vice President, Northeast Region, and will continue to serve as the main contact for all members in the Northeast. Dave will oversee all operations and staff in the Northeast office located in Liverpool, NY.

When not helping members of NAEDA, Dave enjoys playing softball, hunting, and enjoying time with his wife Kim, three children, and two grandchildren.



**Kelli Neider,**  
ADMINISTRATIVE  
ASSISTANT

**Kelli was born in Syracuse, NY and raised in Liverpool, NY where she graduated from Liverpool High School in 1988. Kelli worked in the restaurant business for 12 years before joining the Northeast Equipment Dealers Association in 2000 as their administrative assistant.**

Kelli joined the North American Equipment Dealers Association upon the merger of NAEDA and NEDA.

Kelli looks forward to continuing to support equipment dealers in the Northeast region with their needs as part of the NAE-DA team.

Kelli resides in Lakeland, NY and in her spare time enjoys spending time with family.



## EDC Welcomes New Team Member

by NAEDA STAFF



**Mike Murteza, CPA**  
EQUIPMENT DEALER  
CONSULTING

**Mike joined the EDC team in December 2024 as a Senior Audit Associate to assist in the growing audit practice demands. Mike is heavily involved in the audits of our equipment dealers and with the audits of our clients 401(K) plans.**

Mike began his career at KPMG St. Louis. For two years Mike focused on performing audits on a myriad of clients ranging from those in the healthcare industry to governmental entities. Mike graduated from the University of Kansas with a Master of Accounting degree in the spring of 2022 and became a certified public accountant in the fall of 2023.

**Certifications**

- Certified Public Accountant

**Activities & Affiliations**

- American Institute of Certified Public Accountants
- Missouri Society of CPAs

# Exploring the Hidden Internet

**T**he internet can be broken down into three layers - surface, deep and dark - so what exactly, is the DARK WEB?

The **SURFACE WEB** contains content that is easily accessible from everyday websites and browsers. The **DEEP WEB** is home to private and secure portals, like your bank and healthcare accounts. The **DARK WEB** however, is a series of websites that hide their identities and locations and are not accessible from standard internet browsers. Used for both legal and illegal purposes, the dark web has become infamous for identity theft and similar cybercrimes.

The dark web is used to buy and sell drugs, weapons, pornography, paid assassinations, sex trafficking and your personally identifiable information obtained via data breaches such as credit/debit card data, usernames, passwords, etc. **The dark web is the #1 marketplace where stolen identities are bought and traded.** If you were the victim of a data breach, your exposed data would likely be sold here.

## What To Do If Your Information Is On The Dark Web

If you learn that your information is on the dark web, there are several things you should do immediately to protect your privacy and identity.

### Change Your Passwords

For every account with compromised login credentials, you should update your passwords to be strong and unique – It's strongly recommended that they consist of at least 16 characters and a combination of uppercase and lowercase letters, numbers and symbols. Using a password manager which features a built-in password generator creates stronger passwords. It's also good to choose a Password Manager that also securely stores them in an encrypted digital vault. IDSHIELD provides this service as part of their membership benefits.

### Enable Multi-Factor Authentication (MFA)

After making the passwords on compromised accounts stronger, you should also enable Multi-Factor Authentication (MFA) where available to add another layer of security to your accounts. MFA requires you to provide an extra form of authentication to access your account beyond your username and password. Some examples include a PIN, a code from an authenticator app, an answer to a security question or your biometric information. It's important to enable MFA on any accounts that support it because even if your username and password are compromised, a cybercriminal would be unable to log in with your login credentials since they won't have your MFA.

### Scan Your Devices For Malware

Malware is malicious software that can infect your device if you fall for a phishing scam or download free games, apps or movies from third-party sources. Once malware is installed on your device without your knowledge, a cybercriminal can spy on your online activity and steal data from your device. After learning that your information is on the dark web, it's best to run antivirus software on your devices to determine if malware caused your information to become compromised.

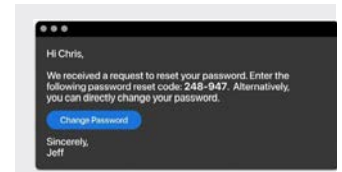


## Place A Security Freeze On Your Credit Report

A security freeze, also known as a credit freeze, stops creditors from accessing your credit report, preventing them from approving any new loans or lines of credit in your name. This is a necessary step for you to take if your private information was found on the dark web because a cybercriminal may commit identity theft and fraud while impersonating you. To place a security freeze, you need to contact each of the three credit bureaus separately: Experian, TransUnion and Equifax. If you are a member of IDSHIELD our licensed investigators will assist you with this process.

## Keep An Eye Out For Suspicious Activity

If your information appears on the dark web, you should stay alert and monitor your online accounts for unusual activity. Some kinds of suspicious activity to watch out for include unusual and frequent login attempts, unfamiliar transactions on your bank statements and Multi-Factor Authorization code requests you didn't initiate. For example, if you keep receiving emails from an online account with a One-Time Password (OTP) code that you didn't request, a cybercriminal may be attempting to log in to your account. If you continue to notice suspicious activity occurring in your accounts, it means that a cybercriminal either has access or is trying to gain access to them.



Although there is no way to remove your information once it appears on the dark web, following the steps above will help keep your accounts and identity protected. Another way to assure your information is protected is by enrolling in an Identity Theft protection plan like IDSHIELD.

## Stay Protected Against Identity Theft & The Dark Web

IDSHIELD monitors your personally identifiable information online, including the dark web, provides monitoring services for your accounts and other information, provides you with a password manager, sends alerts if your information is found so you so you can act quickly and provides Consultation and Restoration Services through our Licensed Investigators if you do become a victim! **EDM**



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# How Many Lines Is Too Many?

by ARTHUR WARD

**R**egardless of who is responsible for the whole goods inventory at your dealership, they all struggle with the same question. How many different lines should I carry?

The question is even more complicated in the current environment of mainline manufacturers driving dealer purity. I can appreciate why mainline manufacturers want to put pressure on their dealers to limit their product offering to only their products, but in most cases, it is not feasible. Manufacturers have gaps in their product lines that dealers need to source elsewhere to meet customer needs. I am not saying we need to be all things to everyone, but we need to ensure we have the products that make sense.

There are many factors to consider when deciding what whole good product lines you are going to carry. Some of them are obvious, while others are more complicated. Quite often, the most important factors are overlooked or ignored, depending on the process you use to evaluate these opportunities. The first step is to HAVE A PROCESS! Here are some things to think about.

The first thing to understand when evaluating a potential product is to determine the market potential. This is a crucial step that should not be overlooked. The number one pitfall is letting the sales team decide on the products we sell. Just because a customer went to a farm show or found a product online that they want to buy does not mean we have to sell it to them. It means we may need to look at the opportunity and see if it makes sense to sell. How many can we sell? Can the sales team identify enough prospects to evaluate the potential further? If the answer is no, simply tell the customer we cannot sell the product because we are not able to adequately support it. If the answer is yes, we roll up our sleeves and take a deeper look.

Once you have determined you have a



**Manufacturers have gaps in their product lines that dealers need to source elsewhere to meet customer needs.** I am not saying we need to be all things to everyone, but we need to ensure we have the products that make sense.

market, the next step is to take a look at the supplier. Most shortline manufacturers are eager to sign up dealers to sell their products. A large number are becoming increasingly sophisticated and support their products and dealers very well. Some out there still want to sign up for every dealer in town but do not have formalized processes to support their dealers. If the manufacturer falls into the latter category, be very careful. I suggest not getting involved. If they fall into the first category, keep going.

The next step is to understand what their whole goods expectations are of you as the dealer. Do they have minimum stocking levels for whole goods? Meaning, how much of my working capital do I have to tie up in inventory? Do their stocking expectations align with my market potential? Does it fit with my inventory strategy? What are their payment terms? Do we have to pay when we order? Do they have finance terms or cash discounts for stocking dealers? Are we expected to take trades? Do they have interest-free terms on trades taken? Can they consistently supply our needs?

What is the factory lead time? Do they have sales training and support for the sales team? Do they support clinics for end users and operator training?

**There are many factors to consider when deciding what whole good product lines you are going to carry. Some of them are obvious, while others are more complicated. Quite often, the most important factors are overlooked or ignored, depending on the process you use to evaluate these opportunities. The first step is to HAVE A PROCESS!**

Another thing to consider is how many products does this manufacturer supply? If the manufacturer has multiple products that may fit your market, it may make sense to consider them before a manufacturer that only supplies one or two. This gives you access to several products without having to add more suppliers than you need to. More relationships mean more relationships to manage, more processes to understand, and more chances for things to go wrong. It may be necessary to have more suppliers if you have a diverse market or have niche segments. This

is why knowing your market and your customers' needs is important.

If the terms of the whole goods make sense, the next question is warranty and service support. What is their warranty? Do they cover parts and labor? How do they

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**ARTHUR WARD** is a trainer with NAEDA's Dealer Institute. Prior to joining DI as a wholegoods and sales specialist and trainer, Arthur held leadership roles within Pattison Agriculture and its legacy dealerships in Canada, and he is currently the Chief Integration Officer for Aberhart Group. He looks forward to helping dealers succeed by improving whole goods and sales operations.



**ARTHUR WARD,**  
Wholegoods and Sales  
Specialist and Trainer with  
NAEDA's Dealer Institute.



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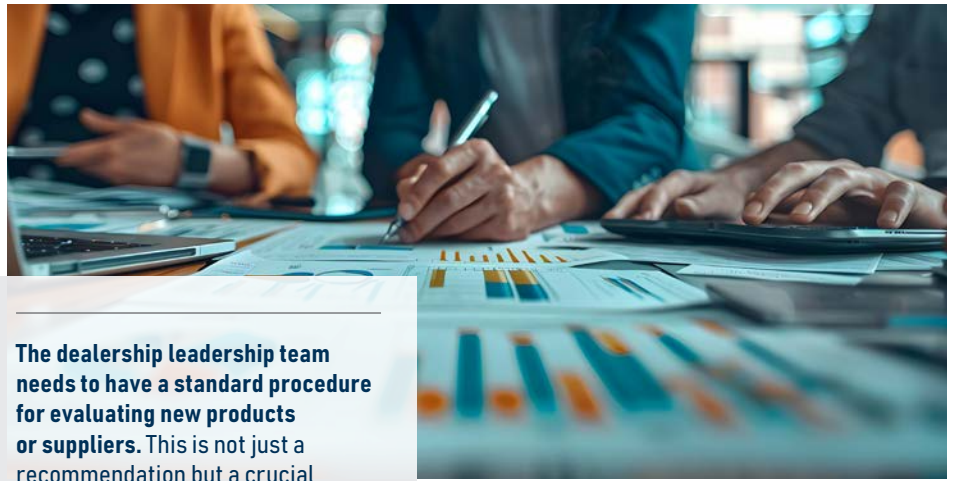
CONT. FROM PAGE 12

approve and process warranty claims? How fast do they pay warranty claims? What is their warranty labor rate? Do they pay your posted shop rate? Do they have service training, or do they have a tech support line? Do they have service manuals or other support for technicians? Do we have the service capacity to support the product effectively and profitably?

Finally, how do they support your parts department? Do they have suggested stocking lists for their products? Do they have minimum stocking levels for parts? Do they have any expectations of display space or showroom exposure? Do they have any discount programs for preseason orders? Do they have seasonal parts return programs? How frequently can you put in stock orders? Do they advertise their MSRP on parts? What are their policies for parts returns and special orders? How do they handle freight charges? What is their warranty on parts sold over the counter? Parts sold through the shop? How do we get paid for parts replaced under warranty? Do they have parts manuals or an online portal?

Once a product or supplier has passed all of these criteria, it is still important to build a proforma to truly understand the potential profitability and risks. If it meets your expectations, then giddy up.

There are also a few other things to con-



**The dealership leadership team needs to have a standard procedure for evaluating new products or suppliers. This is not just a recommendation but a crucial step in ensuring the success and profitability of your business. In today's market, where we are dealing with high-value purchases, a standardized process is more important than ever.**

sider when looking at a new supplier. Do they have any marketing support, such as a co-op program or other financial support for advertising? What kind of onboarding process do they have for new dealers or new dealer employees once you are a dealer?

The dealership leadership team needs to have a standard procedure for evaluating new products or suppliers. This is not just a recommendation but a crucial step in ensuring the success and profitability of your business.

In today's market, where we are dealing with high-value purchases, a standardized process is more important than ever. We aren't just talking about \$10,000 augers or \$15,000 hay rakes anymore. We are talking about \$1,000,000 seeders, \$250,000 combine headers, \$200,000 grain carts, and \$125,000 augers. These expensive machines that involve taking trades and providing customer support are indicative of these high-dollar purchases.

At the end of the day, these products can provide huge opportunities for profitability and customer acquisitions. When done properly, they can play a large role in the success of your business. When mismanaged or without a proper process, they can be a huge cash vacuum. In today's world, the margin between the two is razor-thin. **EDM**

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Trends, Forecasts, and Strategies  
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A GLIMPSE INTO JUST A PORTION OF OUR  
2025 SESSION TOPICS...

### Manufacturer Panel on the State of New and Used Equipment

A panel of manufacturers will discuss the current landscape of both new and used equipment sales, sharing insights into the challenges they face in moving equipment during market fluctuations and the strategies they are employing to help dealers manage their inventories.

### Used Equipment Trends and Forecast

A deep dive into the current trends in used equipment sales and a forecast for the upcoming months or years.

### Managing Through Downturns

Learn to navigate economic downturns with strategies for maintaining stability, reducing costs without compromising service, and finding new revenue streams.

### When Equipment Sales are Down, Where to Focus Your Efforts to Drive Revenue

When equipment sales slow, the aftermarket—parts, service, and accessories—becomes vital. This session explores strategies to grow service departments and increase parts sales to maintain revenue.

### How to Use UCC Data to Move Equipment

This session will explore how dealerships can leverage UCC (Uniform Commercial Code) data to identify and approach potential customers for moving equipment.

### Developing an Optimal Auction Strategy for Maximum Success

This session will provide guidance on creating auction strategies that maximize returns while minimizing aged inventory.



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### ADDITIONAL TOPICS...

#### Government Affairs

An update on key legislative and regulatory developments affecting the equipment industry.

#### Women in Industry Panel

A panel discussion featuring women leaders in the equipment industry, highlighting the importance of diversity and inclusion.

#### Benchmarking Success: Key Insights and Strategies from the 2024 OPE Cost of Doing Business Study

Discover how your dealership compares to industry benchmarks and uncover actionable strategies to improve profitability with insights from the 2024 OPE Cost of Doing Business Study.

#### Insights from Outdoor Power Equipment Industry Leaders (OPE manufacturer panel)

An engaging panel featuring top executives from leading outdoor power equipment manufacturers as they discuss the latest trends, challenges, and opportunities shaping the industry.



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# Customer Loyalty in Ag Equipment Financing

Producer preferences and dealer satisfaction market insights.

by AgDirect®

**Interest rates are a critical factor in financing decisions for agricultural equipment.**

Given climbing machinery prices and higher borrowing costs, it's no surprise buyers gravitate toward companies offering the most competitive rates.

But with shifting sales cycles and the rise of online equipment sales, generating repeat business isn't just about offering attractive rates and terms. Building a loyal customer base requires meeting producers' needs where and when they choose to buy equipment.

Recent AgDirect survey data highlights the important role dealerships play in driving machinery financing decisions.

## Producer purchase and financing preferences

According to a 2023 nationwide survey of nearly 900 producers, most farmers start thinking about their financing options when talking with their lender ahead of a purchase, at the dealership or when researching what equipment to buy.

With the rapid increase of online auctions and digital marketplaces, producers have more opportunities at their fingertips to explore their machinery purchase and financing options. Although many producers are turning to online platforms like BigIron and AuctionTime, the survey revealed purchasing equipment at a physical dealership remains the top choice.

This trend extends to the used equipment space. When asked about their most recent equipment purchase, around half of respondents indicated they bought used equipment, and the vast majority of these acquisitions were made through a dealer.

There has also been a notable rise in the number of producers choosing to finance their equipment. Among the respondents, 73% re-

ported financing their most recent equipment purchase instead of paying with cash.

This marks a significant increase in equipment financing over the past decade. In 2019, 64% of respondents financed their equipment purchases, and in 2015, only 41% opted for financing.

Additionally, the survey confirmed financing at the dealership takes the lead as the preferred financing method, closely followed by applications at the lender's office.

## Drivers of dealer satisfaction

Market insights from the AgDirect producer survey indicate farmers often initiate their equipment purchase and financing journey through interactions at local dealerships. The findings underscore the importance of strong partnerships between dealers and financing companies.

AgDirect works with a network of over 4,500 equipment dealers across the United States. In a recent survey of 414 equipment dealer employees that offer AgDirect financing, 99% of respondents said they were likely to recommend AgDirect to their next customer.

The likelihood of recommending a company is closely correlated with customer loyalty. Survey results showed another competitive

strength includes the people working behind the scenes to support customers and dealers throughout the financing process.

"AgDirect has always been my number one go-to for irrigation financing," says Lee Leslie, of Butte Irrigation, Inc. "I have always been treated with the utmost respect. And have always had an awesome relationship with the representatives."

Steven Whistler, sales consultant at Sioux International, Inc. shares a similar sentiment: "AgDirect's loan process is easier and faster than anyone else's. The staff does a phenomenal job of answering questions and explaining the process."

Along with knowledgeable and friendly service, dealers shared they value AgDirect's innovative tools and streamlined processes. Here's what else dealers say they like about doing business with AgDirect:

- 2-7 year financing terms\*
- As low as \$0 down & delayed payments
- No prepay penalties\*\*
- No recourse or reserve for dealership

AgDirect offers customized loan and leasing options for both new and used equipment purchased at the dealership, at auction, online (auction platforms and marketplaces) and via private party. **EDM**



Rates and shifting sales cycles are shaping how producers approach buying and financing ag equipment. Recent AgDirect survey data highlights the important role dealerships play in driving these decisions.



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# Solving the Talent Gap: How AI Tools Support and Retain Dealer Teams

by RÉMI SCHMALTZ, CEO, Brilliant Harvest

**R**etaining skilled staff while managing increased demand is a huge challenge.

Dealer teams are stretched, particularly during peak seasons, and they already struggle with a shortage of skilled personnel. Not to mention the ever-rising need for exceptional customer service.

Enter AI-driven customer experience, a transformative aid designed to bridge the talent gap in dealerships, enhance employee satisfaction, and ensure that staff can focus on high-value, strategic tasks.

## The Talent Problem in Dealerships: A Growing Concern

Agriculture equipment dealerships face unique staffing issues. In recent years, the demand for knowledgeable staff has far outpaced the supply, leaving dealerships understaffed or relying heavily on junior team members who lack the deep knowledge required to serve customers effectively. This shortage is especially felt during peak seasons when the need for efficient service and technical support surges as farmers rush to prepare for planting or harvest.

It is increasingly difficult to fill roles with candidates with the specialized knowledge required to handle complex inquiries. This talent gap leads to overworked employees and delays in service, affecting customer satisfaction. For a business that relies heavily on strong customer relationships, this can be a serious issue. This is where AI tools provide a modern solution, serving as a "team member" that can assist in meeting demand, providing information, and improving the overall customer experience.

## How AI Lightens the Load on Dealership Staff

AI-powered support systems help alleviate the burden on dealership staff by han-

dling repetitive, information-driven inquiries and tasks. For instance, AI chatbots and support systems can manage the initial interactions with customers, answer frequently asked questions, and provide helpful information on routine topics, such as maintenance schedules and troubleshooting steps. This allows dealership staff to focus on the more complex issues that require human expertise, providing them with breathing room during busy periods, reducing turnover.

Furthermore, AI tools can be equipped with data on the latest products, specifications, and common technical issues, offering customers quick and accurate answers. This not only speeds up sales and service but also ensures that customers feel valued and supported, even when there are staffing constraints.

## Supporting Seasonality and Fluctuating Demand with AI

Agriculture dealerships experience significant seasonal fluctuations, with peak times requiring quick, efficient service. AI-driven solutions, designed to operate around the clock, can be scaled to meet these demands, offering dealerships an affordable way to manage seasonal spikes in customer inquiries. By automating responses to common questions, dealerships can maintain high service standards for every client without having to bring on additional temporary staff, who likely lack the necessary expertise and training.

Dealers excel at supporting their top customers but often struggle to offer high-quality service to smaller accounts, which limits



It is increasingly difficult to fill roles with candidates with the specialized knowledge required to handle complex inquiries. **This talent gap leads to overworked employees and delays in service, affecting customer satisfaction.** For a business that relies heavily on strong customer relationships, this can be a serious issue.

growth opportunities with these customers. AI-powered automation can deliver consistent responses to common inquiries across all customer segments, ensuring that even long-tail clients receive exceptional service.

AI-powered tools also ensure that when customers reach out with complex, high-stakes issues, they are connected to an experienced staff member quickly. During high-demand times, this kind of triage system can mean the difference between retaining loyal customers and risking their trust due to slow response times or inconsistent service quality.

## Retaining Skilled Employees with AI Support

One of the key benefits of AI-driven tools in addressing the talent gap is their potential to improve employee satisfaction and retention. By taking over routine tasks, AI reduces employee burnout, which is common in under-resourced environments. Staff members no longer feel overwhelmed by repetitive questions and can instead focus on the high-value interactions that make a real difference to the dealership and to customers.

Moreover, employees are often more motivated when they can use their skills to tackle interesting challenges rather than handle administrative tasks. AI tools free them to do what they do best: provide expert guidance,



**AI tools provide a modern solution, serving as a "team member" that can assist in meeting demand, providing information, and improving the overall customer experience.**

build customer relationships, and contribute strategically to the dealership's success. Over time, this reduction in burnout and increase in job satisfaction leads to better employee retention—a critical advantage given the current labor shortage.

### Upskilling with AI as a Partner in Learning

AI-powered solutions don't just provide immediate assistance; they also have the potential to help dealership employees build their expertise. By using AI as a "virtual trainer," staff can access detailed product information, learn from customer interactions, and become better equipped to handle a broader range of questions and issues. Over time, employees develop greater confidence and technical knowledge, effectively closing the skill gap from within.

For example, some AI tools provide real-time guidance to staff during customer interactions, suggesting relevant information or troubleshooting steps based on historical data. This on-the-job support speeds up the learning curve for newer employees and helps them serve customers more effectively.

### Enhancing Customer Loyalty Through Efficient Post-Sale Support

Post-sale service is one of the most critical aspects of customer retention for equipment dealerships. Farmers depend on reliable support to keep their equipment running smoothly, es-

pecially during crucial seasons. By using AI to provide consistent, round-the-clock assistance, dealerships ensure that customers feel supported and valued long after their purchase, regardless of their purchase size. This builds loyalty, as customers are more likely to stick with a dealership that offers dependable, ongoing support.

Furthermore, AI-powered systems can keep track of customer interactions, allowing dealerships to deliver a personalized experience. For instance, AI can log service histories and use them to suggest relevant maintenance checks or product upgrades, showing customers that their needs are understood and anticipated. Personalized interactions like these can be powerful drivers of customer loyalty.

### Cost Efficiency and ROI: A Financial Incentive for Dealerships

The initial cost of AI tools quickly translates into measurable returns, delivering value across dealership operations. AI-driven customer support systems can reduce the need for additional seasonal hires and employee turnover, lowering overall staffing costs. Additionally, the increase in customer satisfaction and retention directly contributes to higher revenue. By providing an AI-powered customer experience, dealerships effectively future-proof their business, setting up a scalable solution that grows with demand.

The cost efficiency of AI also allows dealerships to use their resources more strategically. Instead of spending time and budget on recruiting and training temporary or inexperienced staff, they can invest in developing their core team and refining their customer experience. In the long term, this translates into a stronger brand reputation and a more loyal customer base.

### Looking Forward: AI as a Staple in the Future of Dealership Operations

AI tools are no longer just an optional add-on; they are becoming essential to dealership operations. As the industry continues to face labor shortages and fluctuating demands, AI-help desks offer a stable, scalable solution that empowers dealerships to thrive, even in challenging circumstances. By bridging the talent gap, enhancing employee satisfaction, and improving customer loyalty, AI is setting the foundation for a future where ag equipment dealerships can operate more efficiently, flexibly, and profitably.

For ag equipment dealerships, investing in AI is not just about meeting today's needs; it's about preparing for tomorrow's opportunities. With its potential to elevate the customer experience, streamline operations, and support staff, AI is proving to be an invaluable tool for dealers who want to stay ahead in a rapidly changing industry. **EDM**



**RÉMI SCHMALTZ**, CEO and Founder of Brilliant Harvest.

**RÉMI SCHMALTZ** has farming in his blood. His family has been in agribusiness for over 100 years, including farming, ag retail, and an equipment dealership. He created Brilliant Harvest, an AI-powered Helpdesk made to empower equipment dealer teams across the entire customer experience (CX), from purchase to repair.

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### MONDAY, APRIL 7, 2025

- NAEDA Board Meeting – all-day
- D.C. Fly-In Attendee Arrivals
- Evening Welcome Reception at Washington Nationals vs. LA Dodgers baseball game at Nationals Park

### TUESDAY, APRIL 8, 2025

- Welcome Breakfast & Orientation
- Travel to Capitol Hill
- Capitol tour & late morning meetings
- Luncheon on Capitol Hill
- Afternoon meetings
- Dinner at the hotel with a guest speaker

### WEDNESDAY, APRIL 9, 2025

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- Breakfast & Debrief meeting at the Military Women's Memorial
- Late morning & early afternoon tour of Arlington National Cemetery
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# Understanding the Trade-In Trap: Tough Economic Times Require Increased Focus on Intake Processes

by LANCE FORMWALT

**A**ll dealers accept trade-ins from customers. Leaving aside the inherent economic risk of making a bad deal by putting too much money in a trade, it is important to remember that dealers also have legal risk associated with liens your customer put on the trade-in equipment.

This risk can turn quickly into an economic risk if the customer's lenders aren't paid and the lenders come looking for collateral you thought was yours.

Even though there is always a risk that a customer will get into financial trouble, these risks increase dramatically in an economic downturn. All segments of dealers are experiencing this now given the relatively high interest rates impacting both dealers and customers. Dealers selling large agricultural equipment are facing enhanced risks due to low commodity prices and an overall tough economic climate for farmers. Due to this environment, we are seeing an uptick in customer delinquencies and a corresponding increase in dealer issues with their customers' lenders.



**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](mailto:lancef@sb-kc.com) or 816-265-4106. Also see [www.sb-kc.com](http://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.



Dealers selling large agricultural equipment are facing enhanced risks due to low commodity prices and an overall tough economic climate for farmers. **Due to this environment, we are seeing an uptick in customer delinquencies and a corresponding increase in dealer issues with their customers' lenders.**

This article will give dealers a basic overview of the issues involved with trade-ins and liens your customer put on the trade-in as well as some practical tips for processes to implement to help reduce risk.

## Why is a dealer liable to the bank?

The Uniform Commercial Code (UCC) was developed to give secured creditors (banks) protection by establishing rules designed to provide certainty to the banks with respect to the collateral the banks take when making loans. In the trade-in situation, the UCC says that the bank's lien stays with the equipment after it is traded to the dealer unless the dealer is a "buyer in the ordinary course". Unfortunately, a dealer cannot be a "buyer in the ordinary course" unless the seller (the customer) typically sells that type of equipment. The problem is that the customer is not in the business of selling equipment, meaning the bank's lien remains attached to the trade-in after the dealer takes title.

If the lien stays on the equipment, it means the bank is entitled to the value of the equipment to satisfy the customer's debt to the bank. If the bank comes after the dealer

for this amount, the dealer will be hit twice – first, by giving the customer credit for the trade-in value by reducing the cash purchase price for the new equipment and second, by turning over the trade-in to the bank (or paying the bank cash of approximately the same amount). In addition, in situations where the trade-in has already been sold, it is also possible that a lender might pursue profits received on the sale of the trade-in.

It is important to note these rules don't just apply to a lien that the customer put on his equipment to finance the purchase of that equipment... the same rules also apply to a customer's blanket lien (i.e., a lien against all of the customer's assets or all of the customer's equipment) that was given as collateral for the customer's operating line of credit. Unfortunately, while dealers and customers are often aware of liens against a specific piece of equipment, blanket liens are usually not on the radar and therefore create the biggest problems for dealers.

If you run into this situation, you will generally have the right to pursue your customer for your losses. Of course, we all understand that right offers little comfort since the customer is in financial trouble (and perhaps bankruptcy), leaving you little chance of full recovery.

CONT. ON PAGE 25

## Navigating Generation-Specific Economic Challenges: The Role of Financial Advisors

by DAVID WENTZ

In today's complex economic landscape, each generation faces unique financial hurdles. From Baby Boomers to Gen Z, understanding these challenges is crucial for long-term financial success.

This article explores the economic obstacles specific to different generations and highlights how financial advisors can provide tailored solutions.

### Baby Boomers (Born 1946-1964)

#### KEY CHALLENGES:

1. Retirement savings adequacy
2. Healthcare costs
3. Supporting adult children while saving for retirement

Baby Boomers are facing a retirement crisis. According to the National Institute on Retirement Security, about 45% of Baby Boomers have no retirement savings<sup>[1]</sup>. Those who do have savings often find them insufficient due to increased life expectancy and rising healthcare costs. The Employee Benefit Research Institute reports that a 65-year-old couple may need up to \$300,000 for healthcare expenses in retirement<sup>[2]</sup>.

### Generation X (Born 1965-1980)

#### KEY CHALLENGES:

1. High levels of debt, including student loans
2. Caring for both children and aging parents
3. Insufficient retirement savings

Gen X faces the unique challenge of be-

By seeking the guidance of a qualified financial advisor, individuals from all generations can develop strategies to overcome their unique economic challenges and work towards long-term financial security.

ing sandwiched between caring for their children and aging parents. A study by the Pew Research Center found that 47% of adults in their 40s and 50s have a parent aged 65 or older and are either raising a young child or financially supporting a grown child<sup>[3]</sup>. This financial strain often leads to neglected retirement savings.

### Millennials (Born 1981-1996)

#### KEY CHALLENGES:

1. Student loan debt
2. Delayed homeownership
3. Stagnant wages and job insecurity

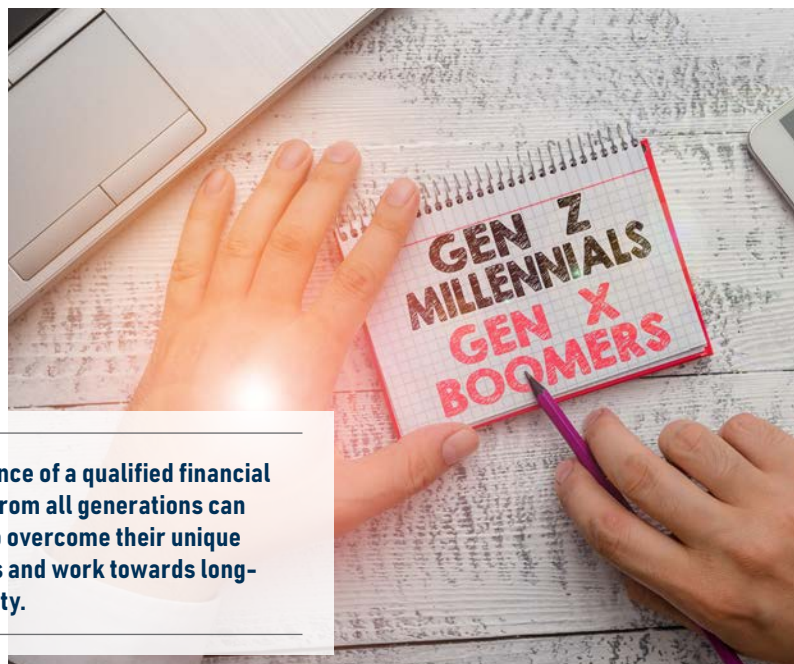
Millennials are burdened with unprecedented levels of student loan debt. The Federal Reserve reports that Millennials have an average student loan debt of \$34,504<sup>[4]</sup>. This debt, combined with stagnant wages and rising living costs, has delayed traditional financial milestones like homeownership and starting a family.

### Generation Z (Born 1997-2012)

#### KEY CHALLENGES:

1. Entering the workforce during economic uncertainty
2. Rising education costs
3. Concerns about long-term financial stability

Gen Z is entering adulthood during a time of significant economic upheaval. The COV-



ID-19 pandemic has disrupted their education and early career prospects. According to a survey by the Pew Research Center, 50% of the oldest Gen Zers reported that they or someone in their household had lost a job or taken a pay cut due to the pandemic<sup>[5]</sup>.

### How Financial Advisors Can Help

Financial advisors play a crucial role in helping individuals navigate these generation-specific challenges:

**Personalized Planning:** Advisors can create tailored financial plans that address the unique needs and goals of each generation.

**Debt Management:** For generations burdened with debt, advisors can develop strategies to manage and reduce debt while still saving for the future.

**Retirement Planning:** Advisors can help all generations, especially those behind on savings, create realistic retirement plans and catch-up strategies.

**Investment Guidance:** By providing educated investment advice, advisors can help clients grow their wealth over time, accounting for different risk tolerances and time horizons.

CONT. ON PAGE 25

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](http://www.taxfavoredbenefits.com).



DAVID WENTZ  
is CEO of TFB, Inc.

**Tax Optimization:** Advisors can implement tax-efficient strategies to help clients keep more of their hard-earned money.

**Estate Planning:** For older generations, advisors can assist with estate planning to ensure efficient wealth transfer to the next generation.

**Education:** Financial advisors can provide valuable financial literacy education, empowering clients to make informed decisions.

By seeking the guidance of a qualified financial advisor, individuals from all generations can develop strategies to overcome their unique economic challenges and work towards long-term financial security. **EDM**

<sup>[1]</sup> National Institute on Retirement Security, "Retirement Insecurity 2021"<sup>[2]</sup> Employee Benefit Research Institute, "2021 Retirement Confidence Survey"<sup>[3]</sup> Pew Research Center, "The Sandwich Generation"<sup>[4]</sup> Federal Reserve, "Consumer Credit - G.19"<sup>[5]</sup> Pew Research Center, "Gen Z, Millennials Stand Out for Climate Change Activism, Social Media Engagement With Issue".

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## EDM LEGAL NOTES

### What steps can dealers take for protection from this situation?

Dealers can limit risk in this type of situation by implementing the following processes or best practices:

- Incorporate a lien search process into your trade-in intake process. Determining the appropriate process involves a balancing act of the risks vs. the administrative time involved in introducing another step in the trade-in process. For example, after considering your dealership's prior experience with these issues, you may decide that only transactions over a certain value require a lien search. Another decision that must be made is whether the cost for performing a UCC search will be passed on to your customer. Finally, you will want to determine who will be involved in this process and how they will be held accountable. After making these determinations, remember to document them in the form of a process and communicate it to your sales and financing personnel.
- Ask the customer some basic questions about the trade-in and document the re-

**Unfortunately, while dealers and customers are often aware of liens against a specific piece of equipment, blanket liens are usually not on the radar and therefore create the biggest problems for dealers.**

sponses to these questions on a standard form. If the customer discloses a lien, you should obtain a lien release even if you don't run a UCC search to confirm the lien.

- If a UCC search is conducted, determine the state in which the search needs to occur. This isn't always the state in which your customer's business is located. For example, if your customer is an LLC or a corporation, the place to search will usually be based on the state in which they were formed.
- If a lien does show up when you do a search, remember that you aren't just checking to see if the specific equipment is listed as collateral. If the UCC filing indicates that the lien covers "equipment" or "all property" or similar phrases that might include the equipment you are taking on trade, that lien will also cover the trade-in and you'll need to get a lien release.
- If it is determined that the trade-in has one or more liens against it, the trade-in should not be accepted unless the bank gives its written consent to the transfer

of the trade-in free and clear of the lien. If asked, the bank will normally consent because the customer is getting replacement collateral with equity available to the bank that is equal to the value of the trade-in.

- For corporate customers, consider requiring one or more of the individual owners of the customer to guarantee the obligations of the corporate customer to provide the trade-in free and clear of all liens. This may reduce risk by giving you another person to pursue for reimbursement of amounts paid to a lender even if the customer is in financial distress.

I would encourage every dealer to check their processes for addressing liens on trade-in equipment and at least assess the level of risk that the dealership will accept in these types of situation. If you decide to update or implement processes relating to the intake of trade-in equipment, please also visit the member's only section of the website for the North American Equipment Dealers Association at [www.naeda.com](http://www.naeda.com) for additional resources. **EDM**

# HOSTAGE NEGOTIATION: A Barrier to Organizational Growth

by MICHAEL PIERCY

I've always been fascinated by hostage negotiation scenes in crime dramas. There's something uniquely captivating about a negotiator finding just the right words to bring a high-stakes situation to a peaceful end.

But if we look deeper, the real story lies in the toll taken on the hostages—people who, through no fault of their own, are caught in an ordeal that strains their resilience, mental well-being, and trust in the world around them.

This isn't just a plot for television. In many organizations, talented employees often feel trapped and “held hostage” by individuals whose words and actions create a toxic atmosphere. And, just like in real hostage situations, organizational leaders negotiate repeatedly with these disruptive individuals, hoping to limit their damage. But at what cost?

## The Organizational “Hostage Crisis”: A Threat to Growth and Stability

In an organization, individuals whose behavior disrupts, manipulates, or intimidates hold considerable power over their coworkers. These “workplace terrorists” may not physically take hostages, but their actions foster a culture of fear, hinder open collaboration, and erode trust within teams. Organizations risk sacrificing their broader goals, productivity, and employee well-being to appease or placate these individuals.

**MICHAEL PIERCY** is the Senior Vice President of Manufacturer and Dealer Relations for NAEDA. Piercy joined the association in 2015 to help build the Dealer Institute as a complete solution for industry training and consulting needs. With over 20 years of experience in leadership, training and strategic development, Piercy brings a wealth of expertise and dealer-first perspective to his new role, leading NAEDA's efforts to strengthen the partnership between equipment dealers and manufacturers across North America.



In many organizations, talented employees often feel trapped and “held hostage” by individuals whose words and actions create a toxic atmosphere.

When a company focuses excessively on managing a few disruptive personalities, the organization itself becomes hostage to these individuals' influence. Team members may become demoralized, disengaged, or even start looking for opportunities elsewhere—all while their leaders are busy negotiating with the very people creating the problem.

### The Collateral Damage of Toxic Behavior

In any hostage scenario, the well-being of those held captive takes a toll. The same holds true in a workplace dominated by disruptive individuals. Employees subjected to a toxic colleague's outbursts, criticisms, or passive-aggressive behavior often feel unsafe, undervalued, and, ultimately, mistrustful of the organization that allows such behavior to continue.

**When trust erodes in this way, it impacts the broader organizational culture and productivity.**

- Performance and Engagement Decline**  
 When individuals are “held hostage” by negative behavior, they spend mental and emotional energy managing stress rather than focusing on their tasks. This often results in decreased productivity, creativity, and engagement.

- Mental Health Takes a Hit**

Constant exposure to a hostile environment, whether due to bullying, undermining, or favoritism, can lead to heightened stress, anxiety, and even burnout. Over time, this impacts the affected employees and their coworkers who see their colleagues suffering.

- Trust in Leadership Wanes**

When employees see disruptive individuals allowed to continue unchecked, they may lose faith in organizational leadership, questioning the company's commitment to its stated values.

## Moving Beyond Negotiation: Empowering Leaders to Act Decisively

Just as a skilled negotiator works to bring a hostage situation to a safe and controlled end, organizational leaders must strive to end the cycles of appeasement and excuses that enable toxic behavior. Leaders must prioritize the well-being of the collective team and stop negotiating with those whose actions create a hostile environment.



**MICHAEL PIERCY** is the Senior Vice President of Manufacturer and Dealer Relations for NAEDA.

**To create a thriving, resilient organization, consider these steps to address toxic behavior:**

- **Set Clear Expectations and Boundaries**  
Just as negotiators clearly define conditions in a hostage situation, leaders should set and enforce strict standards for behavior within the organization. This may involve more structured policies or consistent consequences for disruptive actions.
- **Foster a Safe Reporting Culture**  
Employees should feel comfortable coming forward with concerns. Leaders who actively encourage open communication are committed to addressing toxic behavior, build trust and empower their teams.
- **Empathize but Enforce**  
While it's important to listen and understand underlying reasons for certain behaviors, the organization's priority must remain the well-being of the collective. Disruptive individuals should be held accountable and offered support or coaching when appropriate, but the cost of retaining them must not outweigh the benefit to the organization.
- **Lead with Integrity**  
Leaders who embody the organization's values set a powerful example. Employees will trust a leader who walks the talk, taking decisive action when needed to ensure a positive workplace.



**When employees no longer feel like hostages, they can work together toward shared goals, fostering a stronger, healthier, and ultimately more successful organization.**

**Shifting the Focus from Negotiation to Progress**

No organization should spend its valuable time negotiating with internal saboteurs whose behaviors hinder collective success. By focusing on accountability, fostering a supportive culture, and upholding organizational values, leaders can turn the attention back to growth and innovation.

In the end, just as a hostage negotiator seeks to free those in peril, leaders have a duty to free their teams from the constraints of toxic influences. When employees no longer feel like hostages, they can work together toward shared goals, fostering a stronger, healthier, and ultimately more successful organization. **EDM**



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## Prevention Guidelines for Battery Fires

by JERRY LEEMKUIL

**M**ost fires are preventable. A single spark can turn years of hard work into a devastating loss. Federated® has observed an alarming rate of preventable fires. Investigation of these fire losses revealed that 96% could have been avoided with consistent focus on specific hazards and exposures.<sup>1</sup>

### Prior to Servicing (or Storing) Equipment

- Remove ignitable debris such as dried vegetation from equipment.
- If equipment was washed, safely disconnect battery.
- Ensure the equipment is dry before connecting the battery.
- If possible, move equipment outdoors after washing.
- Use kill-switches on equipment.
- Blow off excess water after washing to help accelerate drying.
- Place damaged batteries in a fire-resistant container in an area away from combustibles and contact a battery recycling center for disposal instructions.

Federated is committed to helping clients create effective risk management plans for more successful outcomes. For assistance or more information, contact the Risk Management Resource Center at 1-888-333-4949. [EDM](#)

<sup>1</sup> Federated Insurance claims data: 2019, 2020, 2021, 2022.



This publication is intended to provide general information and recommendations for risk prevention only. The recommendations herein may help reduce the risk of loss but is not a guarantee of the elimination of any risk of loss. This is not provided as a substitute for any regulatory standards that may apply, nor should it be considered legal or other expert advice regarding your unique needs. Qualified counsel should be sought regarding questions specific to your circumstances.



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# Harvest Special: Are We Nearing the Bottom of the Used Equipment Market?

by JON WOMMACK, IRON SOLUTIONS

**T**he crop's been planted, the fields are full, and now everyone's wondering: when's this market going to give us a yield?

It's no secret that the used equipment market has been a tough row to hoe, but we may just be nearing the bottom of this long market correction. At least, that's what the data suggests, and when the data speaks, it's like a good farm dog—you better listen.

According to Iron Solutions analysts, dealer cash percentages on advertised prices are signaling that we might be plowing our way to more stable ground. In fact, with over 52,000 data points representing more than \$11 billion in machinery, we've unearthed some trends worth paying attention to.

Jon Wommack, Managing Guides Editor, recently joined Casey Seymour and Kyle O'Toole on the Moving Iron Podcast to discuss the current state of the used equipment market. As Casey put it: "The only bad decision was no deal at all."

So, let's break out the data and see what's unfolding.

## The Big Shift – One and Two-Year-Old Machines Take Over

If you want to see what's really growing in the used equipment market, look at the one and two-year-old machines sprouting up everywhere.

Dealers have been finding creative ways to move these machines as they adjust to changes in inventory and pricing. With equipment values riding high for so long, some dealers are now facing a tough harvest—trying to get the best yield from their inventory.

Iron Solutions analysis shows that the average advertised price for Class 8 combines in Q3 of 2024 was around \$500,000, but

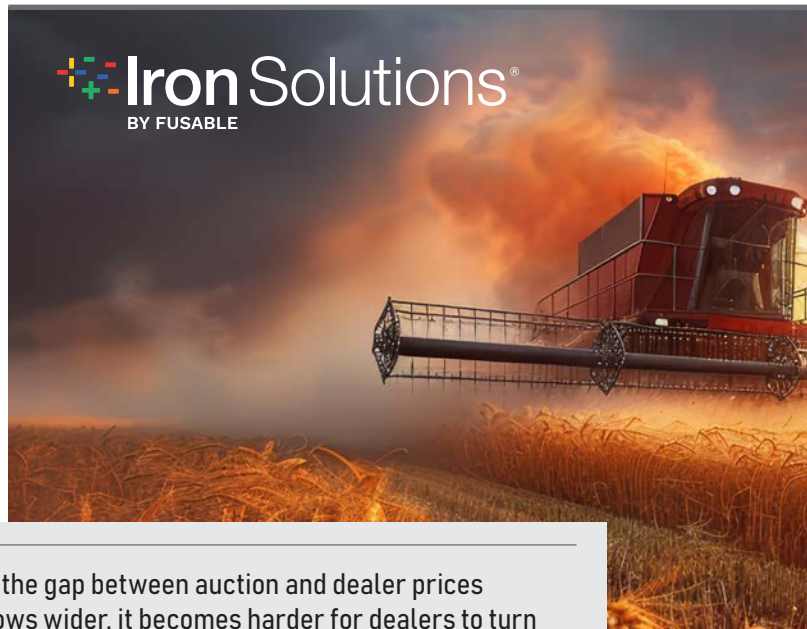
they're actually selling for about \$445,000. That's an 11% difference. These trendlines are like a seasoned farmer reading the weather—when prices start dropping like that, it's time to take notice.

## Auction Values vs. Dealer Prices – The Growing Gap

The auction market is like a neighboring farm—what they do affects your yield. And right now, there's a big gap between auction values and dealer asking prices. "We need to get a lot more strategic about where we own our equipment," stated Casey Seymour in the latest Moving Iron Podcast.

As the gap between auction and dealer prices grows wider, it becomes harder for dealers to turn a profit without feeling the squeeze. This widening gap is more than just a blip on the radar—it's like watching storm clouds roll in.

Iron Solutions data backs up what we are seeing on the retail side. Class 6 and Class 7 machines, in particular, are feeling the pressure. Dealers are likely being forced to adjust their pricing to keep up with auction values.



As the gap between auction and dealer prices grows wider, it becomes harder for dealers to turn a profit without feeling the squeeze. **This widening gap is more than just a blip on the radar—it's like watching storm clouds roll in.**

## Data-Driven Decisions: The Only Way Forward

If you're farming without a plan, you're bound to miss the harvest. The same goes for equipment dealers—without data-driven decision-making, you're risking a poor crop.

In the latest podcast, Jon touched on the importance of the IronGuides now containing new year value models which are giving dealers a better handle on trades and pricing.

"This is the first fall guide we have ever had the new year model," stated Seymour. The introduction of new tools for evaluating equipment is like getting the latest tractor model—more efficient, more precise, and better equipped to handle the challenges ahead.

Iron Solutions has significantly bolstered its offerings, recently enhancing the auction data available in its Comparables tool. Over the past few weeks, approximately 30,000 new pieces of auction data have been inte-

grated, addressing user feedback and fulfilling the promise to improve the data pipeline. This upgrade ensures that the auction, retail, and advertised data in the Iron Guides platform is

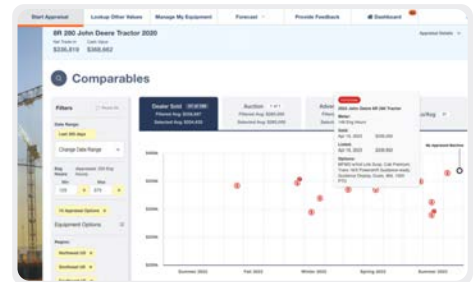
**If you're farming without a plan, you're bound to miss the harvest. The same goes for equipment dealers—without data-driven decision-making, you're risking a poor crop.**



**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.

**New Comparables Feature in IronGuides**

- After completing an appraisal, click "Check Comparables". This will take you to the new comparables charts.
- You will see Dealer, Auction and Advertised comparables.
- Choose your filters such as engine hours, date range, region and model years to get as granular as you need.



not only more comprehensive but also updated daily, providing users with the most current market insights every 24 hours. The continuous refinement of this tool underscores Iron Solutions' commitment to delivering a more robust and precise dataset to its users.

In addition to the expanded auction data, Iron Solutions recently created an API for John Deere dealers. This API integrates the Comparables tool within Machine Finder Pro, making it easier for sales teams to access valuable market information.

Kyle O'Toole, Director of Used Equipment for C&B Operations, noted the impact:

*"It's been great for our sales team... It's just an all-in-one source, obviously available through Machine Finder Pro, which our salespeople are in every day. Having that tool integrated into a product that our sales team isn't having to go out and search or spend extra hours on data to find has been super helpful for our team."*

This integration allows sales teams to streamline their workflow by eliminating the need for multiple data sources.

The updated Comparables tool not only simplifies data access but also provides unparalleled flexibility in market analysis. Users can explore market trends across regions with just a few clicks, whether looking at auction activi-



**MachineFinder Pro, your used equipment management and marketing dealer system is a rich, versatile platform for all things used.** With MFPro Go you have:

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ty from coast to coast or comparing data across agricultural zones, such as cattle country versus crop-growing areas. The tool's ability to reconfigure results on the fly empowers dealers to make informed decisions in real time, whether they operate on the U.S.-Canadian border or across diverse agricultural markets.

Iron Solutions analysis shows combine values are nearly back to the same market levels we saw in 2020, and this might be the key to knowing when the correction will end. With proactive inventory visibility, dealers can anticipate shifts in the market before they find themselves with too much unsold equipment on their lot.

**Is This the Bottom?**

**If there's one thing a farmer knows, it's that you don't call the crop until you've walked the fields. We're close, but is this the bottom of the used equipment market?**

Only time will tell. But based on the data, it looks like we're getting there. Dealers who are relying on data-driven strategies, staying mindful of auction values, and adjusting their pricing will be the ones to come out on top.

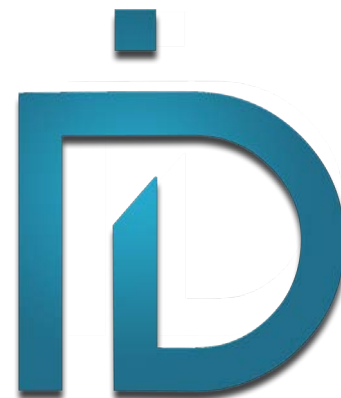
Proactive inventory visibility is essential for sales success. So, here's the takeaway: keep watching those trendlines, stay informed, and make use of every digital tool at your disposal. The next few months are going to be crucial in shaping the future of the used equipment market, and the smartest dealers will be ready to harvest the results.

As we like to say in farming, the best fertilizer for your land is your own two feet walking it. And right now, the same goes for your business. **EDM**



**JON WOMMACK** is the Managing IronGuides Editor for Iron Solutions.

**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.



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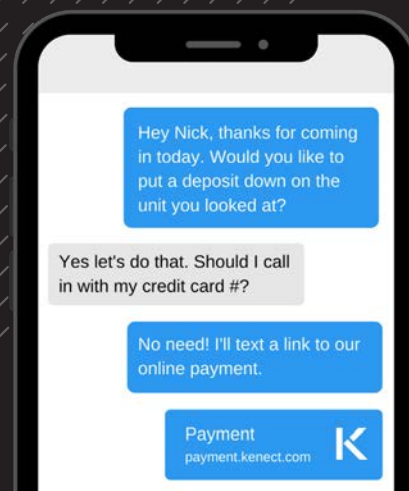
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# Can Interpersonal Skills Be Taught?

by DR. LARRY COLE

**Y**es, we can learn more effective interpersonal skills despite the fact I've had supervisors tell me that it can't be done.

With such a fixed mindset, these supervisors just placed a nail in their coffin about developing their own interpersonal skills as well as those they supervise.

Yes, learning and/or teaching interpersonal skills is more challenging than learning technical skills, so the objective of this article is to summarize the behavioral change process that all of us employ, whether we realize it or not.

I've been conducting 360° evaluations for a client since 2017. We recently completed a trend analysis and noted that seeking and using feedback to improve individual performance emerged as a developmental area every year since then. Thus, I'm using it as an example to illustrate the change process, as I also know this is a challenge within dealerships. Note that these seven steps constitute a flow chart process, and steps 1 – 5 must be completed before the change begins in step six.

## 1. Accept Responsibility

You are who you are today because of the way you think. So, if you're struggling with securing and using input to improve your performance, you have to accept the responsibility for your current mindset, and only you can change it.

## 2. Recognize the Need to Secure and Use Performance Feedback

Recognizing the need to change is as simple as completing a list of the disadvantages/advantages associated with not securing performance feedback. Examples are listed below:

### Disadvantages

- Performance will remain as it is.
- Career advancement will be stalled.

- Remaining as is, is okay with me.
- May even lose my job when not interested in improving performance.
- Other employees may have to work harder to overcome my poorer performance.

### Advantages

- Avoid the discomfort of learning I'm not doing as well as I thought.
- Avoid the pain of change.
- I enjoy my comfort zone.

Whether you complete this exercise or not, you must think about the severity of the disadvantages leading to the decision; **remaining as is — is not an option**. This is the first energy source that drives personal change.

## 3. Desired Behavior

The desired behavior is at least once a quarter; you schedule securing input from people with whom you work. That means asking them, *“What can I do to improve my working relationship with you?”* Once you've finalized the change you're going to make, share it with those who offered their input.

## 4. Willing to Change

Willingness to change is based on the excitement of securing and using performance feedback from those with whom you work. There are always disadvantages associated with changing behavior, so the point is the energy associated with the advantages must exceed that energy associated with the disadvantages.

Completing another brainstorming session to list the ratio of advantages/disadvantages of completing Step 3 can be helpful. You want the advantages to have a strong magnet-

ic pull so that you decide, *“I **must** start securing and using the feedback to improve my performance.”*

I've listed a few disadvantages and advantages associated with changing.

### Disadvantages

- I must stay focused to use the behaviors listed in Step 3.
- Change is hard work.
- Change is going to take time.

### Advantages

- I am using the potential that resides in my body.
- Potentially advancing my career within the Dealership.
- Advancing the possibility that others will enjoy working with me.
- I am helping myself, the team, and the Dealership to be even more successful.
- Providing a positive example to the people who work with me.

Again, whether you complete this structured exercise or not, the advantages associated with securing and using feedback must provide a strong magnetic pull to keep you focused on changing. This is the second energy source for change. ***Of the two energy sources, the pull from these advantages is critical to keep you focused on changing.***

## 5. Personal Image

You must see yourself in your mind's eye doing the behaviors listed in Step 3. You only do what you see yourself doing. For example, I don't



**Remember, experiencing discomfort while changing behavior is a sign that you are making progress. You will soon “be more comfortable with being uncomfortable.” This fact will be your partner throughout your career.**



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**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 [teammx100@gmail.com](mailto:teammx100@gmail.com)

There may be times when the “pain” of change exceeds the excitement associated with making the change. Should that happen, you may be tempted to quit. Remember, the temptation to quit is a sign that you are, in fact, changing.



see myself voluntarily picking up a snake... it won't happen!

## 6. Practice

Use every day as a focused practice day. There are a series of behaviors to practice associated with Step 3. **First**, begin the day with the mindset that today is the day you are going to seek performance feedback. **Second**, decide what changes you need to make. **Third**, today, you are putting the feedback to work. **Fourth**, ask your coworkers for real-time feedback to hold you accountable to practice the desired changes. **Fifth**, remember that habit strength is in direct proportion to the number of times you practice the new behavior on a daily basis.

A case in point, as an introvert I practiced saying “good morning” to strangers when I

was in college, and today, Wal-Mart is a great place to practice. Now, my wife wishes I would quit practicing. I embarrassed her with a crazy mistake, but that is a story for another time. I considered it a learning opportunity!

## 7. Feedback

There are two sources of feedback: 1) yourself and 2) from others. First, at the end of the day, answer this question, *did I do my best today to...?* You can even give yourself a grade and record it in your calendar so you can observe the progress you are making. Second, encourage your supervisor and coworkers to provide real-time feedback to hold you accountable and note the progress being made.

## Working with Change Resistance

There may be times when the “pain” of change exceeds the excitement associated with making the change. Should that happen, you may be tempted to quit. Remember, the temptation to quit is a sign that you are, in fact, changing. You can re-ignite your desire to secure and use the feedback offered to improve your performance by revisiting the “two whys”, i.e., your content for Steps 2 and 4. Additionally, review the documented progress you’ve made. Remind yourself you’ve already asked coworkers for feedback— so you know you can do it. Just keep practicing. Or, as it has been said, *fake it until you make it*. Remember, experiencing discomfort while changing behavior is a sign that you are making progress. You will soon “*be more comfortable with being uncomfortable*.” This fact will be your partner throughout your career.

Even though I illustrated the seven steps of change by securing and using feedback to improve personal performance, these dynamics underwrite the successful changes you make throughout your lifetime. **EDM**

# WPS

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# 2024 NAEDA Clay Shoot & Golf Tournament Recap

## A Year of Success and Community Support

by NAEDA STAFF

The 2024 season of the Equipment Dealers Foundation Clay Shoots and Golf Tournament has officially come to a close, and it's been an exceptional year marked by generosity.

Thanks to the incredible support of our sponsors and the active participation of our dealers, we are proud to share the successes of this year's events and look ahead to even more in 2025.

### A Big Thank You to Our Sponsors and Dealers

First and foremost, we would like to extend a heartfelt thank you to all our sponsors for their unwavering support throughout the 2024 season. Your contributions made a significant impact, and we couldn't have done it without you. Additionally, we are grateful to the dealers and members who enthusiastically came out to participate in our events. Your involvement is truly the heart of these gatherings!



### A New Addition to This Year's Events

A special highlight of the 2024 season was the introduction of a brief dealer meeting at the start of each clay shoot. This initiative, aimed at providing valuable insights about NAEDA, included key developments on federal and local legislation; manufacturer updates; in addition to an overview of the many benefits of being a member and was well-received by attendees. We hope that dealers walked away from these sessions with new knowledge and a deeper understanding of the many resources available to them as NAEDA members.

### Lubbock Clay Shoot: A First for the Region

The Lubbock, TX event, held on November 15, marked our first-ever clay shoot in this vibrant community. With 31 attendees, the event was a success, raising just over \$6,000 for EDF. We are incredibly appreciative to the local dealers and supporters who made this event possible.

### A Look Back at the 2024 Season

Throughout 2024, EDF held a series of six clay shoots across the U.S. and one golf tournament, bringing together dealers, partners, industry leaders and sponsors in support of the Equipment Dealers Foundation. Here's a quick summary of the season:

#### 2024 EDF Fundraising Events

##### CLAY SHOOTS

- Memphis, TN
- Kansas City, KS
- Madison, WI
- Columbus, OH
- Tulsa, OK
- Lubbock, TX

##### GOLF TOURNAMENT • Kansas City, KS

Total Sponsors	45
Total Attendees	309
Total Net Raised for EDF	\$ 64,000

### Next Up in 2025

Now focusing on the 2025 season, we're excited to announce an expanded schedule that includes eight clay shoots and one golf tournament across the United States. Here's a preview of next year's events:

##### CLAY SHOOTS

APRIL	Memphis, TN	AUGUST	Harrisburg, PA
MAY	Salem, OR	SEPTEMBER	Tulsa, OK
JUNE	Columbus, OH	OCTOBER	Madison, WI
JULY	Kansas City, KS	NOVEMBER	Lubbock, TX

##### GOLF TOURNAMENT

OCTOBER Kansas City, KS

Sponsorship opportunities for the 2025 season will open in January 2025, and we encourage you to get involved early to support these events and help make an even bigger impact in the year ahead.

Thank you once again to everyone who made 2024 so successful. We look forward to seeing you at next year's events! Stay tuned for more details. [EDM](#)

Visit [www.equipmentdealersfoundation.org/event-list](http://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](mailto: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](mailto:lcook@naeda.com) or Jennifer Luce, Vice President of Member Engagement, at [jluce@naeda.com](mailto:jluce@naeda.com).



**Kubota Team**

# EQUIPMENT DEALERS FOUNDATION

**HUB CITY CLAYS  
Lubbock, TX**

**TOP SHOOTING TEAM**  
Lonestar Ag (359)

**TOP SHOOTER**  
Danny Denson  
Amigo Machinery (97)



**Dealer Meeting**



**Federated Title Sponsor  
with Matt Nichols**



**LoneStar Ag Team**



**Parallel Ag Team**



**South Plains Implement Team**



**Terry County Tractor Team**



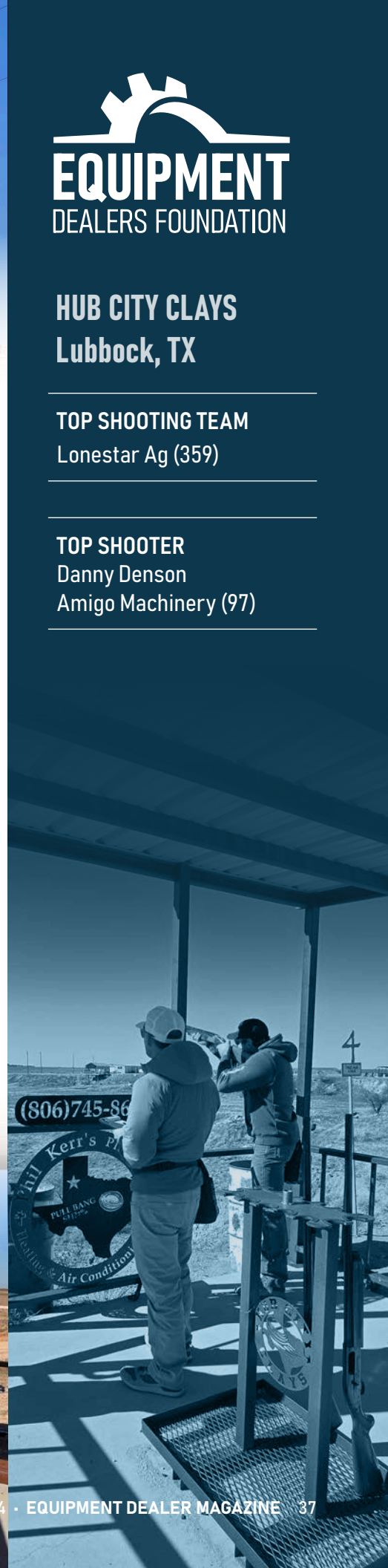
**Western Equipment Team**



**Wylie Implement Team**



**Amigo Machinery Team**





# EQUIPMENT DEALERS FOUNDATION



**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.

**KNOWLEDGE, TRUST, GROWTH & COMMITMENT.**  
The future of education matters.

**ARE YOU INTERESTED IN CORPORATE GIVING, DONATIONS,  
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Contact our office for more information at ...  
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**VISIT** [www.equipmentdealersfoundation.org](http://www.equipmentdealersfoundation.org)



# INTERNATIONAL RECRUITMENT PROGRAM

Arch Staffing – United States



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

## PROGRAM PHASES:

### • PHASE 1

#### **Pre-Recruitment**

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

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

### • PHASE 2

#### **Recruitment**

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

### • PHASE 3

#### **Immigration**

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

### • PHASE 4

#### **Post Hire**

**Employee Settlement:** Design settlement package for relocation.

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



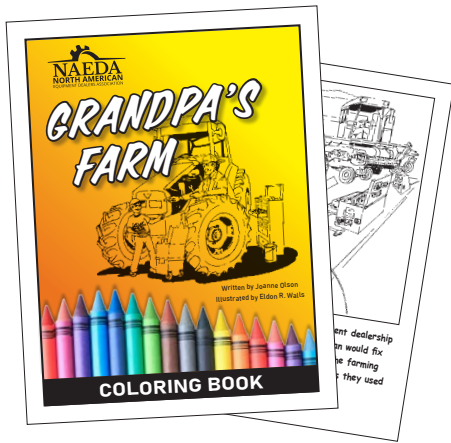
## CONTACT US:

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403.519.0669

[dale.hindmarsh@archstaffing.ca](mailto:dale.hindmarsh@archstaffing.ca)

# 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. - NOVEMBER 2024 Ag Tractor and Combine Report	NOVEMBER			Y-T-D NOVEMBER			NOVEMBER 2024
	2024	2023	%CHG	2024	2023	%CHG	BEGINNING INVENTORY
2WD < 40 HP	7,040	7,860	-10.4	125,567	146,816	-14.5	74,106
2WD < 100 HP	3,009	3,484	-13.6	49,796	55,346	-10.0	33,659
2WD 100+ HP	787	1,250	-37.0	20,774	24,859	-16.4	10,377
<b>Total 2WD Farm Tractors</b>	<b>10,836</b>	<b>12,594</b>	<b>-14.0</b>	<b>196,137</b>	<b>227,021</b>	<b>-13.6</b>	<b>118,142</b>
<b>Total 4WD Farm Tractors</b>	<b>167</b>	<b>282</b>	<b>-40.8</b>	<b>4,001</b>	<b>4,068</b>	<b>-1.6</b>	<b>731</b>
<b>Total Farm Tractors</b>	<b>11,003</b>	<b>12,876</b>	<b>-14.5</b>	<b>200,138</b>	<b>231,089</b>	<b>-13.4</b>	<b>118,873</b>
<b>Self-Propelled Combines</b>	<b>145</b>	<b>272</b>	<b>-46.7</b>	<b>5,120</b>	<b>6,746</b>	<b>-24.1</b>	<b>1,070</b>

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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](mailto:info@naeda.com).

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