

# South Western Flash

April 2008, Vol.6, No. 4



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## Upcoming Events of Interest

### Dealers of Tomorrow Workshops:

- Aug. 5-6 - Emporia, Kan.
- Oct. 14-15 - San Antonio, Tex.

### Plumbing and Electrical Seminars

- Aug. 21-22 - St. Louis, Mo.
- Aug. 25-26 - Wichita, Kan.

*Mark your calendar and plan to attend!*

#### **South Western Association**

P.O. Box 419264  
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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)

## AgCareers

### Have You Used AgCareers.com to Find Your Next Employee?

In an effort to continue to drive the best talent to members of the South Western Association, the Association has joined in a partnership with AgCareers.com, the leading on-line job board dedicated to agriculture, food, natural resources and biotechnology. With over 13,000 users each week and a following of job-seeker traffic focused on agribusiness careers, AgCareers.com is an excellent resource to leverage your current recruiting strategies.

Through this partnership, which is available to you as a membership benefit, the South Western Association is offering access to post unlimited job openings, search the AgCareers.com resume database, as well as several other perks only given at the partnership level.

We thought we'd provide an update to let you know about member activity through the SWA/AgCareers partnership.

To date there have been a total of:

- 52 job postings receiving 9,814 job-seeker views.
- In response to member job postings, 105 resumes have been submitted.
- 26 members have contacted AgCareers to inquire about the service.

AgCareers continues to follow up and dealers are utilizing the resume database in addition to the postings to locate candidates. There have been confirmed hires by dealers utilizing the service – one let us know this:

*"We are getting good applicants and look to take candidates to our Board the second week of April. The majority of our candidates we have found on Ag Careers.com. Thanks for your assistance!"*

AgCareers has position templates available to help you with wording your ads. They basically do EVERYTHING for dealers and once they realize how easy it is most are very excited.

If you have positions to fill, why not utilize this easy and effective member program to find employees? This is the 21st century way to find quality people to fill the openings at your dealership – regardless of where you're located. Call today to get started: 1-800-929-8975 or email Beth Hales at AgCareers: [Beth.hales@agcareers.com](mailto:Beth.hales@agcareers.com)

### Be Known as a Great Employer

Recruiting and retaining employees in the agriculture industry is no easy task. It takes careful skills in selection and recruitment to find the right individual whose employment needs match the talent void that needs to be filled by your organization. Take a look at your employee practices for retention, motivation, accountability, reward, recognition and flexibility in work-life balance, promotion and involvement. These are your key areas for becoming an employer of choice. You want your employees bragging that your organization is a great place to work. People will believe the employees before the corporate literature.

# Dealers of Tomorrow - 2008 Seminars

Mark your calendar and make plans now to attend the 2008 Dealers of Tomorrow Seminars. Scheduled for Tuesday-Wednesday, **August 5-6**, in **Emporia, Kansas**, and Tuesday-Wednesday, **October 14-15**, in **San Antonio, Texas**. These programs are planned by dealers for dealers with the goal of providing education today to prepare your key personnel for leadership tomorrow.

This workshop is for owners, mid-level managers, department managers, and key dealership personnel, and will teach participants how a dealership's operating approach and employee attitudes can affect the dealership on a day-to-day basis and impact its future success. Consider bringing several staff members so they can share ideas and return to implement them at your dealership.

## Dealership and Department Development

This year's programs will focus on two distinct but related half-day programs presented by **John Spader**, of Spader Management Group. John Spader has worked closely with individual businesses in a variety of industries located in several countries as a small business management resource provider and Spader 20-Group facilitator. He is one of the primary instructors of the popular Total Management Workshop and also presents various other workshops and seminars related to business management.

The two programs will be *"Four Key Stages of Dealership and Department Development"* and *"Hiring, Managing and Developing People for High Performance."* "Four Key Stages" is a higher-level viewpoint of the dealership and its departments, designed to help people step back and look at the whole dealership or department from a strategic point of view. Its focus is on understanding where you are now, where you want to go and how to get from here to there.

One of the assessments in this session provides the key questions and benchmarks to evaluate when deciding if the dealership should focus on stability or growth, including the roadmap to growing a balanced and sustainable business. This program will include strategies to deal with communication issues in a multi-store structure to help employees provide a consistent level of service to customers.

## Focus On Your People

The second half of the training, "Hiring, Managing and Developing People for High Performance" will focus on the most important component of your dealership – your people. In this action-packed half-day, we will use case study employees to illustrate the powerful Hiring and Developing Winners (HDW) Process developed by Dr. Michael O'Connor.

We will review how dealerships have traditionally created job descriptions and conducted performance reviews. Then, we'll learn how to implement the Hiring and Developing

Winners process by completing a HDW-based performance evaluation on the same case study employees.

*Special bonus activity:* A unique part of the program in Emporia, Kan., will be a tour of PrairieLand Partners, Inc. (formerly Deer Trail Implement), a John Deere dealership whose facilities were recently built and have been featured in industry magazines. This is your chance to see this modern, efficient dealership firsthand.

Thanks to our sponsors, we are able to provide this timely training at a very reasonable price. The programs are presented by Federated Insurance; other sponsors are: High Plains Journal, NAEDA Financial, Ltd., Fastline Publications, Equipment Insurance International (EII), IRON Solutions, LLC, and DIS. Program details will be mailed soon and posted to the SWA web site – [www.swassn.com](http://www.swassn.com) – in the near future.



**John Spader -  
Presenter**

Plan to attend this informative program in either location. You'll learn the skills and concepts you'll need to take you to the next level. And, you'll have the opportunity to meet and network with other dealers/managers like you. "Dealers of Tomorrow" is a special initiative of SouthWestern Association. The mission of the Dealers of Tomorrow is to provide education for the next generation. Be a part of this exciting program.

For more information, please call the Association office at 800-762-5616.

## Technician Training Program

SouthWestern Association has partnered with OSU-Okmulgee to establish a technician 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-Okmulgee Dept. Chairman - 918-293-5392 or Jeff Flora, CEO, SouthWestern Association, 800-762-5616.

# The Form and Its Function: I-9 Forms

By Lesley Sifers, Tax Favored Benefits

*Tax Favored Benefits is the SouthWestern Association endorsed partner for employee benefit programs, retirement planning, and 401(k) services. They can be reached at 800-683-3440 or 913-648-5526.*

Two things in the news recently: 1) A major increase in the Federal minimum wage; and 2) The introduction of legislation to beef-up enforcement of immigration procedures. Is there a connection here? Did those farsighted visionaries in Washington realize that increasing the minimum wage (it will be \$7.25 per hour by July 2009) might actually encourage some employers to hire MORE illegal aliens? Is it a coincidence that lawmakers are discussing ways to toughen the rules and procedures that you must follow?

Isn't that just like those visionaries? Always thinking of ways to let you help them get the job done and then fine you (even arrest you) if you don't get it just right. It's not like you haven't been helping for the past 20 years - that's about how long the I-9 form has been around.

Seems like a good time to review your I-9 process and procedures to be sure you have it down pat - before any new requirements are added.

- Legal hiring begins in the interview. Ask EVERY applicant if they are legally authorized to work in the United States - even if you are 100% sure they are. Don't ask about place of birth or national origin - those questions are illegal. Tell applicants they are required to supply documentation proving identity and legal work status. If an applicant has questions, give them a blank I-9 form. There is a list of acceptable documents on the back of the form.

- There are two kinds of documentation required to complete an I-9 form properly. One document proves identity. That should be a picture ID such as a drivers license or state issued ID card. Another document proves eligibility to work in the United States. That can be a birth certificate or Social Security card. A U.S. passport serves both purposes. A non-citizen, legally able to work in the United States, should be able to present specific eligibility documents.

- You can accept only ORIGINAL documents. Metal or plastic social security cards are not valid for eligibility. Make sure the documents presented are ones listed on the back of the I-9 form.

- You absolutely MUST obtain a completed I-9 form on every employee within three (3) days of their start date. If you don't have it, you cannot keep the person on payroll. In my experience, some people do not have the original documents required. It is, technically, acceptable to allow a person to work if they have proof that they have applied for new documents. However, I would hesitate to do so. Better to tell them they cannot start work until they actually have original documents.

- Federal rules do not require you to make copies of the

documents you examined, although a few states do require it. I recommend that you make copies and attach them to the completed I-9 form even if that is not a requirement in your state.

- Maintaining I-9 forms can get tricky. Do not keep them in personnel files. There are two reasons to keep them separate. First, the form contains information about national origin. Second, if you are audited by an agency like the Department of Labor, anything in the personnel folder is open to examination. If they spot anything irregular on an I-9, it could lead to a wider audit.

- Store forms for current employees in alphabetical order in a binder(s). Store the binder in a secure place. Remember, you must have an I-9 on every employee - even if they were working for you before the law became effective.

- Flag any I-9 form that includes an eligibility document with an expiration date. That includes passports, work permits, visas, etc. The I-9 must be updated when such documents expire. Obtain a new form and attach it to the original I-9 form. NEVER alter or make corrections on an I-9 form. Identity documents, such as a drivers license, do not need to be updated when they expire.

- When an employee leaves, move the I-9 to a separate binder kept in date order. You must keep I-9s for one year after an employee leaves. Then shred those documents when the retention time is over.

- Train certain staff to obtain and maintain your I-9 forms and allow only that person(s) to handle the process. Centralizing responsibility will improve consistency in the process and be to your benefit if you are audited by a federal or state agency.

- Conduct an annual self-audit. This can be done by a third party or someone who is not involved in the day-to-day I-9 process.

The Department of Homeland Security's Immigration and Customs Enforcement (ICE) enforces immigration laws. In 2006, ICE set new records for enforcement. Over 700 people (employers and employees) were arrested on criminal charges. More than 3,000 individuals were arrested on administrative charges. This is seven times the total of arrests in 2002, the last year the Immigration and Naturalization Service (INS) was in operation. Even if you don't get arrested, fines run to the six digits.

An ICE official said, "No matter how large or small the company, ICE has no tolerance for individuals who use illegal aliens in their workforce." A solid I-9 process could help you

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## NAEDA Board Summary

NAEDA installed Steve Kayton as chairman during its annual meeting and board of directors meeting in Scottsdale, Ariz., March 13-15, 2008. Kayton, a member of Iowa-Nebraska Equipment Dealers Association, is a Case IH dealer from Seward, Neb. He succeeds Dennis Booth, a Case IH dealer from Yuma, Ariz., and member of the Far West Equipment Dealers Association.

J.W. "Woody" McCartney will serve as first vice chairman and Lester Killebrew will serve as second vice chairman. McCartney is an AGCO dealer from Durand, Ill., and a member of the Midwest Equipment Dealers Association. Killebrew is a Deere dealer from Abbeville, Ala., and a member of the Southern Equipment Dealers Association.

John Schmeiser, executive vice president, Canada West Equipment Dealers Association, also will serve on the NAEDA Executive Committee as an ex officio member and represent the North American Equipment Association Executives (NAEAE). The NAEAE is made up of executives of the association's 18 affiliated associations.

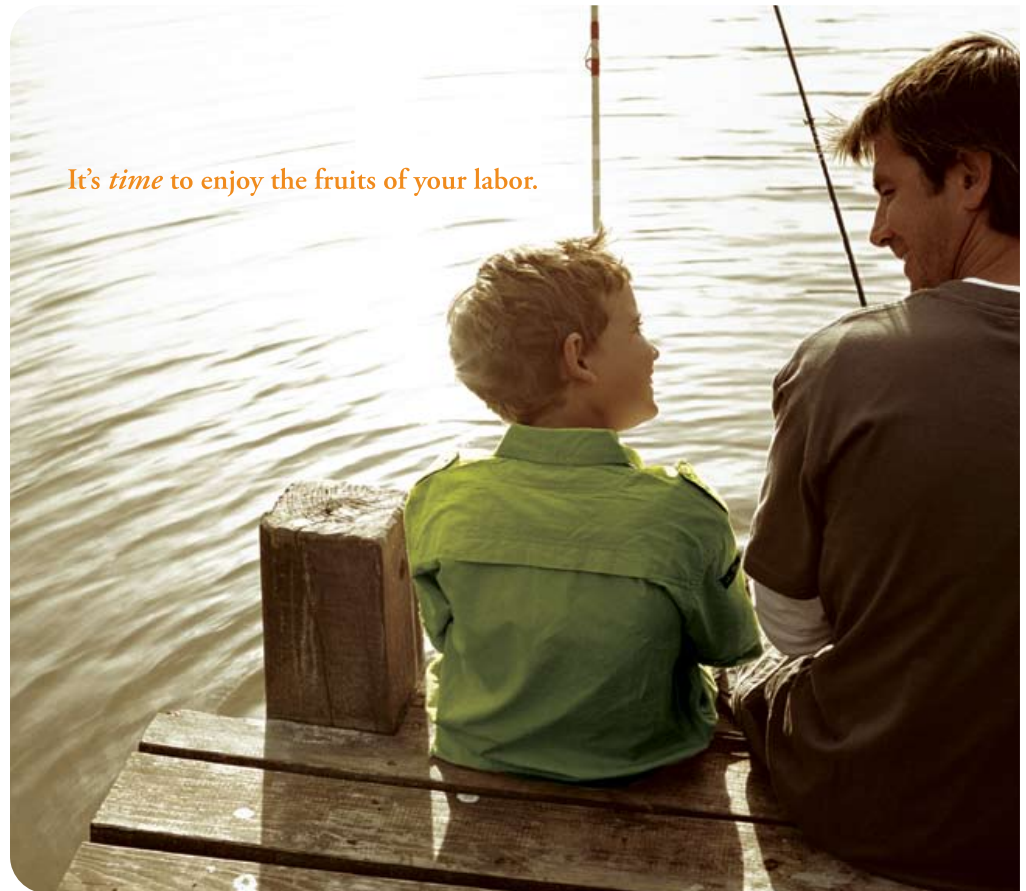
The Board of Directors' meeting opened with a series of meetings by standing NAEDA committees: Manufacturer Relations, Government Relations and Member Services. These committees meet at least twice a year to discuss topical issues related to industry relations, legislative priorities, and programs, products and services. It's from these committees that items included in NAEDA's Annual Plan of Work are presented to the Board for discussion and action. Following is a summary of key agenda items from each committee.

*Manufacturer Relations* – NAEDA Legal Counsel Jack Selzer updated the committee about actions related to Farmtrac, the North Carolina-based tractor manufacturer that recently went into receivership. NAEDA and members of the association's Industry Relations

Task Force are working with Farmtrac dealers to determine what options are available, including collecting contributions from Farmtrac dealers to establish a legal fund to protect their wholegoods and parts investments.

*Government Relations* – The Board approved NAEDA's legislative priorities for the coming year, which included revisions to current NAEDA policies related to taxes and immigration. NAEDA policies are listed under Policy in the Advocacy Center at [www.naeda.com](http://www.naeda.com).

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Now it's time to get your life back and take control so you can run your business, instead of your business running you.

Spader Business Management offers innovative solutions like Total Management 1 and 2 workshops, 20 Groups, and consulting programs that can take your company to new levels of performance and improve life-work balance for you and your employees. Which ultimately allows you to work on your business instead of in your business.

For more information and to see what Spader can do for you, visit [spader.com](http://spader.com), or call 800.772.3377. You and your family will be glad you did.



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## Association-Recommended Bankcard Processor Becomes Elavon

NOVA Information Systems has a new name. Effective April 14, Elavon debuted and replaced NOVA Information Systems and the NOVA Network, names known to SouthWestern Association, NAEDA and hundreds of dealers throughout North America who use the company for credit card processing.

Elavon is part of U.S. Bancorp, a vastly diversified company whose assets total nearly \$240 billion. More importantly, Elavon is the sum of its parts, of which there were many, and will now stand alone as the global nameplate for U.S. Bancorp businesses that provide credit card processing solutions.

### What Merchants Can Expect

On the surface, the name on merchant statements will be the most noticeable change but it's important for merchants to understand their accounts HAVE NOT been sold to another processor. They only need to remember Elavon is replacing the NOVA brand.

As for communicating with Elavon, the NOVA e-mail domain will change. But, e-mails sent to individuals or specific departments with the extension "novainfo.com" will be

accepted for one year, even though they'll be routed to an Elavon mailbox.

"Elavon may not immediately roll off the tips of merchants' tongues," says Mike Kraemer, who manages the credit card program endorsed by NAEDA and supported by SouthWestern Association. "But we're pleased to know that Elavon will have the collective strength of its processing businesses to provide SouthWestern Association merchants with a full suite of payment and value-added solutions."

Elavon offers electronic payment processing solutions for all major credit and debit, corporate and purchasing cards. The company also offers electronic check service and gift cards.

SouthWestern Association and Elavon invite dealers to take advantage of association discount rates. Even if you are currently using another payment processor, call for a FREE rate comparison. You have nothing to lose but higher fees.

To get started, please call 800-546-1831. Be sure to mention promotion code 82093 to receive special member pricing.

# Save Money

## with credit card solutions that reduce costs



**Elavon**, the endorsed payment processor of NAEDA, invites NAEDA-affiliated dealers to take advantage of the lowest program rates in years. Even if you're using another payment processor, call us for a **FREE** rate comparison. You have nothing to lose but higher fees.

For information, please call 800/546-1831, or fax your business and contact information to 800/799-3984.  
Please mention source code 82093.

### Membership Benefits Include:

- ✓ Competitive Rates
- ✓ NO Application Fee
- ✓ NO Annual Fee
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### New Value-Added Features:

- ✓ Electronic Check Service
- ✓ Gift Card Program

### Elavon Offers:

- ✓ Processing of all major credit cards
- ✓ PC, Internet and terminal applications
- ✓ Online reporting
- ✓ 24/7 customer support



Helping Dealers Succeed

Elavon

## Bob Aiken Scheduled For Area Seminars

SouthWestern Association will provide Bob Aiken's popular plumbing and electrical sales seminars in August. Scheduled for August 21-22 in St. Louis and August 25-26 in Wichita, Bob Aiken will help your employees better understand these important topics to boost your sales.

### How To Sell Plumbing Supplies

This seminar is designed to present product knowledge through a combination of classroom and hands-on training, as well as teaching selling skills to retail salespeople. Both beginners and experienced store personnel will benefit greatly from Bob Aiken's 35+ years of retail and plumbing experience. This seminar is fast-paced, entertaining, interactive and informative. Attendees will leave with a better understanding of electrical products and their uses, and be able to sell the correct plumbing items to consumers.

#### Topics covered include:

- How a plumbing system works
- Types of shock arrestors and why they are needed.
- Valves-different types and their specific uses

- Selling and repairing faucets
- Different types of pipes and where you can use them- CPVC, PVC, Copper, PEX, PE, ABS and PB
- Soldering
- Installing a garbage disposal, dishwasher, air-gaps, ice-maker and under-sink drainage.
- Water heaters

### How To Sell Electrical Supplies

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#### Topics covered include:

- How an electrical system works
- The difference between 120 Volts and 240 Volts

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## 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 advisers 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)

# The Professional Service Technician

By John Walker, President, After Market Service Consulting Co., Inc.

Look For John Walker as a future trainer for the SouthWestern Association On-Line Campus

Over the many years that we have been writing articles for numerous trade magazines we have used the word “professional” quite frequently. We have written about professional Parts Managers, Service Managers, Product Support Service Representatives and even professional counter personnel within equipment dealerships.

Several weeks ago, while training a large group of technicians on the techniques of service up-selling, one of the technicians made this comment: “You have written about professionalism for everyone in an equipment dealership, but not for service technicians. Why not?”

Well, I was a bit embarrassed, believing that we had done so at some point in time. I could hardly believe this gentleman had read every article I had written. I checked it out by re-viewing every article we have written over the years and found that he was right.

Outside of mentioning on occasion the importance of giving your technicians an “atta-boy” when the opportunity presented itself, we have not done an article on the professionalism of service technicians. So, Steve Randell, thanks for bringing this to my attention and for speaking up for all those really great professionals out there - this is your article!

## Importance of Professional Service Technicians

We do not believe there is another position within any equipment dealership more important for maintaining a solid and loyal customer base than the service technician. Manufacturers can build the best product in the world and a product that solves the customer’s every need. But, at some point, that super, well designed piece of equipment is going to experience “unscheduled down time.”

If the dealership does not provide the customer with a professionally trained technician at that time to get the equipment back up and running, then all of the public relations, all of the manufacturers’ and dealerships’ advertising is for naught. The best salesperson in the world will have a difficult time wooing the customer back to buy another piece of equipment from the dealership.

Customers want to buy from those equipment dealerships they know will take care of them after the sale. Successful equipment dealers recognize this fact and they will constantly promote their service professionalism before the sale, during the sale and long after the sale. Customers want to be sure that in the event of unscheduled downtime, their equipment will be repaired right the first time and on time with no excuses.

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**Successful equipment dealers will constantly promote their service professionalism before the sale, during the sale and long after the sale.**

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For this service, customers are willing to pay a premium price, not only for the equipment, but for the service performed upon this equipment. Those dealers who recognize this fact, those dealers who market the attributes of their service department and the professionalism of their service technicians are the winners out there and this can be proven by an analysis of the dealership’s financial statement. These are the dealers who build a **Customer for Life** culture throughout the dealership.

Things are slowly changing out there. We have been around long enough to remember when service departments and service technicians were considered little more than “necessary evils” and technicians were little more than “second class citizens” who could take their breaks and eat their lunches in the upper room over the shop. A room filled with exhaust fumes, dirty, dusty, and certainly not particularly impressive when trying to hire a new technician or for maintaining professional service technicians.

Take a look at some of the areas these professionals were (are) expected to work in: poorly lit, dusty, dirty, hot in the summer, cold in the winter, disorganized work spaces, lack of necessary tools to work upon customer’s equipment. If your dealership is having difficulty hiring or retaining technicians, maybe somebody should take a hard look at the facilities and the conditions under which these professionals are asked to work.

We listen to dealers who continually complain about the impossibility of finding and hiring quality (professional) technicians. We suggest to these unknowing dealers to take a hard look at their facilities and ask themselves whether or not they would want to come to work for the company.

There are professionals out there available for hire! Well trained, quality people who would come to work for any dealership if:

- 1) The dealership showed respect for professionals;
- 2) The facilities were acceptable;
- 3) The fringe benefits were acceptable;
- 4) The pay plans were based upon performance; and
- 5) The dealership offered the technicians training opportunities to increase their professionalism.

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## Professional Service Technician

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Professionals want to increase their knowledge of the equipment they work on. They want the opportunity to expand their experience and working knowledge of the equipment they are working on. Today, equipment is more sophisticated than ever before. If we don't train our professionals, then they will be unable to do the job right, the first time, on time.

Dealers complain about the expense of training service technicians. We send sales personnel off for a week to the Bahamas to learn about selling product. However, gross margin on equipment continues to remain at the same level or even declines. We send a technician off to cold North Dakota in February and our service margins increase to 65 percent. Who would have thought that could happen?

### Pay For Performance Program

Some attitudes about training are: 1) "If I train them they will want more money"; and 2) "If I send them off to training they will discover what other dealers are paying." Several weeks ago I encouraged a technician who had 25 years experience as a technician and wanted to change location to visit with a dealer who was looking for qualified technicians. The dealer was in the area where the technician wanted to relocate. The end result was that the Branch Manager told the technician he was asking for too much money. "He could find technicians for changing oil on any street corner for the hourly wage he was willing to pay an experienced veteran." The technician, with 25 years experience in the same line of equipment, discovered later that the Branch Manager could not pay this technician what he was asking because he would then be receiving an hourly wage that would be higher than he was currently paying anyone on his shop. A good pay for performance program for professionals would have solved this problem.

Professional service technicians are in short supply in all equipment industries. We have made this comment for years. It is a seller's market! If your dealership wants professional service technicians with great work ethics then you must change your attitude about hiring technicians for your business.

Not too long ago a client commented to us that name recognition of the salesperson calling on accounts was critical to sales success. We countered with the fact that we believed that most of the dealership's good customers had better name recognition of their field service technician than they did of the dealer's sales personnel.

The answer to the following questions will tell you why customers who cannot tolerate "unscheduled down-time" retain name recognition of your field service technicians:

- Whose position within the dealership has the greatest opportunity to gain and hold a customer's confidence?
- Whose position within the dealership has the greatest opportunity to earn a customer's trust?

- Who does the customer generally trust when repair suggestions are put forth?

Therefore, show us a service technician with a bit of personality and a lot of professionalism and we will show you the dealership's best sales person.

A professional service technician through "suggestive-related selling," can bring more additional service business into the typical shop than most dealerships can handle. A professional, through consultative selling, not manipulative selling, can provide any dealership a steady "cash-flow," increased service sales, increased service profitability, higher customer satisfaction indexes, as well as increased equipment sales by developing customer loyalty.

We consider the "consultative style" of selling as being the point where the customer is seen as the person to be served and not the prospect to be sold!

The "consulting-style" of selling comes naturally to a true professional technician, particularly if he/she is a proactive individual – someone who believes that their function is to help the customer make an intelligent decision!

Hire professionals for service technicians! If you can't find enough professionalism, then begin hiring and training professionals. A professional technician is by and large one of the most important positions within any dealership.

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### Insurance Corner

## Pollution Liability Often Overlooked

By Mike Jenkins, Federated Insurance Co.

Pollution liability claims tend to be low frequency, high severity claims; they don't happen often, but when they do, they are usually expensive, even catastrophic.

### Consider This Claims Example

A fire broke out in a building at a building material dealer's location where herbicides, pesticides, paints and thinners were stored. As the fire was extinguished, some of these materials were washed into a storm sewer that fed into a nearby creek. Cleanup of the creek was extensive; over 80,000 gallons of contaminated waste had to be removed. Total cost of the cleanup was \$300,000.

Federated clients have many different pollution exposures, including but not limited to:

- Auto Dealers – motor oil, lubricants and antifreeze stored in bulk, waste oil, paint over-spray
- Machine Shops – parts cleaning solvents and machine lubricants stored in bulk
- Hardware Stores - pesticides, herbicides, paints and thinners

*Continued on next page*

## Bob Aiken

Continued from page 6

- Dryer and range wiring – 4 wire vs. 3 wire
- Understanding electrical panels and grounding
- Breaker types and uses – what can be used where
- Fuses – types and uses
- Cables, cords and uses.
- Metal vs. plastic boxes, and how to select the right size and type.
- Wiring a variety of residential circuits.
- Understanding receptacles and switches, including GFCIs and AFCIs, Single-pole, double-pole, three-way switches.

Locations for programs and registration information will be forthcoming in May. For now, mark your calendar and give thought to who from your store would benefit from this outstanding training opportunity.

## I-9 Forms

Continued from page 3

avoid accidentally hiring illegals and the punishment that goes with it.

Just a reminder, the new minimum wage was effective on July 24, 2007. Be sure your federal posters have been updated and check to see if your state has additional requirements.

Thank you for reading this article. If you have comments or questions about this topic, please call or email the HR Help Line at 800-683-3440 or [lesley@taxfavoredbenefits.com](mailto:lesley@taxfavoredbenefits.com)

## 24/7 Employee Compensation

As a reminder, John Neyens, with Seigfreid, Bingham, Levy, Selzer and Gee, the Association's law firm, has drafted a memo explaining the wage recommendations for employees working "on-call." If you would like a copy of this memo, please contact the SouthWestern Association, at 800-762-5616.

## Insurance Corner

Continued from page 8

- Auto Parts Stores and Auto Repair Shops – accumulated old batteries, cases and drums of motor oil, windshield washer fluid, leaking hydraulic lifts
- Equipment dealers - motor oil, oil/water separators

You can help reduce your pollution exposure by taking the following steps:

- Train employees in the proper handling and storage of potentially hazardous materials.
- Establish proper emergency procedures such as who to call and how to recognize a pollution incident in the event a release occurs.
- Consider purchasing insurance coverage for situations that cannot be prevented.

Insurance coverage may be available, at affordable rates, that can indemnify your business for the cleanup costs and third party damages for which you may be held legally responsible. This type of coverage has become more available and affordable in recent years.

Take time to uncover the often-overlooked pollution risks at your business and decide how to deal with them before an incident occurs. Federated has many resources that can help.



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*Thanks to IRON SEARCH, we completed a sale for equipment to be shipped to BELIZE. We had to wait for a couple of weeks to send the tractor on its way due to the hurricanes that hit their area. We made a good connection with a grower there & hopefully will be able to ship more due to his satisfaction!*

**THANKS IRON SEARCH!!!**

Gary Pope  
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## NAEDA Board Summary

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*Member Services* – The Board approved a committee motion directing NAEDA to pursue a relationship with a company that offers an identity theft program. Businesses throughout the U.S. are faced with meeting a November 2008 federal deadline to have a security plan in place to guard against theft of nonpublic information of customers and employees. NAEDA is conducting additional research into the program. The committee also heard a presentation from a leading online job posting service but deferred any action about the latter to the newly formed Workforce Development Committee.

In addition to acting on committee recommendations and motions, the Board also approved key priorities in NAEDA's 2008-09 Plan of Work. Key priorities approved included:

- Authorizing the establishment of a legal business entity with the Farm Equipment Manufacturers Association and the Farm Equipment Wholesalers Association to manage the online warranty claims system;
- Launching "power pro" an accreditation program to brand full-service outdoor power equipment dealers;
- Creating a standing Workforce Development Committee to work with affiliated associations and other industry groups to pursue solutions to attracting highly

- skilled workers to the equipment industry; and
- Creating an active legislative program in Canada to monitor provincial and federal legislation and advance association policies at the federal level.

Also notable was the Board's approval of recommendations made by the association's Market Share Task Force. The group's report called for well-defined changes to the prevailing system to develop fairness, accuracy, transparency and the validation of numbers used to measure dealer performance. Moreover, the task force recommended more substantial alternatives if the system now in place is not responsive in a timely fashion. This may include developing different statistical sources for market share data.

This was a meeting of substance and action and those of us who serve on the NAEDA Board of Directors are privileged to represent the interests of dealers throughout North America. We encourage you to help keep our dealer association strong.

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