

SouthWestern Flash

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SouthWestern Association Annual Conference - Jan. 22-24, 2004, Adams Mark Hotel, San Antonio, TX
2004 Western Farm Show
Feb. 21-23, Am. Royal Complex, Kansas City, Mo.

SouthWestern Association

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www.southwesternassn.com/register-email.htm

Aftermarket Strategic Planning Workshop - Sign Up Today

Dealer principals and aftermarket managers won't want to miss the upcoming Aftermarket Strategic Planning workshop on Nov. 4-5 in Wichita, Kan. The workshop will bring dealers and aftermarket managers together for two days to learn how to strengthen their aftermarket and increase profits. Dealers and managers will learn valuable skills that result in increased profitability in the parts and service departments. This is not an "all talk and no action" program. Managers from each dealership will work together as a team, using their own numbers, to establish financial and operational goals and create personalized action plans. These plans will include specific sales and marketing tasks. Dealers and managers will develop in-depth implementation processes to ensure success. *This workshop will give you the tools you need to build strong and profitable parts and service operations.*

Industry Expert - Ron Willis

This workshop will be taught by Ron Willis. A graduate of Auburn University, Ron has worked in the agricultural equipment industry for the past 25 years. He has been an owner, general manager and most recently, the CEO of a diversified, multi-store operation. His skills are in financial management, personnel management and motivation, and part and service reorganization. He is also experienced in start-ups as well as acquisitions and mergers. He has served as a Director, President, and Chairman of the Board of the Alabama Equipment Dealers Association.

Don't Miss This Opportunity to Learn Real, Proven Techniques to Increase Your Profits In Two Vital Areas - Parts and Service. Space is Limited - So Sign Up Today!

Aftermarket Strategic Planning

Nov. 4-5

Holiday Inn Wichita Airport - 5500 W. Kellogg

Wichita, Kan.

\$449 per person, or included in "One-Pay" Program

For registration information, contact Olivia Holcombe at 800-762-5616 or e-mail at oholcombe@swassn.com

Upcoming South Western Association Education Workshops

Your South Western Association has education workshops planned for this fall that will benefit many areas of equipment dealerships. These workshops are led by experienced trainers in all areas of dealership management including sales, parts counter development, and service department operations.

Aftermarket Strategic Planning

Wichita, Kan. - Nov. 4-5

Presenter: Ron Willis

Target Audience: Dealer Principals and Aftermarket Managers.

Counter Smarts: A Staff Development Program

Columbia, Mo. - Dec. 10

Presenter: Ron Willis

Target Audience: Dealer Principals and Management Personnel

Managing Iron Salespeople

Kansas City, Mo. - Dec. 11

Oklahoma City, Ok - Dec. 12

Presenter: Frank Lee

Target Audience: Sales Managers

Understanding the Warranty Game

Kansas City, Mo. - Dec. 12

Presenter: Jim Carroll

Target Audience: John Deere Dealers Only

Dealers needing more information about any of the above workshops should contact Olivia Holcombe, South Western Association at 800-762-5616.

South Western Association Fall Area Meetings

<u>Date</u>	<u>Type of Meeting</u>	<u>Location</u>
10/27/03	Equip. Area Meeting (p.m.)	Tyler, TX
10/28/03	Equip. Area Meeting (a.m.)	Denton, TX
10/28/03	Equip. Area Meeting (p.m.)	Abilene, TX
10/29/03	Equip. Area Meeting (a.m.)	Lubbock, TX
10/29/03	Equip. Area Meeting (p.m.)	Amarillo, TX
10/30/03	Equip. Area Meeting (p.m.)	Oklahoma City, OK
10/31/03	Equip. Area Meeting (a.m.)	Tulsa, OK
11/3/03	Equip. Area Meeting (p.m.)	Springfield, MO
11/4/03	Equip. Area Meeting (a.m.)	Alma, MO
11/4/03	Equip. Area Meeting (p.m.)	Columbia, MO
11/5/03	Equip. Area Meeting (a.m.)	Kansas City, MO
11/6/03	Equip. Area Meeting (a.m.)	Great Bend, KS
11/6/03	Equip. Area Meeting (p.m.)	Dodge City, KS
11/7/03	Equip. Area Meeting (a.m.)	Colby, KS
11/10/03	OPE Meeting	Arlington, TX
11/11/03	OPE Meeting	Austin, TX
11/12/03	OPE Meeting	San Antonio, TX
11/13/03	OPE Meeting	Houston, TX
12/2/03	OPE Meeting	Oklahoma City, OK
12/3/03	OPE Meeting	Wichita, KS
12/4/03	OPE Meeting	Kansas City, MO

Dealers needing more information at this time should call the Association office at 816-561-5323 or 1-800-762-5616 and ask for Olivia Holcombe or e-mail Olivia at oholcombe@swassn.com.

Make plans today to attend one of the South Western Association fall Area Dealers Meetings!

Two Ways to Pay!

South Western Association has adopted a One Pay All Pass to allow all the employees at each retail location to attend educational seminars. The One Pay All Pass allows all the employees from each purchasing location to Pay One Price and attend all the Education 2003 seminars this year. That's right, all the employees from a single location can attend each one of the seminars at no additional fee. The only requirement for an attendee is to confirm attendance 30 days in advance by faxing it to 816-561-5323.

A La Carte

All programs will be offered to members on an a la carte basis, too. Some programs do have limited seating available. Fees vary for each program. Save \$50 per person by signing up at least 30 days before the seminar. Contact Olivia at South Western Association for more information at 800-762-5616.

Choosing a Way to Retire

A Gallup poll found that Americans appear to be more worried about paying for retirement than any other financial problem. Fifty-four percent of all respondents were worried about having enough money for retirement; 60 percent of non-retired respondents expressed worry over the same problem.¹

Fortunately, eligible individuals who own a business or have self-employment income have an array of vehicles to help them accumulate money for retirement. If you fall into this category, you may want to consider these three plans to help you accumulate funds.²

412(i) Plan

This is a special type of defined benefit plan that can be well suited for businesses with high, steady incomes and seven or fewer employees. Annual contributions to a 412(i) plan are used to pay premiums on fixed annuity and life insurance contracts. Because the retirement benefit values are guaranteed by an insurance company, there is little risk of lost benefits as long as premiums are paid. These plans are noteworthy for their ability to shelter large amounts of income.^{3,4}

SEP-IRA

A simplified employee pension (SEP) plan is really an expanded IRA. SEP-IRA contribution limits for the self-employed and their employees are \$40,000 or 25 percent of income (whichever is less), significantly higher than the \$3,000 limit on IRAs. Only the employer can fund a SEP-IRA, and withdrawals are taxed as ordinary income.⁵

Keogh Plan

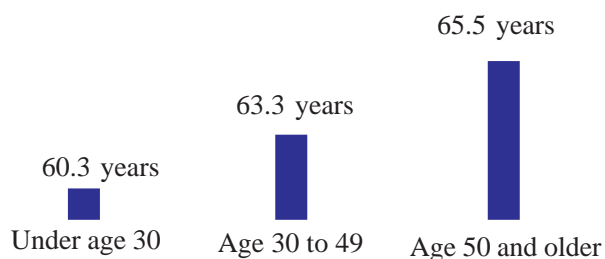
Keogh plans are reserved for the self-employed and their employees. The contribution limit is \$40,000 per year. Contributions and any earnings accumulate tax deferred until withdrawals begin in retirement. Individuals who are employed by a corporation, but also have income from self-employment can be eligible to set up a Keogh.⁶

Individuals who own a business may be tempted to believe they can sell their company and retire on the proceeds. However, by funding a retirement plan, you may be able to insulate your retirement from the possibility that the business won't be worth as much as you had planned when you are ready to sell.

Source: Tax Favored Benefits - SouthWestern Association's endorsed provider for employee benefit plans. Tax Favored Benefits can be reached at 800-683-3440.

At What Age?

Average expected retirement age by age group:



1) The Gallup Organization, April 2003

2) You should consult your tax advisor to determine whether any of these plans apply to your situation.

3) Most annuities have surrender charges that are assessed during the early years of the contract if the contract owner surrenders the annuity. In addition, if you surrender the contract before age 59 1/2, you may be subject to a 10% federal tax penalty. The guarantees of annuity contracts and life insurance policies are contingent on the claims-paying ability of the issuing insurance company.

4) The cost and availability of life insurance depend on factors such as age, health, and the type and amount of insurance purchased. Before implementing a strategy involving life insurance, it would be prudent to make sure that you are insurable by having the policy approved. As with most financial decisions, there are expenses associated with the purchase of life insurance. Policies commonly have mortality and expense charges. In addition, if a policy is surrendered prematurely, there may be surrender charges and income tax implications.

5,6) Distributions from these plans are taxed as ordinary income and, if taken prior to reaching age 59 1/2, may be subject to an additional 10% federal tax penalty.

Ag Related Deaths Increased in 2002

Work fatalities in agriculture increased 2 percent in 2002, while the all-industry average declined by 3 percent according to the National Safety Council. Agriculture ranked second behind the mining/quarrying industry, with 21 fatalities per 100,000 workers, or around 730 deaths, according to AgriNews.com.

The council also reported that tractor incidents remain the number one cause of death in agriculture. A majority of the fatal injuries to operators are caused by tractors overturning without rollover protection and seat belts. Safety specialists have estimated that non-rollover protected tractors account for nearly 50 percent of all farm tractors in use across the nation.

Source: Farm Equipment Manufacturers Association

Federal Legislative News

The Internal Revenue Service (IRS) said it would give partners and S corporation stockholders a new reporting option for short period income resulting from a change in annual accounting period. Under Revenue Procedure 2003-79, such income could be spread over four years under certain circumstances. The procedure will be published in the Internal Revenue Bulletin 2003-45, dated Nov. 1, 2003.

The IRS also released a pamphlet and a CD, both entitled Retirement Plan Correction Programs, to help small businesses and plan administrators maintain tax-favored status for employee retirement plans. The pamphlet (Publication 4224) summarizes programs available from the IRS, DOL and the Pension Benefit Guaranty Corp. The CD (Publication 4050) offers more detailed information. Both can be ordered by calling 800-829-3767.

The Occupational Safety & Health Administration (OSHA) says the revised Form 300 for recording job-related illnesses and injuries in 2004 is now available. It contains a new occupational hearing loss column as well as clearer formulas for calculating incident rates. The revised Form 300 must be used beginning in January 2004 for records to be posted in February 2005.

Not all retailers in the hardware/home improvement industry are required by federal rules to maintain Form 300. Those defined as hardware stores are exempt; those defined as building supply stores must keep records. State OSHA rules may differ. Information on who is required to keep federal records is at www.osha.gov, as is the new Form 300. Printed copies should be available in November through the agency's online order form or by calling 800-321-6742.

Source: NRHA, Oct. 14, 2003

George Edward Knecht

George E. Knecht, past president of Western Association in 1979, and former owner of Knecht Equipment Company, in Paola, Kansas died October 16 at St. Luke's Hospital, in Kansas City, Mo.

George was a long-time resident of Paola. Knecht Equipment Company was in business for over 40 years. In addition to serving on the Board of Directors for Western Association, George served on councils for Allis Chalmers, International Harvester and Steiger tractor dealers. He was also active with the Future Farmers of America and the 4H organization. George also served on the panel of the Kansas and Missouri Chapter of the National Agricultural Advertising and Marketing Association in Kansas City. He was 80 years old.

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