

# South Western Flash

September 2006, Vol.4, No. 9



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## Upcoming Events of Interest

### Dealers of Tomorrow Seminar

Oct. 18-19, 2006  
Austin, Texas

### Western Farm Show

Feb. 24-26, 2007  
American Royal Complex  
Kansas City, Mo.

## Mark Your Calendar For SouthWestern Association Regional Conferences Presented by Federated Insurance

SouthWestern Association is pleased to present the 2007 regional conferences. These meetings were designed with your busy schedule in mind. We'll provide a fast-paced program, packed with lots of content and good ideas you can take home and use immediately.

It's a great opportunity to see old friends and make new ones in a more intimate setting. You'll meet with other members from your area and take home information to help you manage better right away. We hope to see every member at one of the meetings. Check the schedule and decide which location will work best for you. Bring your key personnel so everyone can benefit. Watch your mail for complete registration information coming soon.

### Dates/Cities

Monday, Jan. 22, 2007 - San Antonio, Texas  
Tuesday, Jan. 23, 2007 - Fort Worth, Texas  
Wednesday, Jan. 24, 2007 - Oklahoma City, Oklahoma  
Thursday, Jan. 25, 2007 - Amarillo, Texas  
Friday, Feb. 23, 2007 - Kansas City, Missouri  
(in conjunction with the Western Farm Show)

### Meeting Schedule

10 a.m. - Registration  
10:30 a.m. - Association Business/Industry Update  
Recognition of New and Retiring Board Members  
Lobbyist Report  
Association Programs Update  
*Breaks Sponsored by Tax Favored Benefits*  
Noon - Lunch - Federated Insurance Presentation  
1:30 p.m. - "High Performance Management" with Bill Sharp  
5:30 - 7:00 p.m. - Manufacturers' Reception

### High Performance Management

In some ways managing a high performance business is a little like a game of golf. It would be great to consistently slap every drive down the center of the fairway...300 yards, if needed. However, hooks and slices creep into the game. If you knew you had a tendency to slice, you'd make corrections.

This program is one you'll love because it will pinpoint situations in the daily management of your company where you are likely to make errors created by pressure or stress. It will also nail the activities where your native skills are so strong that you should "go with your hunches." Each of us is unique. The ways on which we react to situations is different from others.

**Continued on next page**

### South Western Association

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Kansas City, MO 64141-6264  
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Fx: 816-561-1249  
[www.swassn.com](http://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](http://www.swassn.com/register-email.htm)

## Regional Conferences

Continued from page 1

CEO's of huge and small companies have learned "when to hold 'em and when to fold 'em" by completing a questionnaire on-line and receiving an individual report of 20 different ways in which we pay attention and react to things happening in our world. The inventory was designed by a guy who has been the personal training consultant to dozens of Olympic stars as well as the Navy SEALs and other "get it right the first time" organizations.

Bill Sharp will join us again to be your personal training consultant in a fast-moving, eye-opening workshop that will show you how to avoid costly decision-making errors. In his usual style, Bill will have you laughing and saying, "Wow" over and over.

Bill Sharp has spent the past 10 years building a highly interactive program to surround giving people their reports. Instead of just hearing about various factors, the audience goes through a series of interesting exercises to "feel" the concepts. You'll come away with a new sense of how to engage in high performance management.

## About Our Presenter

Bill Sharp is one of the most respected training consultants in the power equipment industry and the only sales trainer ever to be simultaneously endorsed by four major segments of the industry: (1) *Farm Equipment* where he has written articles for trade magazines for almost 20 years, has spoken at the NAEDA annual convention eight times, and designed programs for every major manufacturer; (2) *Outdoor Power* where he was featured speaker seven times at the International Lawn & Garden Expo; (3) *Equipment Distributors*; (4) *EMI* - for whom he consulted on parts merchandising. He has spoken at hundreds of conventions and personally conducted seminars in which more than 850,000 "front line" people learned how to better serve their customers.

His programs are known for their fast pace, humor and easy to remember skills rather than psychological mumbo-jumbo and theory. Participants consistently say, "He knows me and my customers. He talks about real situations exactly like I see every day."

Additional information about the Regional Conferences will be sent to dealers in the next few weeks.



# Thanks to Toolchex, technicians are taking home more of what they make.



"Thanks to my employer for providing Toolchex as an employee benefit. It has made a big impact on my take home pay this year."

Luis Navarro Technician

## Benefits for Technicians and Dealerships:

- The Toolchex employee benefit can help dealerships retain valuable technicians by allowing them to take home an average of \$150 more each month.
- Toolchex can save dealerships an average of \$750 in employment taxes per technician per year.
- Toolchex can reduce payroll costs and premiums based on total payroll (workers' compensation, shop owners liability insurance, general liability insurance, etc.).



## Helping Dealers Succeed.

This program is endorsed by the North American Equipment Dealers Association

Consult your tax advisors regarding the tax considerations with respect to adopting or participating in the Toolchex accountable plan. © 2004 Copyright Toolchex, Inc.

800.498.2256 or visit [www.toolchex.com](http://www.toolchex.com)

# You Can See The Future

By Federated Insurance Co.

You've heard the saying "hindsight is 20/20." It often applies to accidents and losses at dealerships. Looking back after a claim, it may be apparent that taking certain measures beforehand could have prevented it. Risk management is all about foresight...by looking back, we may be able to predict what could happen in the future and take steps to change the outcome.

At the beginning of each year, Federated Insurance Company looks back at equipment dealer losses that occurred the previous year to analyze results and offer risk management assistance to dealers. The Company's claims study also tracks the total combined losses for equipment dealers for the major property and casualty insurance coverages since the annual study began in 1997 (1997-2004). Over 2,300 losses reported by equipment dealers were analyzed for the 2004 study to determine the most frequent and most costly types of losses.

Although claims costs continue to increase, a moderate decrease in the number of claims for equipment dealers in 2004 is encouraging. According to the data, the total number of claims has dropped to about a third of the losses experienced in 1997. Some of this decrease in claims frequency may be attributed to increased risk management awareness.

Auto liability and workers compensation continue to be the most frequent and most costly types of losses for equipment dealers. These two areas account for nearly three-fourths of all claims (frequency) and more than half of the costs (severity) over the 8-year period. The cost study reflects only the amounts paid and/or reserved by the insurance carrier and does not include the dealer's hidden costs such as deductibles, employee time lost and equipment downtime.

## Auto Liability

The relative severity of auto claims for 2004 is the highest since the study began in 1997. These escalating costs reflect the rising cost of medical care for people injured in vehicle accidents. Using preferred medical facilities to manage care for the injured tends to aid in containing cost increases. Third party bodily injuries resulting from vehicle accidents are more difficult to contain since third parties often do not use the same network providers as the dealership.

Diligence in screening prospective employees before hiring and periodically checking motor vehicle reports on all drivers can help reduce the number of vehicle accidents. Family

**Continued on next page**

## Take Charge of Your Bottom Line

The NAEDA/NOVA Bankcard Program\* is the most widely used processing program in the equipment industry. With this program you can depend on:

### Complete Processing Solutions

Credit and debit cards\*\*, corporate cards, third-party (private label) cards as well as check verification services

### Reliable Processing

Ranked # 1 by MasterCard for reliability and speed

### Service and Support

Available to NAEDA-affiliated dealers around the clock

For additional information please call toll-free 800-546-1831 or email us at [associations@novainfo.com](mailto:associations@novainfo.com). Mention promotional code #82057 to receive your exclusive association discount rate.

## Helping Dealers Succeed

\* The program is not available in Canada.

\*\* Rates for American Express and Discover negotiated separately.

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

### Processing Options

Terminal, PC and Internet solutions

### Additional Benefits

- Eliminate house accounts
- Improve your cash flow
- Reduce your risk
- Faster settlements



**NOVA NETWORK**  
The most reliable payment processing network in the industry

## You Can See The Future

Continued from page 3

members of owners, officers or directors are also involved in accidents with business vehicles. Encouraging employees and family members to improve their driving skills and avoid distractions may help further reduce accident frequency. Federated Insurance provides materials to its insured dealers to help them educate all employees and family members about the growing concern over distracted driving.

### Workers Compensation

*Preventing auto accidents will also help decrease the frequency and severity of workers compensation claims.* Workers compensation losses accounted for 37 percent of losses (frequency) and for 28 cents of every dollar paid to settle dealers claims. More than 8 percent of the dollars paid for equipment dealers workers compensation losses in 2004 were for injuries suffered in vehicular accidents.

You can also take steps to decrease the severity of other types of workers compensation claims. Designate or recommend a company doctor and use a preferred provider network if available. Train employees to handle emergencies and encourage safe and healthy lifestyles.

### Property Losses

Property losses account for 25 percent of the cost of claims, largely due to equipment theft. In fact stolen equipment accounts for half of all property losses. The remainder is from fire, storms and other causes.

### What Else Can You Do?

Ask yourself these questions and consider how you can improve risk management efforts to help reduce the number and costs of these major types of claims.

- **Auto** - Are all drivers screened and are safe driving expectations communicated?
- **Workers compensation** - Are employees involved in finding solutions to prevent injuries? Do you use a preferred network provider and follow a return-to-work procedure?
- **Property** - Are electrical systems out of date and/or overloaded? Do employees understand and practice fire prevention?
- **Theft** - Are equipment theft barriers in place? Is equipment marked to facilitate recovery.

- **Products Liability** - Are workstations set up appropriately? Are mechanics properly trained and up-to-date on procedures and specifications?
- **General Liability** - Is your dealership properly maintained to prevent bodily injury to employees and the public? Do you report claims as soon as possible to help reduce costs?

Analyzing your company's claims experience and evaluating your risk management practices can help you turn 20/20 hindsight into 20/20 foresight.

*\*Data based on Federated Mutual Insurance Company study of incurred losses for equipment dealers during the years 1997-2004.*



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- **Quick Settlements**
- **Physical Damage Insurance**
- **Supported by NAEDA and 14 NAEDA-affiliated associations**



*Helping Dealers Succeed*

# Reporting Dealers For Fall Official Guide

Thanks to these dealers in SouthWestern's trade territory who reported for the IRON Solutions Fall Official Guide. Reports earn dealers discounts on their subscriptions, and ensure that equipment values are fair and accurate.

If you're not currently using the Official Guide, you might not be making the best deal possible on your trades. As a member, you earn a discount on your purchase of Guide subscriptions. As a reporting dealer, an extra discount is earned. Can you afford NOT to use the Official Guide - the recognized industry authority on equipment values? Talk to your SWA Regional Manager today to learn more.

Ag Power Inc, Hillsboro, KS  
Ag-Power Re-Marketing Auction, McKinney, TX  
Ag-Power, Inc., Mineola, TX  
Ag-Power, Inc., Mt Pleasant, TX  
Ag-Power, Inc., Paris, TX  
Ag-Power, Inc., Sulphur Springs, TX  
Ag-Power, Inc., McKinney, TX  
Ag-Power, Inc., Terrell, TX  
Alamo Ag- Con Equipment Inc, San Antonio, TX  
Alamo Ag-Con Equipment, Inc., Boerne, TX  
Alvin Equipment Company Inc, Alvin, TX  
American Implement - Scott City, Scott City, KS  
American Implement Inc, Garden City, KS  
Arnett New Holland Tractor, Arnett, OK  
B E Implement Partners Ltd., Brownfield, TX  
Bailey Implement Company, Hillsboro, TX  
Bailey's Tractor Company, Sulphur Springs, TX  
Barbee-Neuhaus Implement Co., Weslaco, TX  
Barton County Imp/dba Purinton's,  
Lockwood, MO  
Barton County Implement Company,  
Lamar, MO  
Beechem Equipment, Marlin, TX  
Blackland Implement Company Inc, Temple, TX  
Bob Lowe Inc, Chickasha, OK  
Boettcher-Hlavinka, Taft, TX  
Boettcher-Hlavinka Company, Rosenberg, TX  
Bowie County Equipment, De Kalb, TX  
Brady Implement Company, Brady, TX  
Brazos Valley Equipment Co, Waco, TX  
Browns Implement Inc, Floydada, TX  
Brown's Power & Equipment Inc, Tulia, TX  
Bruna Brothers Inc, Washington, KS  
Bruna Implement Co., Marysville, KS  
Bruna Implement Company, Clay Center, KS  
C & H Equipment, Muleshoe, TX  
C & L Sales, Higginsville, MO  
C & L Sales, Warrensburg, MO  
C & L Sales, Ottawa, KS  
C & W Farm Supply Inc, Courtland, KS  
Carls Sales & Service Inc, Thayer, KS  
Carrico Implement Co Inc, Lincoln, KS  
Carrico Implement Co Inc, Hays, KS  
Carrico Implement Company Inc, Beloit, KS  
Chickasha Ford New Holland, Chickasha, OK  
Chupp Implement Company, Pryor, OK  
Cleburne Air Cooled Engines, Cleburne, TX  
Cleburne New Holland, Cleburne, TX  
Cochran Farm Supply, Edson, KS  
Colby Ag Center LC, Colby, KS  
Colby Implement LLC, Colby, KS  
Coleman Equipment Inc., Bonner  
Springs, KS  
Collins Tractor & Equipment Inc.,  
Crockett, TX  
Comanche New Holland, Comanche, TX  
Conrady Western, Winfield, KS  
Conrady Western Inc, Anthony, KS  
Conrady Western Inc, Wichita, KS  
Conroy Ford Tractor, Inc., Mount Pleasant, TX  
Crown Power & Equipment, Eldon, MO  
Crown Power & Equipment, Columbia, MO  
Crown Power & Equipment, Jefferson City, MO  
Crown Power & Equipment, Salisbury, MO  
Crown Power & Equipment, La Monte, MO  
Cunningham Equip.Co.,Inc., Paris, TX  
Dairyland New Holland Tractor Co.,  
Sulphur Springs, TX  
Dauer Implement Company, Salina, KS  
Davidson Implement Company, Ada, OK  
Deems Farm Equipment of Marshall,  
Marshall, MO  
Deems Farm Equipment of Nevada,  
Nevada, MO  
Deerfield Ag, Garden City, KS  
Delaney Implement Company Inc, Burdett, KS  
Derr Equipment, Savannah, MO  
Dodge City Implement Inc, Dodge City, KS  
Dougherty Implement Company Inc, Colby, KS  
Earl Ladd & Sons Inc, Muleshoe, TX  
Earley Tractor Inc., Cameron, MO  
Edgeller & Harper, Cabool, MO  
Edgeller & Harper International,  
West Plains, MO  
Enid New Holland, Enid, OK  
Ericson Equipment Company, Artesia, NM  
Farm Implement & Supply Co, Plainville, KS  
Fertilizer Dealer Supply Co., Boonville, MO  
Fritz Implement Inc, Monett, MO  
Fuller Tractor Co, Beeville, TX  
Gallatin Truck & Tractor Inc, Gallatin, MO  
Garden City Farm Equipment Inc, Garden  
City, KS  
Glasgow Equipment Company Inc, Glasgow,  
MO  
Golden Valley Ford Tractor Co., Clinton, MO  
Goodland Greenline Inc, Goodland, KS  
Goodland Yost Farm Supply, Goodland, KS  
Great Bend Farm Equipment, Great Bend, KS  
Green Hills Ag, Inc., Brookfield, MO  
Greensburg Tractor, Greensburg, KS  
Hansford Implement Company, Spearman, TX  
Hansford Implement Company, Dumas, TX  
Harlingen Implement Co, Brownsville, TX  
Harlingen Implement Co, Harlingen, TX  
Harper Equipment, Stringtown, OK  
Harpster Equipment Co, Moberly, MO  
Hartzler Equipment Company, Nevada, MO  
Hartzler Equipment Company, Harrisonville,  
MO  
Hendershot Equipment Company, Stephenville,  
TX  
Hendershot Equipment Inc, Decatur, TX  
Heuer Sons Implement, Cape Girardeau, MO  
Hi-Plains Farm Equipment Inc, Dodge City, KS  
Hlavinka Equipment Co, East Bernard, TX  
Hlavinka Equipment Co, El Campo, TX  
Hlavinka Equipment Company, Tivoli, TX  
Hlavinka Equipment Company, Nome, TX  
Houston County Equipment Co, Crockett, TX  
Hoxie Implement Company Inc, Hoxie, KS  
Hurst Farm Supply Co Inc., Lubbock, TX  
Hurst Farm Supply Inc, Lorenzo, TX  
J F Roling & Son Inc, Salisbury, MO  
Jack's Farm Equipment, Vernon, TX  
Jackson County Equipment Company, Edna,  
TX  
James Brothers Implement Co, Plainview, TX  
Jensen Tractor Ranch, Bartlesville, OK  
Jewell Implement Company Inc, Jewell, KS  
John Deere Parts Store, Hollis, OK  
John Schmidt & Sons Inc, Mt Hope, KS  
Johnson Implement Company, Coleman, TX  
Joplin Farm & Lawn, Joplin, MO  
Kaddatz Auction & Farm Equip, Hillsboro, TX  
Kanequip Inc, Herington, KS  
Kanequip Inc, Topeka, KS  
Kanequip Inc, Clay Center, KS  
KanEquip Inc., Garden City, KS  
Kanequip, Inc., Dodge City, KS  
Kanequip, Inc., Marysville, KS  
KanEquip, Inc., Wamego, KS  
Kay Jan, Inc., Leoti, KS  
Kincheloes Inc, Pratt, KS  
Kiowa New Holland, Kiowa, KS  
Kleiber Tractor & Equipment Inc, La Grange,  
TX  
Kronsbein Implement Company Inc,  
Higginsville, MO  
Kuhlman Impl. & Hdwr., Inc., Linn, KS  
LandMark Implement, Inc., Smith Center, KS  
LandMark Implement, Inc., Phillipsburg, KS  
Lang Diesel Inc., Smith Center, KS  
Lang Diesel Inc., Sabetha, KS  
Lang Diesel Inc., Hays, KS  
Lansdowne Moody Co Inc, Cypress, TX  
Lansdowne Moody Co Inc, Webster, TX  
Lansdowne Moody Co./Accts. Payable,  
Houston, TX  
Lansdowne Moody Company LP, Houston, TX  
Larson Farm & Lawn Inc, Rogersville, MO  
Lauf Equipment Company Inc,  
Jefferson City, MO  
Lincoln Farm Supply Inc, Lincoln, KS  
Livingston Machinery Co, Fairview, OK  
Livingston Machinery Company,  
Chickasha, OK  
Lott Implement Inc, Minneapolis, KS  
Malsom Implement Company Inc, Collyer, KS  
Marshfield Machinery Company Inc,  
Marshfield, MO  
Martin Farm Power, Chanute, KS  
Martin Tractor Co., Chanute, KS

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Martin Tractor Co., Topeka, KS  
 Martin Tractor Company, Concordia, KS  
 Martin Tractor Company, Inc., Colby, KS  
 McConnell Machinery, Ottawa, KS  
 McConnell Machinery, Ottawa, KS  
 McConnell Machinery Company, Lawrence, KS  
 McLaughlin Equipment Inc, Cheney, KS  
 Mid-Co Implement Inc, Pratt, KS  
 Oakley Ag Center, Oakley, KS  
 Ochs Inc, Otis, KS  
 Oglesby Equipment Co., Inc., Hereford, TX  
 O'Malley Equipment Company Inc, Independence, KS  
 Oregon Trail Equipment, Inc, Marysville, KS  
 Ozark Power Center Inc, Springfield, MO  
 P & K Equipment Inc, Kingfisher, OK  
 P & K Equipment Inc., Enid, OK  
 P & K Riverside, Norman, OK  
 P & K Riverside Tractor, Purcell, OK  
 Panhandle Implement Company, Perryton, TX  
 Parker Implement Co, Abilene, TX  
 Parker Implement Co, Munday, TX  
 Parmer County Implement Co, Friona, TX  
 Payne County Implement Co, Stillwater, OK  
 Pittsburg Tractor Inc, Pittsburg, TX  
 Porter Henderson Impl. Co., San Angelo, TX  
 Porter Henderson Implement, Big Spring, TX  
 Porter Henderson Implement Co I, Ballinger, TX  
 Potter Tractor Co., Columbus, TX  
 Quality Implement Co, Frederick, OK  
 Quality Implement Co, Abilene, TX  
 Quality Implement Co, Stamford, TX  
 Quality Implement Co., Seymour, TX  
 Quality Implement Co., Rotan, TX  
 Quality Implement Co., Burkburnett, TX  
 Quality Implement Company, Munday, TX

Quarles Supply Company, Bolivar, MO  
 R & H Implement Company Inc, Syracuse, KS  
 Randolph Farm Equipment, Carrollton, MO  
 Ray Lee Equipment Co Ltd, Dimmitt, TX  
 Ray Lee Equipment Co Ltd, Floydada, TX  
 Ray Lee Equipment Co. Ltd, Olton, TX  
 Ray Lee Equipment Co. Ltd, Plainview, TX  
 Riggins R-Co. Inc., Marshall, MO  
 Robl Farm Supply Inc, Ellsworth, KS  
 Robt Yost Ent dba Yost Farm Supply, St Francis, KS  
 Rother Bros. Inc., Fairview, OK  
 Rother Bros. Inc., Clinton, OK  
 Rother Brothers Inc, Kingfisher, OK  
 S & H Farm Supply Inc, Rogersville, MO  
 S & H Farm Supply Inc, Lockwood, MO  
 Saginaw Implement Company Inc, Rhome, TX  
 Scott Power & Equip, Dalhart, TX  
 Scott Power & Equipment Inc, Elkhart, KS  
 Scott Tractor & Equipment, Amarillo, TX  
 Scott Tractor Co, Plainview, TX  
 Scott Tractor Co, Lamesa, TX  
 Scott Tractor Company, Lubbock, TX  
 Scott's Tractor & Equipment, Smithville, MO  
 Seiver Implement Company Inc, Donna, TX  
 Service Ag Equipment, Lehigh, OK  
 Shuck Implement Company, Lawrence, KS  
 Simpson Farm Enterprise, Ransom, KS  
 Skyview Equipment, Inc., Hiawatha, KS  
 South Plains Implement, Seminole, TX  
 South Plains Implement LLC, Denver City, TX  
 South Plains Implement, LTD., Tornillo, TX  
 St. Joseph Tractor Inc, St Joseph, MO  
 Stanton County Implement, Inc., Johnson, KS  
**Continued on next page**

## **AS A DEALER, ARE YOU PREPARING YOURSELF AND YOUR NEXT LEVEL MANAGERS TO BE THE DEALER OF THE FUTURE?**



Since 2003, the primary goal of the Dealer Candidate<sup>®</sup> Course has been to develop dealer or location manager candidates into well-rounded leaders, equipped with all of the tools and skills necessary to successfully assume the position of General Manager or Dealer Principal of single or multi-location complexes.

Open to all brands, this unique program develops the next generation of Owner/Managers through a three-year building block course where students attend classes for two days, three times per year, while also conducting in-dealership learning activities and submitting regular homework assignments that are graded to determine growth.

### **What will students learn from a Dealer Candidate<sup>®</sup> Course?**

- Entrepreneurial Skills ● Leadership and Management ● Financial, Accounting and Asset Management
- Operational Systems, Procedures and Work Flow ● Organizational Behavior and Alignment ● Sales and Marketing
- Employee and Customer Satisfaction ● Implementation Strategies for High Performance Operations
  - Hard and Soft Skill Development ● Elevating Professionalism and Industry Knowledge
- Single and Multi-location Dealership Management Training ● Fresh & Cutting Edge Approaches

**If you or someone from your Dealership would benefit from this course, please contact Sean Brooks today at 618-435-3739 or email at [seanb@jccservices.com](mailto:seanb@jccservices.com).**

The Dealer Candidate<sup>®</sup> Course is wholly owned, designed and delivered by Jerkins Creative Consulting.

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Stephenville New Holland, Stephenville, TX  
 Straub International, Larned, KS  
 Straub International, Marion, KS  
 Straub International, South Hutchinson, KS  
 Straub International, Great Bend, KS  
 Straub International, Salina, KS  
 Sun Rise Tractor, Smithville, MO  
 Sydenstricker Farm & Lawn, Macon, MO  
 Sydenstricker Farm & Lawn, Chillicothe, MO  
 Sydenstricker Implement Co., Rocheport, MO  
 Terry Implement, Inc., Gallatin, MO  
 Thomas Implement, Inc., Altamont, KS  
 Tri-County Implement Inc, Oakley, KS  
 Tulsa New Holland Inc, Tulsa, OK  
 Tuttle Motor Co, Poteet, TX  
 Unruh Foster, Inc., Montezuma, KS  
 Vahrenberg Implement Inc, Higginsville, MO  
 Vater Implement Inc, Enid, OK  
 Vestal Equipment Inc, Bolivar, MO  
 Washington Tractor Company, Washington, MO  
 Watson Tractor & Implement, Farmington, NM  
 Watts Tractor Company, Anson, TX  
 WB Equipment, Dimmitt, TX  
 Wells Implement Inc, Maysville, MO  
 Western Equipment LLC, Clinton, OK  
 Western Equipment LLC, Weatherford, OK  
 Western Equipment LLC, Woodward, OK  
 Western Equipment LLC, Altus, OK  
 Western Equipment LLC, Hobart, OK  
 Western Equipment LLC, Amarillo, TX  
 Western Equipment, L. L. C., Memphis, TX  
 Western Implement, Lubbock, TX  
 Wichita Tractor Co., Wichita, KS  
 Williamson County Equip Co, Taylor, TX  
 Winchell's, Inc., Phillipsburg, KS  
 Witzel & Rhea Implement Co., Inc., Sharon Springs, KS  
 Witzel & Rhea Implement Company, Goodland, KS  
 Wood Equipment Company, Clovis, NM

## Why do I use DealerWin™?





The Windows-Based  
Business Management  
System For  
Equipment Dealers

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## To maximize my profits!

- Requires No Special Hardware
- Best Support in the Industry
- Reasonably Priced
- Accounting That REALLY Works
- Streamlines Business Transactions
- Increases Sales Opportunities
- Total Accountability

DealerWin™ is a Recommended Provider  
of the SouthWestern Association!



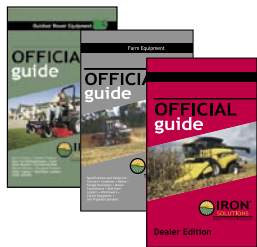
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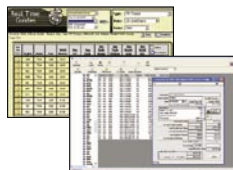
# Tools For Profitability

### Helping dealers to manage profitability...

IRON Solutions' products provide solutions to enable customers to make informed business decisions and impact profitability. Whether looking to evaluate the value of a trade-in, browsing for a particular piece of equipment, or managing your dealership business systems, IRON Solutions has the Equipment Market Intelligence needed for the successful dealer, consumer, auctioneer, financial institution, and buyer.



Paper Guides—Regional Official Guide, Outdoor Power Equipment Official Guide, Annual Farm Equipment Official Guide



Electronic Guides—Real-Time Guides (Internet only), Appraisal Manager (CD/Internet combination)



Web & Software—IRON Search (Equipment listing service) and Inventory Manager (inventory management software)



Sales Assistant Tools (SAT)—Combination of Appraisal Manager, IRON Search, Inventory Manager, IRON Quote Express, and Official Guides Reporting



Quote Pro Sales Suite (QPSS)-E-Bundle—Integration of Appraisal Manager, Profile Manager, Margin Manager, and Inventory Manager



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## Leadership Changes Announced at Federated

Federated Insurance Company is pleased to announce some leadership changes in their marketing operations in the SouthWestern Association region.

Mike Jenkins will become Federated's Regional Marketing Manager for the Central region, headquartered in Kansas City. He will manage marketing activities for property and casualty, group health, and life insurance products and will oversee Federated's district marketing managers and marketing representatives in Kansas, Nebraska and Missouri.

Chris Wall has been named to the position of Director of Field Operations for the Central, North Central, Western, and Far West regions. He will manage marketing activities for property and casualty, group health, and life insurance products and will oversee Federated's district marketing managers and marketing representatives in 14 states.

After serving the Central region for the past five years, Jim Sodomka, will transfer to the North Central region to replace Wall as regional marketing manager.

## SouthWestern Association Dealerships Recognized as Best-In-Class

Two SouthWestern Association farm equipment dealerships have been recognized as Best-in-Class in the second annual Dealership of the Year awards contest sponsored by *Farm Equipment* magazine.

*Hlavinka Equipment Co.*, East Bernard, Texas and *S&H Farm Supply, Inc.* in Rogersville, Missouri have been recognized as Best-in-Class. This year marks the second year that S&H Farm Supply has been selected as a Best-in-Class winner. The Lockwood location for the firm was honored in 2005.

The program was birthed in 2005 as a means to "elevate farm equipment dealerships who are leading the industry in best practices, operations management and customer care." An independent judging panel, featuring Dr. W. David Downey, Center for Agricultural Business, Purdue University; Charles Glass, Farm Equipment Manufacturers Assn.; and David Parker, Agri-Business Group analyzed the data to meet the awards criteria.

*Congratulations to Hlavinka Equipment Co. and S&H Farm Supply!*



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