

In This Issue

- Commercial Driver Seminars
- John Deere Opens New Facility
- Motorcycle Mary
- New Association Sponsored Training Program
- Answers from AgCareers.com

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

P.O. Box 419264
Kansas City, MO 64141-6264
Ph: 816-561-5323, 800-762-5616
Fx: 816-561-1249
www.swassn.com

*Is your dealership receiving e-mail
from South Western Association?*

If not, send us your e-mail address.
We will forward important
Association correspondence to
your attention via e-mail. Please
register your e-mail address at:
www.swassn.com/register-email.htm

Dealership Transfers: Planning for Events That Will Impact Every Dealership

By Lance Formwalt, Seigfreid Bingham Levy Selzer & Gee

Every dealership will be transferred. I think we can all agree on that since it is based on the same logic as the statement that, "No one lives forever." But even though conventional wisdom says that you and I should develop a plan for what happens when we die, dealers don't always take the same approach to their business. This is ironic since the dealership is often the asset that will contribute the most value to a dealer's estate.

Planning for a dealership transfer is even more important than an estate plan. One reason for this is that proper planning can help you create significantly more value for you and your family (which can then be factored into your overall estate plan). The second reason is that planning for a dealership is much more complicated than a general estate plan – it involves many issues and the different family dynamics, ownership structures, entity types and exit goals and strategies among dealer groups often lead to a large array of options for approaching a situation, each of which may have significantly different consequences.

Why don't dealers spend more time planning for dealership transfers? We know that one reason is the simple fact that dealers are focused on the day-to-day business, making it difficult to engage in this type of strategic planning. A related factor is the somewhat complicated nature of the planning involved and a natural fear of the unknown since this is not a cookie-cutter process.

In the 30+ years that our Equipment Dealer Practice Group has been working with dealers, we have seen most of the issues involved in dealership transfers and understand dealers' concerns about this process. Over the next several months, we will write a series of articles designed to give you an overview of the core issues involved in dealership transfers by covering the following topics:

- Types of Dealership Transfers
- Role of Manufacturers in Dealership Transfers
- Planning Before a Dealership Transfer
- Rules of The Road for Working Together After a Transfer
- After the Transfer: Planning for Future Transfers (or Break-Ups)

It is our hope that these articles will give you a framework for considering dealership transfer issues impacting your organization and confidence that you can get your arms around the issues involved with the appropriate guidance and support of your advisors. Talk to you soon.

Lance Formwalt is a member of the Equipment Dealer Practice Group at Seigfreid Bingham Levy Selzer & Gee, P.C. He may be contacted at lancef@sblsg.com or 816-265-4106.



Plan to Attend

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.

Workshop Dates and Locations

All workshops are being held at the Holiday Inn Columbia-East, 915 Port Way, Columbia, MO 65201. The same workshop is offered multiple times so you can train everyone in your organization without shutting down operations.

- Thursday, November 17
- Monday, December 12

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
- 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.

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. **SW**

APPI Energy Market Snapshot

Electricity

- Electricity prices are slightly lower today in many U.S. service territories primarily due to mild weather conditions.
- The IEA (International Energy Agency) reported that the world's entire population can have electricity by 2030 if \$48 billion is invested each year to end energy poverty.

Natural Gas

- For November 2011, the Natural Gas NYMEX is up \$0.04 to \$3.52 per MMBtu from Friday's close due to short covering.
- The EIA (Energy Information Administration) recently reported a 97 Bcf injection (slightly below expectations) with working gas in storage now at 3,409 Bcf which is 78 Bcf less than last year and 28 Bcf above the 5 year average of 3,381 Bcf.

Crude Oil

- For November 2011, the Crude Oil NYMEX is up \$1.99 to \$84.97 per barrel from Friday's close.

About APPI Energy

Since 1996, APPI Energy has served 3,000 clients, providing account analysis, supplier due diligence, and purchasing strategies that reduce electricity and natural gas costs. APPI Energy's technical infrastructure, industry expertise, and access to competitive pricing from energy suppliers nationwide provides an advantage to our clients.

For more information, visit www.appienergy.com.

John Deere Opens New Sales and Marketing Center in Olathe, Kansas

New facility is LEED Certified and will house nearly 500 employees

John Deere recently officially opened a new sales and marketing center in Olathe, Kansas. In a ribbon-cutting ceremony with employees, city and state officials, and other special guests, the LEED Certified building was officially opened with special tours of the facility.

"This is quite a day," said John Lagemann, Vice President, John Deere Ag & Turf Division. "We actually started the ground-breaking in October of 2008, but delayed construction because of the uncertain economy. We resumed the project in 2010 and it is quite gratifying to see the completion of this beautiful facility."

Employees actually moved into the building in early September, but final touches remained until the grand opening. The new 126,150 square-foot facility is designed to accommodate nearly 500 marketing professionals who will provide support and service to John Deere sales branches and agricultural and turf dealerships in the U.S., Canada, Australia, and New Zealand.

"This new building is a strong affirmation of our commitment to the agriculture and turf business," emphasized Lagemann. "This world-class facility will feature the latest technology to communicate to other divisions, world-wide, and help to support and service our industry-leading John Deere dealer channel."

The state-of-the-art building meets the U.S. Green

Building Council requirements and is designed according to Leadership in Energy and Environmental Design (LEED) standards to qualify for a "gold" classification, which will be confirmed in the near future. The facility is also laid out to enhance the work environment for employees and to help support teamwork and collaboration between all work groups. It will meet changing organizational needs and provide common work areas to support a more flexible workforce.

"We are also extremely pleased that we could build in the Olathe area," Lagemann added. "We're in a central location with easy access to Greater Kansas City and the airport. We're also part of a new Ag Research and Bioscience Corridor, which will integrate nicely with our Agriculture strategic initiatives in the future."

Business Forms

Look to the Association for all your business forms needs. SouthWestern Association has competitive prices for all stock and custom forms including business envelopes.

Contact De at the Association office, 1-800-762-5616, for pricing and more information.

Your Source for Financial Services



We deliver unique benefits to your business including:

- » Industry Experience
- » Consistent Track Record

A full slate of professional services:

- » Certified audits
- » Valuation for estate tax purposes
- » Valuation for mergers and acquisitions
- » Income tax preparation/consultation
- » 401(k) audits
- » Internal Control Reviews

SWA Financial Consulting, P.C.

Call us at 800-762-5616

*A Subsidiary of
SouthWestern Association*

Set a \$Limit Before It's Too Late

By Motorcycle Mary



A budget is a financial plan you develop on a spreadsheet showing how much you should spend each week at the grocery store; or if you have birthdays to buy for, how much you can spend on each person. We have to begin having more and more of a \$Limit in our heads when we go shopping. A carelessly spent \$25 here and \$25 there of unplanned spending twice a week is \$50. Take that amount through the money hourglass times 52 weeks and it adds up to \$2,600 for the year. How many paychecks would that be for you? How much of that is put on your credit cards? And, now you are paying interest on it!

It seems to me that Halloween/Thanksgiving/Christmas have become a burden for some people to bear because they just can't seem to control themselves "in season." It's as if a magic money wand is waved in October, November and December that says, "If it's associated with my holidays (gifts, decorations, appetizers, extra food, etc.) I'm going to buy it – no matter what the cost." And the decoration buyer is not giving any consideration to how that splurge-shopping affects the budget for the next 12 months. They don't realize that a

\$125 Christmas nativity scene (want) could be groceries for a week for your entire family (need). Make a list of two or three inexpensive appetizer recipes for those parties you know you will attend. Pre-buy the things needed for all the total number of recipes. Personally, I think deviled eggs are always a hit and a pretty inexpensive dish to take. Or, make copies of your favorite appetizer recipes and put them in your car so you can grab them on the way into the store.

Budget your money. This basically means setting limits on the total amount you can spend on all your gifts. It doesn't matter how many people you have to buy for – you have to have one grand total of just how much cash you will devote to shopping for these people. It has to be divvied up among them. I know Aunt Bernice would love that \$25 scarf, but that would be 25 percent of my budget, and I have six more people to buy for. \$100 divided by seven people equals \$14.28 per person. That would include tax, so you are going to be looking for a \$10-\$13 gift for each person. Anything over that and you are spending beyond your budget. Don't spend money you haven't even made yet.

Continued on next page



Will you make the right choice?

You're a Deere dealer and know you won't settle for a limited, old-school CRM software package. Today's clear choice is **Enterprise xSellerator™** which seamlessly integrates with your JDQuote2 and JDAIM workflow. Now you can empower your enterprise with advanced dealer processes like customer segmentation, account management, target marketing, sales profitability benchmarking, and more.

Evaluate this complete customer and equipment lifecycle management service designed exclusively for Deere dealers to grow market share.

Contact IRON Solutions for a free demo today.

1-877-251-7731 x618 or

SWEDA@enterprisexsellerator.com

ENTERPRISE
xSellerator

Powered by the Best Business Software Solution and CRM



www.IRONsolutions.com

Set a \$Limit Before It's Too Late - cont.

Merry Christmas in October! By the time you read this you should be somewhere around 60 days from the Big Event! Think, People, Think! Let's reduce the gift-giving aspect of the season and look around at our friends and family as number one in the season.

Put those credit cards away. Do a moratorium on your credit cards through the next few months. Leave them at home and use only cash money that you have to spend. Start to wean yourself away from that "Free Willie Attitude" of shopping (aka credit-card shopping/debt). Stop telling yourself, "I will buy today what I want, and I will worry later about how I am going to pay for it." Pay cash and begin that slow agonizing process of learning to live without your credit cards; get them paid off and have a \$Limit in your head when you hit the store for anything!

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

Remembrance

Bob Robeson

It is with great sadness that we report the death of Bob Robeson. Bob, 63, Kansas City, Mo., passed away on Oct. 13 surrounded by his family and friends. Bob was a 35 plus year employee of SouthWestern Association. Most recently, Bob worked for Iron Solutions, based in Saskatoon, SK, Canada.

Bob was born in St. Joseph, Mo. on Aug. 2, 1948. He served proudly in Vietnam during 1970-71 with MACV Advisory Team 96. He was a member of the VFW and the VVA.

His passion for 43 years was the work he did with farm equipment dealers and the lifelong friendships he made in the United States and Canada. He led the computer department at the Association for many years and was instrumental in designing computer systems for dealerships. He formed lasting relationships with many equipment dealers while working at SouthWestern Association. He continued to build those relationships while working for Iron Solutions for approximately the past five years.

Bob is survived by his wife, Susan,; three sons: A Scott and Sara Robeson (St. Louis, Mo.); Aaron and Jody Robeson (Comfort, Texas); Andrew Robeson (Cedar Falls, Ia.) and six grandchildren. Bob will be truly missed. SW

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.

Used Inventory Management

IRON Solutions Can Help Market, Sell and Convert Your Used Inventory to Cash

Iron Solutions Can Help in Two Powerful Ways!

1. Reach Equipment Buyers Online, 24/7 with IRONSearch.com

For less than \$5 a day, you can harness the reach of IRON Search®! We're the largest, most trusted remarketing outlet for buying and selling equipment online, reaching five million people and delivering 70 million pages of equipment listings to buyers each year. IRONsearch.com is the most compelling solution to reach your market with unmatched ability to target and measure your messages and campaigns. Unlike other sites that deliver fragmented or misleading pricing data, IRON Search provides equipment specifications and values direct from the industry's Official Guide®, the gold standard in equipment pricing data.

Your annual subscription delivers unlimited listing for less than \$5 a day! With IRON Search, you avoid the need to buy expensive shopper publications. Besides, with most OEM co-op programs, you can qualify for full reimbursement of your subscription for online listings. Why wait another moment?

Continued on page 7

New Association Sponsored Training Program

Program Offers Free Mystery Shopping to Members

The SouthWestern Association board of directors has approved a partnership with Creative Sales Solutions (CSS) to provide sales training to dealers.

The new SouthWestern Mystery Shopping and Training Program will be administered by CSS. The Florida-based company will work with participating SouthWestern Association members to provide sales training for parts and service personnel.

The program involves mystery-shopping calls to dealerships. These calls evaluate how parts and service employees interact with customers.

"We developed the program to help employees improve their skills to build stronger and more profitable relationships with customers," says Jim Facente, CSS president. "We've mystery shopped more than 1,000 parts and service employees throughout North America and we've trained these employees to use sound techniques to achieve greater success."

Doug Neufeld, CEO, Prairieland Partners, Hutchinson, Kan., and immediate past president of the SouthWestern board, was among a group of board members who evaluated the program. "I believe the program could help change some

basic behaviors of the frontline people in a dealership's parts and service departments," says Neufeld. "The main reason I believe it will have success is because it will bring awareness to employees in how they present themselves and their dealerships to the people they speak with on the phone."

As part of the agreement between SouthWestern and CSS, a special offer is extended to all members of the association.

"CSS has agreed to mystery shop up to three employees for each association member at no charge," says Jeff Flora, CEO, SouthWestern Association. "This offer will give SouthWestern members the opportunity to learn free of charge how some of their parts and service people score when compared to the successful employees mystery shopped and trained by CSS."

Flora says the CSS agreement also calls for special pricing for association members who choose to invest in additional training offered through the SouthWestern Mystery Shopping and Training Program.

"The SouthWestern board heard numerous examples of mystery shopping calls CSS made to dealerships," adds Flora. "The calls revealed there is a great need for training even

Continued on next page

Survival of the fittest.



The laws of the jungle are quite clear. To survive you must be faster, stronger and more efficient. Does that sound a little bit like your business? For over 30 years Spader has been here to help. Our Total Management Workshops and 20 Groups will give you the principles and tools for continued success, even in your jungle.



Fulfilling. Success.

www.spader.com 800.772.3377

among veteran dealership employees. CSS offers a program that produces results and the board believes the mystery shopping program is a good addition to SouthWestern's menu of dealer education and training."

To learn more about the free mystery shopping offer and to get more information about the SouthWestern Mystery Shopping and Training Program, visit: <http://www.swassn.com/education/MysteryShopping.html> or call SouthWestern Association at 800-762-5616.



P.O. Box 419264
Kansas City, MO 64141
Phone: 800-762-5616 • Fax: 816-561-1249
www.swassn.com

Iron Solutions Can Help in Two Powerful Ways! - cont.

2. IRONsearch.com is NOW your Express Lane to IronPlanet's Online Auctions

As an IRON Search subscriber, you can now move your listed used equipment on IRON Search to IronPlanet auctions with a few, simple clicks. Using your IRON Search dashboard, pushing used inventory to auction is easy as 1,2,3...

Here's how:

1. View and select your available IRON Search inventory listing in the admin tool
2. Click the auction icon to send the unit to auction with IronPlanet
3. IronPlanet will call to contract with you to consign the unit to the right auction for you.

For more information on converting your used inventory to Cash with IRON Search teamed with IronPlanet contact Dave at Iron Solutions - 877-264-4766 x5111 or Dave@ironsolutions.com. SW



iron solutions

scan QR code for more info

how do you keep track?

IRON HQ® empowers you and your team to track customers and their equipment fleets like never before. No more missed opportunities, isolated spreadsheets, or profits falling through the cracks. Isn't it time to take more control of your business' results? Unlike other CRM software, IRON HQ is affordable, scalable, web-based, and created especially for dealers on the fast track, like you.



With this enterprise management tool, your team can now communicate, market, segment customers, prospect, quote, appraise, forecast, manage margin and grow market share with proven tools from the leader in business intelligence. Quote faster and win more deals today. **Contact us for a free demo. 877-251-7731 ext 618 or SWEDA@ironhq.com**



www.ironsolutions.com

Answers From AgCareers.com


Response is Crucial



Insight from the AgCareers.com Job Seeker Survey:

- Lack of response to a job seeker's application impacts their decision to apply for future openings; 78% of respondents said that it makes them very unlikely or somewhat unlikely to apply for future openings.
- Your response to applications is crucial in maintaining the positive image of your business.
- Simplify this process by taking advantage of the free automated response to each application submitted on AgCareers.com.
- Utilize a general reply with information such as, "We've received your application and thank you for applying. Only applicants under further consideration will be contacted."

For more information, view the full results here:
<http://www.agcareers.com/jobseekersurvey.cfm?year=2010>.

SouthWestern Association members can utilize AgCareers.com services free of charge through their membership. To post a job opportunity for your dealership and search the resume database for potential candidates, please contact Beth Hales at 1-800-929-8975 or beth.hales@agcareers.com. 

Health care premiums must rise to keep up with SOARING MEDICAL COSTS.

Federated's DEFINED REIMBURSEMENT PLAN
can help keep costs from entering the stratosphere—
Here's how:

- **You define your coverage level!**
- **You determine your cost level!**
- **You gain control of your plan!**

Assuming a 10% increase each year, a company with an annual premium of \$100,000 could pay...

\$110,000	the first year
\$121,000	the second year
\$133,100	the third year
\$146,410	the fourth year
\$161,051	in five years

FEDERATED INSURANCE