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Upcoming Events

Western Farm Show

Feb. 24-26, 2012
including the Western Farm Show
Championship Tractor Pull
American Royal Complex
Kansas City, Missouri



South Western Association

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Dealer Hotlist Program is Offered to Solve Used Inventory Challenges

After months spent gathering feedback from dealership owners, Purple Wave has launched a new program exclusively available to ag dealers as a solution to ages-old inventory challenges. The program is called the Dealer Hotlist program, and it provides an extended and enhanced opportunity for dealers to sell used inventory. The program gives dealers unprecedented access to Purple Wave's significant equipment buyer community, utilizes Purple Wave's professional listing creation service in a new way, and leverages Purple Wave's robust, multi-faceted advertising campaign to support private treaty sales (at a price directly agreed between the dealer and the buyer). Several dealers are already utilizing the program.


It's no secret that ag dealers must remarket used inventory smartly to manage cash flow, salesforce productivity, and service department profitability, among other things. Two of the traditional, common ways to accomplish this have been to sell aged or unbalanced inventory quickly and quietly through a wholesale channel or publicly through a traditional auction. Neither are fully satisfactory options. Real or perceived shortcomings include foregoing potential margin, limited opportunities to build a parts and service relationship, limited financing product revenue, and no trade-in options for the buyer.

Purple Wave's Dealer Hotlist Program

The Dealer Hotlist program addresses all of these challenges. Purple Wave creates its typical, detailed online listing for each asset, then exposes it to end-user prospects on www.purplewave.com and elsewhere. Unlike standard Purple Wave auctions, the dealer is then permitted and encouraged to sell the units private treaty for several weeks. If a private treaty sale is made, the unit is removed from the auction. Units not sold private treaty by a certain date are then automatically auctioned to the highest bidder in on an as-is basis for market price. Either way, the ultimate goal of selling the units is accomplished, and the dealer had a key additional opportunity to sell the units private treaty and enjoy all the ancillary benefits of a customary inventory sale.

Bidding Now Open

Bidding for the first auction featuring items in the Dealer Hotlist program is open now and will close on Dec. 7. It includes assets from Heritage Tractor, Carrico Implement, Concordia Tractor and Western Equipment. To view the auction, visit www.purplewave.com.

The Dealer Hotlist program is available for ag equipment dealers, subject to the program's rules. For more information about the program, please contact Jerrod Westfahl at jerrod.westfahl@purplewave.com or 866.608.9283. Learn more about the program at www.purplewave.com/dealerhotlist. 

Space Is Limited - Register Today!

Commercial Driver Seminars

The Department of Transportation requires safety training for every person who operates a commercial motor vehicle in interstate or intrastate commerce, and for all employers of such persons. As an employer of commercial drivers, you are required to enforce stringent requirements related to safe operation of vehicles and employee safety and health. Do you know and understand the requirements? Very few employers do, and if there is an accident, you can be held accountable in a civil suit, as well as being subject to fines of \$2,000 minimum per violation and up to \$450,000 for multiple violations.

SouthWestern Association is offering this required safety training for drivers and their employers to assist members in complying with these regulations.

Mike Harp, Corporate Safety Compliance, Inc., will present the programs.

Who Should Attend?

All owners, general managers, human-resource personnel who handle trucking-related issues, drivers, dispatchers, loaders and employees that assist with loading of equipment.

Schedule

- 8:30 a.m. Registration
- 9:00 a.m. USDOT Basics Training and Quiz
Driver Qualifications
Documentation of basic training
- 10:00 a.m. CSA – Compliance, Safety, Accountability
Methodology
Definition and explanation of basics/
categories
Company policy and responsibilities
- 11:45 a.m. Break and lunch
- 12:45 p.m. Hours of Service Training
Understanding federal and state hours of
service rules
Overview of how to complete driver's daily
log book
- 1:45 p.m. Inspection Training
How to properly inspect truck and truck/
trailer
Hands-on training – Air-brake test

Continued on next page



SWA Member Benefit

This program is recommended by the SouthWestern Association and endorsed by the North American Equipment Dealers Association.

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3:00 p.m. Q&A
4:00 p.m. Adjourn


All participants will receive a certificate of training from CSC, Inc. The certificate will serve to show the participant attended the training and will list the topics covered by the training.

New Seminars Added

Due to the popularity of the Commercial Driver Seminars in Missouri, six more locations for the same program have been scheduled for December and January 2012 in Kansas and Oklahoma:

- Dec. 12 - Columbia, Mo.
- Dec. 13 - Kansas City, Kan.
- Jan. 9, 2012 - Garden City, Kan.
- Jan. 10, 2012 - Colby, Kan.
- Jan. 11, 2012 - Maize, Kan.
- Jan. 18, 2012 - Okmulgee, Okla.
- Jan. 19, 2012 - Oklahoma City, Okla.

Six seminars will be presented in Texas - dates and locations are to be determined.

Information about the seminars can be found on the SouthWestern Association website at www.swassn.com or by contacting Ken Dean at the Association offices - 816-561-5323. 

Selectively Helpless By Motorcycle Mary



One of my friends and her husband had been going to family therapy to help their teenage child, and the teenager didn't show up for a visit. Both parents were already in the office and comfortable with the "shrink," and they began to visit with her about their relationship. This is the story she shared with me:

Shrink to Wife: "Why don't you want him to join another Board of Directors or be on another committee?"

Wife to Shrink: "Because there is stuff at home he needs to be doing."

Shrink to Wife: "Like what?"

Wife to Shrink and Husband (kind of whiny – her words not mine): "Mowing the lawn, cleaning his desk, paying the bills."

Shrink to Wife: "Isn't that stuff you can help him do?"

Husband to Shrink (with one of the best one-line zings I have ever heard): "No, because she is selectively helpless."

Isn't that a great story? When I was younger and someone called my bluff, I was the first one to fight for what I believed in. Sometimes fists were a flyin,' but at that same time period, when I thought I was so powerful, let someone ask me about balancing my checkbook, and I would break out into a cold sweat and tell them that I couldn't do that! I was being selectively helpless.

Does the term "selectively helpless" apply to you? For example, you choose to spend money, but you choose not to

Continued on page 5

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Orthman Manufacturing Announces Expansion

Orthman Manufacturing recently confirmed plans to build a new, state-of-the-art manufacturing facility in Lexington, Nebraska. The company has agreed to develop 28 acres to the northeast of the Lexington interchange, including a new 150,000 square foot manufacturing facility.

Company President John McCoy made the announcement to employees recently. McCoy cited agreements with the state of Nebraska and the city of Lexington, along with record sales and a robust agricultural outlook, as reasons leading to the expansion plans. Ground breaking could occur yet this fall, with plans to move into the facility slated for 2012.

The company will move part of their operations to the new facility, and will continue to use the existing facility northeast of Lexington as well.

Orthman also currently operates a second plant east of Lexington; it is intended that the city of Lexington will assume control of that facility as part of a development agreement with Orthman. This vacated facility will serve as a speculative industrial building asset for the city to aid future business development activities.

The State agreement, called the Nebraska Advantage Act,

offers tax incentives to companies willing to expand and create new jobs. Orthman has agreed to meet "Tier 4" requirements of the Act, calling for \$10 million in investment and 100 new jobs. Orthman has met the new jobs requirement, pushing them over 300 total employees, while the new facility and production technology will meet the investment requirements over time.

Founded in 1967 in Lexington, Nebraska, Orthman manufactures heavy duty agricultural equipment, conveying systems and industrial machine tools for customers worldwide.

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track it. You have to decide that come heck or high water, you are the one who is going to take the bull by the horns and figure out exactly where you are with your finances. No one else is going to do it.

You have to begin today to change the money attitude in your family. Learn how to get more control of your money each passing day. Spend time on making your financial future a brighter place. Just to warn you though, you will never put your finances on a piece of paper and have them stay that way forever. There is an ebb and flow to money, but a written budget gives you a baseline to follow. The journey back to financial health will be filled with speed bumps, but you just have to dust your buns off and get on with life.

Don't know what you need to do to get your finances organized? Call your local Consumer Credit Counseling or your Employee Assistance Program to ask for help. That is what they are there for and they are very good at what they do. You have nothing to lose and everything to gain. This is Motorcycle Mary signing off.

If you would like Motorcycle Mary to conduct a financial fitness workshop for your employees, contact her at mary@motorcyclemary.com. 

Technician Training Program

SouthWestern Association has partnered with the OSU Institute of Technology in Okmulgee to establish a training program for equipment dealership technicians. Students enrolled in the program are sponsored by equipment dealers in the SouthWestern Association territory. For more information on the program contact:



- **Tag Webb**, SouthWestern Association Regional Manager, 918-232-2830
- **Steve Doede**, OSU Institute of Technology Dept. Chairman, 918-293-5392 or
- **Jeff Flora**, CEO, SouthWestern Association, 800-762-5616.

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Helping Dealers Succeed

Dare to Compare and be Different

By John Walker, President After Market Services Consulting Company

The winners in the dealer equipment business will be those companies who out-perform their competition. Manufacturers won't like this, but for the most part their products have become commodities, look-alikes, functioning alike with the only difference in their paint color, decals and logos. All equipment has the "high-tech" bells and whistles. The customer is not confused. All he/she is concerned about is summed up in the question: "How well will the dealership take care of me after the sale? Will I be able to keep my unscheduled down-time to a minimum?"

Service Technicians Are The Key

How the service technicians perform will greatly affect how the customer feels about his service provider. Not only must the technician be the best of the best compared to the competition, but he must always be aware of how his actions and performance affect his company and the customer. He must gain the confidence of the customer to become an advisor to that customer. The technician is the key to communicating with the customer. The role of the service technician has

evolved dramatically over the years. This person must now be a professional who understands what the customer and his dealership expect. The professional technician will be a consultant/advisor to their customers, satisfying their needs and wants. Providing customers up-time will be key to an equipment dealer's success.

Mr. Dealer, what would you think if a customer asked one of your employees: "Why is your labor rate so high?" And the employee replied, "Sir, your question is an easy one to answer. We are so much better than our competition. We go to great expense to train our technicians. As a group, they have over 149 years working on equipment such as your company operates. We do the job right the first time and also on time. For us, customer re-do work is at a minimum, less than one percent of our total service sales. You can count on us fixing your equipment right the first time. You should also be aware of our service department's 24-7-365 policy. We know what our service is worth and know that you will be happy and pleased with our performance. Our number one goal is to keep your unscheduled down-time to a minimum!"

Continued on next page

You.

It would be crazy to try to find your way out of here without the help of a navigation system. Is your dealership any different? With more than 30 years in the business we've helped guide thousands of businesses to a successful destination. Our Total Management Workshops and 20 Groups will give you the principles and tools for continued success, even when you can't see the forest for the trees.



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Cannot Compare Service

You cannot compare two suppliers that are different in their quality of service; this is the reason we must be different in our pricing. We compete with our competitors to get service work and we bid on the PM and maintenance service based upon the "high" quality of our service. Many customers believe a PM is a PM is a PM and the lowest bidder gets their work. In other words the cheapest price wins. The definition of cheap in Webster's Dictionary is "something of low quality or value." As a dealer you should choose not to be the cheapest service provider. This is because your dealership believes the customer deserves high quality and value and you are there to provide that high quality and value that leads to reduced maintenance costs and reduced downtime for the customer. Successful equipment dealers will provide the highest quality PM and maintenance available. The customer deserves this and so does your dealership, but high quality carries a price.

Providing high quality service will eliminate your competition from taking your accounts. If you are the best at providing quality workmanship, the customer will not even consider a competitor because he is getting from you what he expects and needs. Successful equipment dealers dispel the belief that they must be lower priced than their competitor to get the work. If your technicians are better trained than your com-

petitors, and they show and tell your customers why they feel this way, then the dealership will dare to be different.

Providing high quality service will eliminate your competition from taking your accounts. If you are the best at providing quality workmanship, the customer will not even consider a competitor because he is getting from you what he expects and needs.

I am sure that all technicians have customers who would not change service providers because of the respect and confidence they have in your technicians and your company. They would rather fight than switch. What if all your customers felt this way? Do you think a competitor can steal your customer who feels this way about you and the dealership?

Performing a thorough PM and safety inspection is the most important service a piece of equipment gets. Your technician will find safety issues, which could create a liability issue for the customer or your company if not corrected, and you

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will find repairs needed that will reduce further damage and downtime. If the technician fails to advise a customer of a potential safety issue and an accident occurs, your company becomes responsible. Therefore, you must document these items. If your company fails to inform customers of services required and they have mechanical failures related to this service, you, the dealer, will more than likely be held responsible.

Not knowing what is required when doing a PM but knowing what to check for in the OSHA Regulations and Guidelines is important. Some of these items are checking chains for stretch and damage, checking forks for damage and wear, checking for safety warning decals, checking the equipment's data plate, checking the seat belt or any other safety items for mechanical issues. All this requires knowledge of the OSHA guidelines. If you perform superior PM service, as well as safety inspections, you will find potential labor and parts sales while protecting your customers and your dealership.

If your dealership dares to be different, then no one can compare their service to your dealership's service no matter how low they try to go on price.

Document and Inform Customers

Having experience in the lift truck industry, I can tell you what I have been experiencing when visiting customers and dealerships. I have found worn out forks and chains that were not documented, but the customer did not want them fixed and no one from the branch contacted him to explain the consequences of not making these repairs. I have reviewed dealership service histories and found that recommended services had not been done or recommended. I have found pedal pads and floor mats missing and not documented on the work order. I have found safety decals missing and not documented. I have found missing, unreadable or wrong data plates on trucks. When I see things like this, I ask how we can say the dealership is any different from their competition.

Most technicians are professionals who are paid well and should be trained and held accountable for these items as it is a part of their job. A company that does not check, document and inform the customer of potential liabilities will eventually find themselves on the wrong end of a lawsuit. The technician may complain about the lack of work to keep him busy and we believe getting work is also a part of the technician's job description. If a professional technician sees he is running out of work, you should believe that he will find some instead of going home. I have known some highly professional technicians. I don't believe there are many pieces of equipment out there that do not need some repair work. I do believe that most of the technicians do not tell the customer what is needed, why it is needed and what the possible consequences

are if work is not done. They do not walk the extra mile to be an advisor/consultant to the customer.

Checking Work in the Field

Over the years, I have made it a point to ask branch managers and service managers whether or not they check the technician's work in the field after it has been finished. Most PMs have a defined check list. Who checks it after the PM is finished? If no one is checking, how can we be sure that the work is being done or that the customer is satisfied with the work?

I know a truly professional service manager who "spot checks" a minimum of five PMs a week. Customers are told that this will be done and that it is for their protection to know that the work is being performed and more importantly being performed correctly.

Ronald Reagan said, "Trust but verify." We tell this to every branch manager and service manager. We ask them to begin verifying that their service department is doing the right thing(s).

I have watched professional service managers quiz their technicians on the work they perform as well as the work they did not perform. The battery is the heart of most of the equipment that technicians work on. How can you recognize a bad cell if you don't know what the voltage should be? Many technicians do not know that a battery should be watered after it is charged and why. Many technicians do not know what the water level should be in a battery. Technicians must understand how a battery works and know if there is a problem with the battery. What good is it to give a physical to a patient if you fail to check their heart?

Verify Service Work

Ronald Reagan said, "Trust but verify." We tell this to every branch manager and service manager. We ask them to begin verifying that their service department is doing the right thing(s). Does your dealership perform PM audits? Do you review service history reports to verify that recommended services are recommended and are done? Do you review service histories to identify high cost equipment and share this with your customers? Doing this and advising the customer on

Continued on next page

units that should be replaced, identifying circumstances that are causing the high costs, and recommending ways to lower these costs sets you apart from the competition. A unit may have high operating costs because of abusive operators, the work environment, incorrect use, or the unit has outlived its useful life. If you do not use these reports and become an advisor to your customer, your competition will; and they will put themselves in position to take your business. Be assured of this: When a customer is lost, someone in the dealership will complain that it was because the dealership's labor rate was too high.

You can choose or dare to be different, which takes a great deal of effort, or you can keep doing what you are doing and nothing will change except you will eventually lose customers.

You can choose or dare to be different, which takes a great deal of effort, or you can keep doing what you are doing and nothing will change except you will eventually lose customers. Choose to be different without being the lowest bidder and you will get more business than you ever imagined was possible. Price will not be the most important factor when getting business because you are different and remember, unlike dealerships cannot be compared. **SW**

Landoll Named to AEM's Hall of Fame

Don Landoll, chairman of Landoll Corp, Marysville, Kan., long-time Western Farm Show exhibitor, has been elected as one of two inductees into the Assn. of Equipment Manufacturers' (AEM) Hall of Fame for 2011. Elton Long, vice president Construction Equipment Engineering Worldwide, Case Corporation Equipment, was also selected for the honor.

Landoll was born an inventor and has designed and manufactured innovative machinery. In 1963, he opened a welding, blacksmith, and radiator repair shop. In 1967, the production of agricultural products with the Landoll brand began.

By 1970, Landoll had designed and patented a unique, innovative trailer that eventually changed the way many transport companies conducted their business. The trailer was capable of ground loading and off-loading equipment, and was known as the traveling axle.

Under Landoll's leadership, the company continues to improve and expand its product lines. Landoll offers products for many segments – agriculture, construction, towing, forklift and military. Landoll is the largest employer in its community, and Don Landoll and his employees have a culture of service, participating in many charitable organizations. Landoll actively supports industry and business interests to help ensure the strength of manufacturing in Kansas.

In 2007 Landoll Corp. was among five companies receiving a Regional Governor's Award of Excellence from the state of Kansas. Landoll has also received the U.S. Dept. of Defense's highest award presented to civilian contractors, the Pro Patria, for his support of the National Guard and Reserves.

Federated Produces New Distracted Driving Safety Program: "In the Blink of an Eye"

Distracted driving continues to be a public safety issue that costs business owners millions of dollars each year. A 2011 study by Federated Mutual Insurance Company revealed that 50 percent of commercial driving accidents included distraction as a contributing factor – more than weather, failure to yield, and following too closely combined.

Federated has created a new, comprehensive program called "Distracted Driving – In the Blink of an Eye" to help businesses address the risk exposure distracted driving can have on their companies. The program is designed to help Federated clients reduce claims and the related costs of distracted driving by setting high standards for driving company vehicles. This

program includes a compelling DVD and packet of materials with everything a business needs to conduct an impressive employee distracted driving safety meeting. Federated marketing representatives will deliver a copy of the DVD and support materials to insured clients beginning in early 2012.

Dealers with questions regarding this safety material should contact Dan Garcia, Federated Insurance, 800-533-0472 ext. 455-5548.

Dealers Speak Out On Why the OSUIT Technician Training Program is a Success

The SouthWestern Association Technician Training program at the Oklahoma State University Institute of Technology is now in its seventh year. The classroom/internship program continues to produce valuable service technicians for the ag and construction dealership industry. SouthWestern Association recently asked personnel from three dealerships that utilize the program to answer a few questions about their experiences with the SWA Technician Training Program.

Question: Why should dealers consider this type of approach to growing their future technicians?

"By sponsoring a student in the OSUIT Ag Technician Program, dealerships are creating win/win scenarios. The graduating senior wins by getting scholarship dollars, hands-on experience, a paid internship and a clear career path into one of the most stable job industries in the world! The dealership wins by recruiting bright, young talent that will enhance their service department's ability to provide World Class Support."
- Eric Yoder, Hartzler Equip. Co.

"Dealer consideration comes from the ability to be directly involved with the curriculum and constant communication with the instructor to quickly resolve or suppress issues that are not favorable for the student."
- Clint Riddle, Grissoms LLC

Question: Why did you choose to get involved with the Technician Training program at OSUIT?

"The OSUIT program has a proven track record. The instructors genuinely care about each of the students, and the curriculum is specifically designed to provide the students the foundation they need to become a successful ag equipment service technician."
- Eric Yoder, Hartzler Equip. Co.

"This program gave our team a well-experienced employee with a great education. The OSUIT program enhanced their ability to perform at factory trained level without the cost and time of factory training. OSUIT gave our team the ability to learn more from each other. OSUIT prepared them for real life shop experience and gave them an opportunity to work with other equipment, besides our product line, diversifying their abilities."
- Elizabeth Lauf, Lauf Equipment Co.

Question: How would you rate the graduate's "ready-for-the-job" effectiveness upon graduation?

"The OSUIT program does more than just teach technical skills, it teaches real life lessons for students who may have never been on their own before. The program's guidelines are similar to the work ethic expected from a full-time employee."
- Clint Riddle, Grissoms LLC

Question: What do you believe has been the secret to the success of the program over the years?

"The program is so successful because it is eminently practical. The program's practical design is ingenious. For two years, in eight week intervals of time, the student goes back and forth from the school to the dealer. When the student's not at school learning, they're at the dealership applying what they've just learned."
- Eric Yoder, Hartzler Equip. Co.

"Allowing the dealers to be involved and be a part of the advisory system."
- Clint Riddle, Grissoms LLC

Question: How is this program different from other technician training programs in our industry?

"The internship program gives me a chance to evaluate the student during his training and allows me to look for improvements. With some of the other programs, your results may not be seen until the end of the program."
- Clint Riddle, Grissoms LLC


"I have had limited exposure to other technician programs, but the last graduation ceremony I attended was a testament to the kind of special, camaraderie that exists on the OSUIT campus. The students wear different uniforms representing their sponsored dealers, but they are all striving for the same end result to graduate with an Associates in Diesel and Heavy Equipment Technology from a reputable institution."
- Eric Yoder, Hartzler Equip. Co.

If you have questions about the SouthWestern Association OSUIT Technician Training Program, contact SWA Regional Manager Tag Webb at 918-232-2830 or twebb@swassn.com. SW

House Passes Withholding Tax Repeal, Veterans' Initiatives


The U.S. House of Representatives voted overwhelmingly (422-0) to temporarily set aside its partisan standoff over President Barack Obama's jobs plan and move toward giving a modest economic spark to two potent interest groups: veterans and businesses.

The House voted to pass a measure repealing a requirement that federal, state, and many local governments withhold three percent of their payments to contractors. That bill has been lobbied by a wide swath of industry groups large and small and has no significant opposition. The bill also contains provisions to assist veterans' employment opportunities. The bill now goes to the President where it is expected to be signed into law.

Source: North American Equipment Dealers Association 

Remembrances

Leonard Brautigam, 76, of Union, Mo., passed away Sunday, Oct. 2. He owned and operated Brautigam Implement since 1971. He was a lifetime member of Immaculate Conception Church, the Knights of Columbus, Union FFA Alumni, Union Saddle Club, Meramec Valley Promenaders (square dance club), Franklin County Fair Board, past 4-H leader, Cattlemen's Association and the Union Chamber of Commerce.

Ed Walsh, 85, died Nov. 16. Ed was a well-known and highly respected industry consultant for equipment dealers for nearly 30 years. He acted as management consultant for hundreds of equipment dealers, conducted over 500 seminars and workshops, appeared more than 100 times on convention programs for state and regional associations across North America. Ed also wrote nearly 300 monthly newsletter columns entitled, "Ed Walsh Answers Questions," starting in 1971. In 1995, Ed was presented a plaque from the North American Equipment Association Executives honoring him for his dedicated service to the industry. Dealers, and the industry as a whole benefited from Ed's tireless pursuit of helping dealers become more productive, efficient, and profitable. 

Foley Equipment Company to Acquire Dean Machinery of Kansas City


Wichita company will now serve 104 counties in Kansas and 40 in Missouri

Foley Equipment Company has announced that it has reached an agreement in principle to purchase Dean Machinery of Kansas City. Once the transaction is complete, Foley Equipment will be the exclusive Caterpillar dealer for 104 counties in the state of Kansas and 40 counties in Northwest Missouri, including the Kansas City market.

Foley Equipment offers a variety of construction and power systems solutions including new and used sales, rentals, parts, service and technology.


Pending the successful completion of Foley's due diligence and the necessary regulatory approvals, the transaction is expected to close in January 2012. The purchase agreement includes the assets of Dean Machinery's construction and power systems divisions.

"This is an extremely exciting opportunity for Foley," said Ann Konecny, President of Foley Equipment. "We continually look for opportunities to grow and expand our business while keeping our customers at the center of everything we do as a company."

Foley Equipment was founded in 1942 and currently operates 15 locations across Kansas. Dean Machinery, also a family owned Caterpillar dealership, has been in operation since 1955 and is headquartered in Kansas City, Mo. The company has five locations in Missouri and one in Olathe, Kansas. 

Additions to IRON Solutions Sales Staff

IRON Solutions, Inc. recently announced the addition of David Sanders, Director of Dealer Sales, and two new sales associates, Warren Noon and Brent Fairchild, to their North American sales staff. David Sanders and the new sales team bring IRON's customers proven experience selling CRM (Customer Relationship Management) consulting and application services from the automotive industry.

David Sanders has over 20 years of experience developing world-class sales teams for applications and services companies. He comes to IRON with an extensive sales background with ADP, Reynolds + Reynolds, and most recently, DealerSocket, a market leader in SaaS CRM services within the automobile dealer market. 

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