

SouthWestern Flash

November 2008, Vol.6, No. 11



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Upcoming Events of Interest

SouthWestern Association Convention

- Feb. 19-20, 2009
Kansas City, Mo.

Western Farm Show

- Feb. 20-22, 2009
American Royal Complex -
Kansas City, Mo.

Mark your calendar and plan to attend!



SouthWestern 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 SouthWestern 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

2009 Convention - Feb. 19-20, 2009

Plan to Attend the SouthWestern Association Annual Convention

Schedule at a Glance

Thursday, Feb. 19, 2009

5:30 p.m. - Registration/Reception at Hampton Inn & Suites - Country Club Plaza, Kansas City, Mo.

6:30 p.m. - Dinner & Program featuring Greg Risberg - "How to Stay Energized in a Changing World"

Friday, Feb. 20, 2009

7:30 a.m. - Buses depart the Hampton Inn & Suites (Shuttle transportation will be provided throughout the day.)

Friday Seminars will be at the American Royal Complex

8:00 a.m. - Continental breakfast and Association Business

9:00 a.m. - John Spader - "Dealership Success Strategies"

Noon - Meeting adjourns

Lunch on your own

Afternoon - Tour the Western Farm Show

5:30 p.m. - Last bus leaves for Hampton Inn

Convention Highlights

"How to Stay Energized in a Changing World" - Greg Risberg
6:30 p.m. - Thursday, Feb. 19 at Hampton Inn & Suites

Changes in organizations as well as increasing work demands multiply stress. This program teaches people:

- Proven techniques to reduce stress
- Ways to relax under pressure
- How to identify "good" versus "bad" stress
- How to achieve more balance in their lives.



Greg Risberg, C.S.P., M.S.W., is a professional speaker who has addressed more than a half-million people in the past 20 years. Greg has brought his "Humor With a Message" to 48 states, as well as Canada, England and Australia. Greg is proud to have earned the CSP designation - Certified Speaking Professional - from the National Speakers Association. He helps people learn useful ideas for handling stress better, communicating better, and finding more balance in their lives. Greg involves his audiences with funny and poignant stories that touch hearts as well as minds.

Continued on next page

Convention presented by:



“Dealership Success Strategies” - John Spader, Spader Business Management
9:00 a.m. - Friday, Feb. 20 at American Royal Complex



Using Spader’s Total Business Success™ Model, we will cover the four distinct areas of developing a dealership.

1. Financial strength and profitability
2. Getting and keeping more customers
3. Hiring, managing and developing high-performing people.

This session will include an assessment of the dealership. This evaluation compares your dealership to key benchmarks for high performance for the people and financial sides of the business, and it identifies red, yellow, and green flags. This is designed to help people step back and look at the whole dealership from a strategic point of view. Included are actual results from a benchmark group of dealerships including metrics such as:

- Sales per employee
- Gross profit per employee
- Spader’s proprietary key expense ratios.

We will cover the three types of growth curves:

1. Market-driven growth
2. Employee-driven growth
3. Management-driven growth

A Few Facts:

- 20% of employees are in a job that “fits”
- 50% of all managers fail
- 75% of all employees are looking for a new opportunity
- It costs 3 to 24 times a person’s annual pay to replace them.

When asked if they are happy with their hiring and performance review process, most dealers and managers answer with a strong NO! This session gets to the root causes of why this is so, as well as showing examples of the processes and solutions for changing and improving.

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.

Hotel Information

The Hampton Inn & Suites – Country Club Plaza, 4600 Summit, Kansas City, Missouri 64112
Tel: 816-448-4600; Fax: 816-448-4610

We have arranged for a special group rate of \$119 per night. To make your reservations and obtain the special group rate, please call 816-448-4600 before Jan. 30, 2009. Your reservation includes complimentary “On the House” breakfast, complimentary local calls and high speed wireless access. Secure underground parking is also complimentary.

Cancellations

Full refunds will be issued until Feb. 6, 2009. One-half refunds will be issued until Feb. 16, 2009. After that date, no refunds will be issued for cancellations. You may substitute without penalty. To substitute or cancel, please submit your request in writing to SouthWestern Association or call the Association at 800-762-5616.

Tax Deductible Education Expense

Under certain circumstances, the Internal Revenue Service allows an income tax deduction for education expenses undertaken to maintain or improve professional skills, including registration, meals, travel and lodging. Please consult your tax professional before taking any deductions.

Registration Fees

A registration form is included on page 12 of this newsletter. If you need additional information, contact SouthWestern Association at 816-561-5323 or 800-762-5616. Complete information is also available on our web site at www.swassn.com.

Special Needs

If anyone requires disability assistance or accommodations during the convention, or needs more information, please contact Olivia Holcombe by Feb. 1 at 800-762-5616.

Are You Getting the Message?

Texting + Driving = Danger

Americans love the convenience and sense of security cell phones give us. The number of cell phones is growing and they're being used in more ways than just talking—such as text messaging, picture messaging, and Internet surfing. Has this useful device become a danger in the hands of inconsiderate users and distracted drivers?

BION – Believe it or Not

Recent studies and news stories seem to confirm that driving and texting is a very dangerous combination.

- According to a study sponsored by the National Highway Traffic Safety Administration (NHTSA), "...driving while text messaging was associated with a 400 percent increase in the amount of time spent looking away from the road, relative to driving without text messaging."
- A new study conducted in Great Britain goes even farther. It shows that sending messages from cell phones while driving is more dangerous than climbing behind the wheel at the legal alcohol limit (.08% blood alcohol content). According to the report, texting drivers are distracted in three ways:

- Mental workload - Composing text takes the mind off the road.
- Control: Using the phone's keypad means only one hand is on the wheel.
- Visual attention: Eyes are on the phone not on the road ahead.

When we add a human element to the statistics, the evidence can be sobering. The number of fatal auto accidents stemming from texting while driving is on the rise, especially among young drivers. In California, 25 people lost their lives and 135 were injured in a September 12, 2008, commuter train accident. Records show the driver of the train, which skipped a red light and hit a freight train head-on, received two text messages seconds before the terrible accident according to federal investigators.

AWTTW – A Word to the Wise

The California train accident should not have happened—but it did. It's an example of when multitasking should not be an option because only one task—safe driving—really matters. Make your employees aware of the dangers of texting while

Continued on page 9



The SouthWestern Association recommends the NAEDA Discount Freight Program



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Call PartnerShip at **800-599-2902** to take advantage of these **FREE** discounts, or enroll online today at **PartnerShip.com/24NAEDA**.

Helping Dealers Succeed

For eligible FedEx services and rates, contact your association or PartnerShip. All FedEx shipments are subject to the applicable FedEx Service Guide. FedEx service marks used by permission. PartnerShip LLC, an independent transportation broker, produced this advertisement.

Reporting Dealers for Winter Official Guide

Thanks to these members in SouthWestern Association's trade territory who reported for the IRON Solutions Winter Official Guide. The reporting period for the Winter Official Guide was August 1st through October 30th. Reports earn members discounts on their subscriptions, and ensure that equipment values are fair and accurate.

If you're not currently using the Official Guide, you may not be making the best possible deal on your trades. As a member and a reporting dealer, you will earn a discount on your purchase of Guide subscriptions. 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
- Agri Center D/B/A F & W Tractor - Hutchinson, KS
- Alamo Ag- Con Equipment Inc - San Antonio, TX
- Alamo Ag-Con Equipment, Inc. - Boerne, TX
- Alvin Equipment Company Inc - Alvin, TX
- American Implement Inc - Garden City, KS
- American Implement Inc - Scott City, KS
- Arnett New Holland Tractor - Arnett, OK
- B. E. Implement Partners Ltd. - Brownfield, TX
- B. E. Implement Partners Ltd. - Lamesa, TX
- B. E. Implement Partners, Ltd. - Levelland, TX
- B. E. Implement Partners, Ltd. - Littlefield, TX

- B. E. Implement Partners, Ltd. - Morton, TX
- B. E. Implement Partners, Ltd. - O'Donnell, TX
- Ballard's Tractor - Alba, TX
- Barbee-Neuhaus Implement Company - Weslaco, TX
- Barton County Imp/dba Purinton's - Lockwood, MO
- Barton County Implement Company - Lamar, MO
- 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 - Hillsboro, TX
- Brazos Valley Equipment Co - Waco, TX
- Bretz Inc - Dighton, KS
- 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
- BTI - Ness City, KS
- BTI Bucklin - Bucklin, KS
- BTI Greensburg - Greensburg, KS
- BTI Pratt - Pratt, KS
- Carrico Implement Co Inc - Hays, KS
- Carrico Implement Co Inc - Lincoln, KS
- Carrico Implement Company Inc - Beloit, KS

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Industrial Retail Division
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St. Louis, MO 63141
1-888-765-6772

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- **Customer-Friendly Programs** – Same rates for new and used equipment
- **Sales Bonuses** – Paid directly to sales personnel
- **Simple Documentation** – NFL prepares all necessary documents
- **Quick Settlements** – You get your money faster with NFL (via ACH or overnight)
- **Physical Damage Insurance** – One-stop financing and insurance
- **Supported by NAEDA and 14 NAEDA-affiliated associations**



Helping Dealers Succeed

Central New Holland - Oklahoma City, OK
Chickasha Ford New Holland - Chickasha, OK
Colby Implement LLC - Colby, KS
Crown Power & Equipment - Columbia, MO
Crown Power & Equipment - Eldon, MO
Crown Power & Equipment - Jefferson City, MO
Crown Power & Equipment - La Monte, MO
Crown Power & Equipment - Salisbury, MO
Dauer Implement Company - Salina, KS
Deems Equipment - Butler, MO
Deems Equipment - Nevada, MO
Deems Farm Equipment of Marshall - Marshall, MO
Deerfield Ag - Garden City, KS
Dent & Company - Portales, NM
Derr Equipment - Savannah, MO
Earley Tractor Inc. - Cameron, MO
East Texas Equipment - Mt Vernon, TX
Enid New Holland - Enid, OK
Farm Country Inc - Sulphur Springs, TX
Foley Equipment Co - Wichita, KS
Foley Equipment Company - Dodge City, KS
Fritz Implement Inc - Monett, MO
Gallatin Truck & Tractor Inc - Gallatin, MO
Garden City Farm Equipment Inc - Garden City, KS
Golden Rule, Inc - Syracuse, KS
Golden Valley Tractor Co. - Clinton, MO
Goodland Greenline Inc - Goodland, KS
Great Bend Farm Equipment - Great Bend, KS
Green Hills Ag, Inc. - Brookfield, MO
Harpster Equipment Co - Moberly, MO
Hartzler Equipment Company - Harrisonville, MO
Hartzler Equipment Company - Nevada, MO
Hendershot Equipment Company - Stephenville, TX
Hendershot Equipment Inc - Decatur, TX
Henderson Implement Company Inc - Columbia, MO
Heritage Equipment Company, Inc. - Amarillo, TX
Heritage Equipment Company, Inc. - Lamesa, TX
Heritage Equipment Company, Inc. - Lubbock, TX
Heritage Equipment Company, Inc. - Plainview, TX
Heuer Sons Implement - Cape Girardeau, MO
Hi-Plains Farm Equipment Inc - Dodge City, KS
Hirsch Feed & Farm Supply Inc. - Thayer, MO
Hlavinka Equipment Co - East Bernard, TX
Hlavinka Equipment Co - El Campo, TX
Hlavinka Equipment Company - Nome, TX
Hlavinka Equipment Company - Tivoli, TX
Houston County Equipment Co - Crockett, TX
Iron City Equipment LLC - Las Cruces, NM
J & W Equipment Inc - Iola, KS
Jack's Farm Equipment - Vernon, TX
James Bros Implement Co Inc - Amarillo, TX
James Brothers Implement Co - Plainview, TX
Jewell Implement Company Inc - Jewell, KS
John Schmidt & Sons Inc - Mt Hope, KS
Johnson Implement Company - Coleman, TX
Joplin Farm & Lawn - Joplin, MO
Kanequip Inc - Clay Center, KS
Kanequip Inc - Herington, KS
Kanequip Inc - Topeka, KS
KanEquip Inc. - Garden City, KS
Kanequip, Inc. - Dodge City, KS
Kanequip, Inc. - Marysville, KS
KanEquip, Inc. - Wamego, KS

Kansas Truck & Trailer Repair - Garden City, KS
Kincheloes Inc - Pratt, KS
Kiowa New Holland - Kiowa, KS
Kleiber Tractor & Equipment Inc - La Grange, TX
Klein Tractor & Supply - Versailles, MO
Kuhlman Impl. & Hdwr., Inc. - Linn, KS
Landmark Equipment, Inc. - McKinney, TX
LandMark Implement, Inc. - Phillipsburg, KS
LandMark Implement, Inc. - Smith Center, KS
Lanford Equipment Co Inc - Austin, TX
Lang Diesel Inc. - Colby, KS
Lang Diesel Inc. - Ellinwood, KS
Lang Diesel Inc. - Hays, KS
Lang Diesel Inc. - Sabetha, KS
Lang Diesel Inc. - Smith Center, KS
Larson Farm & Lawn Inc - Nixa, MO
Larson Farm & Lawn Inc - Rogersville, MO
Lauf Equipment Company Inc - Jefferson City, MO
Lawson Implement - Goldthwaite, TX
Lawson Implement Company Inc - Hamilton, TX
Lincoln Farm Supply Inc - Lincoln, KS
Malsom Implement Company Inc - Collyer, KS
Marshfield Machinery Company Inc - Marshfield, MO
Martin Farm Power - Chanute, KS
Martin Farm Power - Main - Topeka, KS
Martin Tractor Co. - Chanute, KS
Martin Tractor Company - Concordia, KS
Martin Tractor Company, Inc. - Colby, KS
McLaughlin Equipment Inc - Cheney, KS
Modern Farm Equipment Company - Fulton, MO
Oakley Implement - Oakley, KS
O'Dell Tractor Co., Inc. - Independence, MO
Oglesby Equipment Co., Inc. - Hereford, TX
Olathe Ford Tractor & Equipment Co - Olathe, KS
Oregon Trail Equipment, Inc - Marysville, KS
P & K Equipment - Norman, OK
P & K Equipment - Purcell, OK
P & K Equipment Inc - Kingfisher, OK
P & K Equipment Inc. - Enid, OK
Panhandle Implement Company - Perryton, TX
Parmer County Implement Co - Friona, TX
Payne County Implement Co - Stillwater, OK
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 - Abilene, TX
Quality Implement Co - Frederick, OK
Quality Implement Co - Stamford, TX
Quality Implement Co. - Burkburnett, TX
Quality Implement Co. - Rotan, TX
Quality Implement Co. - Seymour, TX
Quality Implement Company - Munday, TX
Randolph Farm Equipment - Carrollton, MO
Ravenscraft Implement Inc - Whitewater, KS
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
Ray Lee Equipment Company Ltd - Clovis, NM
Ray Lee Equipment Company, Ltd. - Muleshoe, TX
Riggins R-Co. LLC - Marshall, MO

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SOME SEE 33 BALES OF HAY. WE SEE A FORAGE HARVESTER,
A HAY RAKE, A TRACTOR, A BALE WAGON AND A BALER.

No pun intended, but finding a way to make inventory financing available and attractive to farm equipment dealers has been our bailiwick for over 40 years. Today, we have inventory financing relationships with over 1,300 manufacturers, distributors, and dealers who rely on our:

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Bottom line, if you want a lender who sees your business the same way you do, call us toll-free. We'll help you reap the most from what you sow.

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Official Guide

Rother Bros. Inc. - Clinton, OK
Rother Bros. Inc. - Fairview, OK
Rother Brothers Inc - Kingfisher, OK
S & H Farm Supply Inc - Lockwood, MO
S & H Farm Supply Inc - Rogersville, MO
S & H Farm Supply Inc. - Joplin, MO
S & H Farm Supply Inc. - Mountain Grove, MO
Saginaw Implement Company Inc - Rhome, TX
Scott Power & Equip - Dalhart, TX
Scott Power & Equipment Inc - Elkhart, KS
Scott's Tractor & Equipment - Smithville, MO
Shamburger Implement Inc - Levelland, TX
Shuck Implement Company - Lawrence, KS
Straub International - Great Bend, KS
Straub International - Larned, KS
Straub International - Marion, KS
Straub International - Salina, KS
Straub International - South Hutchinson, KS
Straub International - Wichita, KS
Sydenstricker Farm & Lawn - Chillicothe, MO
Sydenstricker Farm & Lawn - Macon, MO
Terry Implement, Inc. - Gallatin, MO
Texarkana New Holland - Texarkana, TX
Thomas Implement, Inc. - Altamont, KS

For Sale

1997 IH 9200 Semi-Truck

Tandem axle - 24.5 rubber, air ride suspension & sleeper, Swept back axle, Cummins M11E 375/425 HP, 10 speed w/wet kit & PTO. 528,000 miles - asking \$26,000.

2000 Wilson 48' Muv-all Trailer

All steel, hydraulic landing gear, 18,000 lb. winch w/manual & remote, control air ride w/dump, 2-stage hydraulic fold loading ramps, 22.5 low profile tires w/spare, 2 steel tool boxes, tie down pockets and d-rings on each side - asking \$38,000.

1996 Doonan 53' Trailer

Spread axle drop deck, removable headache rack, sliding winches, oak floor, 22.5 low profile tires w/ spare, air ride suspension w/front and rear dump - asking \$16,500.

1985 Hobbs 35' Trailer

End dump, 22-24 yards, new tires - 22.5, new brakes, asking \$8,500.

Contact: Butch Caraway 903-439-2432 (cell)
903-485-4371 (home)
or
Hopkins Co. Tractor - Benny Dixon
903-485-2061

Tulsa New Holland Inc - Tulsa, OK
Tuttle Motor Co - Poteet, TX
Unruh Foster, Inc. - Montezuma, KS
Unruh-Foster, Inc - Dodge City, KS
Unruh-Foster, Inc. - Sublette, KS
Vahrenberg Implement Inc - Higginsville, MO
Vestal Equipment Inc - Bolivar, MO
Washington County Tractor Inc - Brenham, TX
Washington Tractor Company - Washington, MO
Watson Tractor & Implement - Farmington, NM
Watts Tractor Company - Anson, TX
WTRACTOR - Navasota, TX
Wells Implement Inc - Maysville, MO
Wharton Tractor Co - Wharton, TX
Wichita Tractor Co. - Wichita, KS

Workforce Development

SouthWestern Association Online Campus

SouthWestern Association has introduced a new program, The SouthWestern Association Online Campus. This program makes it possible for dealers to train their entire staff quickly and efficiently without ever leaving the dealership.

Programs can be used for training, coaching, refreshing learning, performance support, promotion paths and meetings. These courses are available on your computer 24 hours a day, seven days a week. Members purchase a subscription to the SouthWestern Association Online Campus. (Pricing is based on the number of employees at all your locations.) Then, all your employees will have access to the campus materials. We'll issue a unique password to each staff member. SouthWestern Association will help you set up a curriculum for new hires or specific positions.

Proven Results

Real companies similar to yours have shown outstanding results by using online campus technology. One company with 175 employees got these results over an 18-month period:

- Increased sales and profits
- Reduced product returns by 10%
- Improved customer and employee satisfaction
- Reduced employee turnover by 33%
- Reduced training costs
- Compliance with state and federal law

For more information about the Online Campus and other workforce development opportunities through SouthWestern Association contact Nikki Bloemendaal, Director of Education at 1-800-762-5616 or e-mail nicole@swassn.com.

What is the No-Match Rule? Dealerships Combine to Form Legacy Farm and Lawn

As a business owner, it sometimes seems impossible to keep up with ever-changing government regulations. A good example of a regulation that seems to keep changing is the “No-Match Rule.”

In August 2007, the Department of Homeland Security (DHS) published a regulation called the No-Match Rule, which clarifies steps employers can take to resolve discrepancies identified in “no-match” letters issued by the Social Security Administration (SSA). The SSA sends a No-Match letter to an employer when a Social Security number for an employee fails to match the government’s records.

Soon after, a federal court issued a preliminary injunction blocking implementation of the No-Match Rule. In October 2008, the DHS issued a supplemental rule that addresses the issues identified by the court. The DHS says it will ask the court to lift the injunction.

Meanwhile, employers and workers have been seeking information regarding antidiscrimination implications for employers who follow the No-Match Rule; specifically, when an employer terminates an employee after being unable to verify the employee’s eligibility and completing the steps outlined in the No-Match rule. *Continued on page 11*

November 1, 2008 marked the beginning of a new era for four Missouri John Deere equipment stores. Barton County Implement Co. of Lamar, Mo., Murrell Equipment Co. of Carthage, Mo., Purinton’s of Lockwood, Mo., and Joplin Farm and Lawn, Joplin, Mo., are pleased to announce

the combining of their respective companies to form a new company - Legacy Farm and Lawn. Barton County Implement has operated their



company headquarters in Lamar since 1956. They added Purinton’s of Lockwood, Lockwood, Mo., in 1995 and Joplin Farm and Lawn in Joplin, Mo., in 2003. The owners of BCI include Jack, Betty, and Mark Purinton, and Lisa Purinton Banks. BCI was started by Jack’s parents, Jack H. and Olene Purinton in 1956.

Murrell Equipment Co. began their association with John Deere in 1988, in Carthage with Lynn and Becky Andrews as the current owners. Becky’s parents, Jim and Kay Meadows operated the company until 2005. Both families have a long agricultural history of serving people. The new name Legacy Farm and Lawn was chosen to recognize the years already invested by the previous generation serving people in this area, coupled with the future generations serving people in the years to come.

Remembrance

Tom Moritz, 76, passed away Thursday, Oct. 30. Tom was President of the Western Retail Implement and Hardware Association in 1990 and was a long-time supporter of the Association and the farm equipment industry. Tom, along with his brother Stan and cousin Jim Pestinger, ran and operated Moritz Implement Co. in Beloit and Cawker City, Kansas for many years. Tom retired from the dealership in the mid-1990s. Tom is survived by his widow, Marlene, children and grandchildren.

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IRS Increases Field Audits for Form 8300

The Internal Revenue Service has stepped up field audits in connection with the filing requirements of IRS Form 8300, Reporting Cash Transactions of \$10,000 or more. The Form 8300 must be filed by the 15th day after the date the cash was received. If that day falls on a Saturday, Sunday or legal holiday, file the form on the next business day. You must provide a written statement to each person named on a required Form 8300 on or before Jan. 31 of the year following the calendar year in which the cash is received. The statement must show the name, telephone number, and address of the information contact for the business. It must also show the aggregate amount of reportable cash received, and that the information was reported to the IRS. You will want to keep a copy of the written statement for your files.

You must also be aware that it is not only limited to single transactions of \$10,000 or more. It could be multiple payments received for a single transaction or for related transactions. As an example, Mr. Smith buys a combine, puts \$9,000 cash down and a month later pays the balance of \$8,000 cash. In this example, you have multiple payments which would be reportable. Cash also includes cashier's checks, money orders, bank drafts, or traveler's checks having a face amount of \$10,000 or less. Cash does not include a check drawn on the payor's own account, such as a personal check, regardless of the amount. If you have any questions, please use the Accounting Hotline number at 1-800-762-5616 and ask for Curt Kleoppel or Bob Charbonneau.

People You Should Know

As a SouthWestern Association member, you have access to several people who can assist you with issues and concerns. Your primary contact is your Regional Manager. We have two regional managers serving SouthWestern Association members, and they cover specific districts in our region:

Districts 1-5: Kansas, Missouri, Oklahoma and Texas Panhandle

Tag Webb (twebb@swassn.com) - 918-232-2830

Districts 5-6: Texas and New Mexico

Ross Snider (arsnider@swassn.com) - 318-286-6437

If you have questions about SWA products or services, contact the regional manager for your area, or call the SWA office at 800-762-5616.

Are You Getting the Message?

Continued from page 3

driving, whether they're on the job or on their personal time. We should all think twice before putting our cellular phones into text mode when we're behind the wheel.

Some large corporations have established bans on use of cell phones while driving on company business—both as a safety precaution for their employees and to avoid possible liability. We urge you to consider this or other safety measures to encourage sensible use of cell phones in vehicles.

Safety Tips For Cell Phone Use in Vehicles

- Don't hunt for a ringing phone that's out of reach.
- Pull over and stop to carry on a conversation.
- If you must talk, keep it short.
- Have a passenger take the call and relay the high points.
- Don't address emotional or distressing issues while driving.
- Let calls go to voice mail instead of answering.
- Don't text and drive.

Federated offers a safety program called "Distracted Driving—At What Cost?" that emphasizes the many ways business owners and their drivers can avoid the pitfalls of distracted driving. The program includes a packet of materials and a video that's sure to make an impression. Contact your local Federated representative for more information.

EOM – End of Message

Wireless technology can be great. Benefits include calling for help in an accident, scheduling appointments, and getting directions. But with all the distractions facing drivers—both inside and outside the vehicle—don't add to the situation by trying to send a text message while driving.

Source: This information was provided by Federated Insurance Co., the endorsed provider of insurance products for SouthWestern Association.

Association Holiday Schedule

The Association office will be closed the following days for the upcoming holidays:

- Thursday - Friday, Nov. 27-28
- Friday, Dec. 19 (offices close at noon)
- Wednesday, Dec. 24 - Friday, Dec. 26
- Wednesday, Dec. 31 (afternoon) - Friday, Jan. 2, 2009

The Association staff wishes all members a safe and joyous holiday season!

Federal Legislative News

After the Election - The election is over. Democrat Barack Obama is president-elect. The transition begins. Obama wasted no time assigning transition team members to review some 200 executive orders issued by President Bush. They were looking for orders the new president could repeal or change immediately without Congressional action. He also appointed review teams to look into the operation of administration departments and federal agencies.

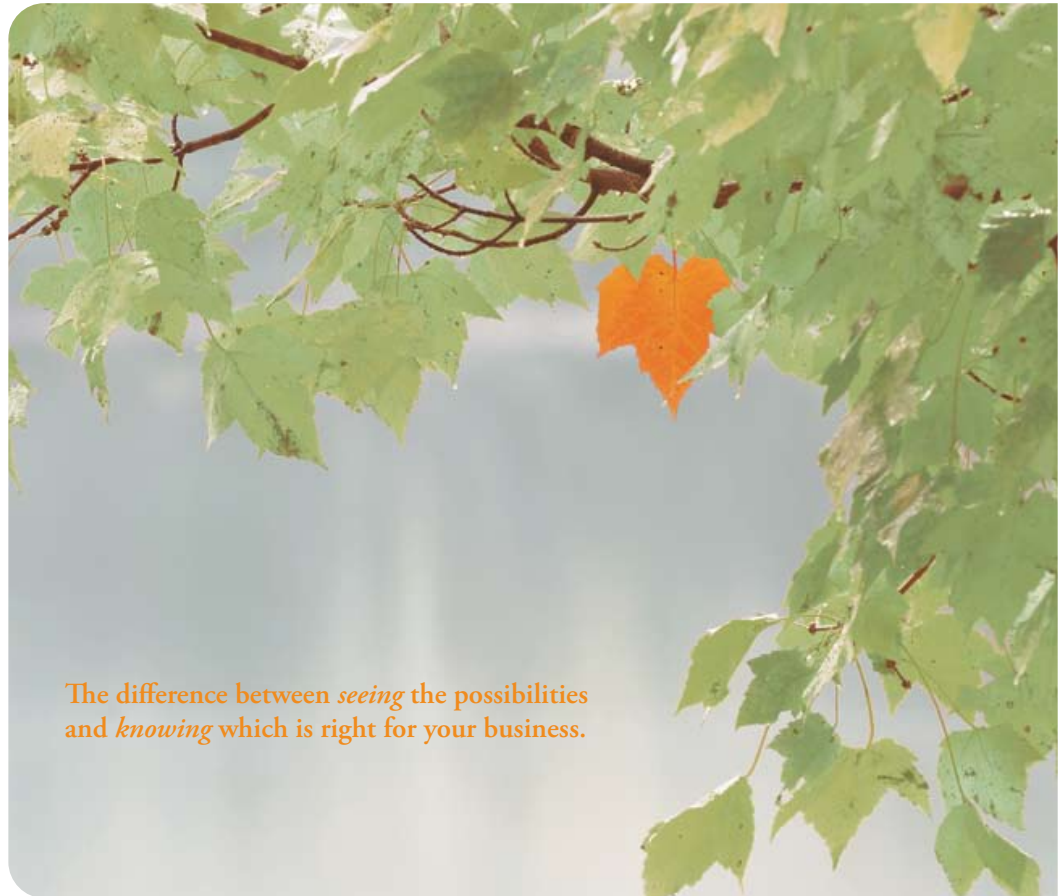
On Capitol Hill, Democrats strengthened their majorities in the House of Representatives by at least 16 seats and in the Senate by at least six seats, with several races yet to be decided. That is a significant gain in the Senate, but it does not give the Democrats the 60 votes necessary to overcome a filibuster, at least not yet.

Economic Stimulus - In the first press conference, the president-elect said an economic stimulus package was his first priority, if not this year, then first thing after he takes office. Congress was due back in Washington in mid-November to organize for the next session. Whether lawmakers would make an effort to do battle with the Bush administration over a stimulus package was an open question.

The next stimulus package was expected to focus on job creation and mortgage relief. Democrats want new funding for highway and bridge construction projects to create jobs, an extension of unemployment benefits and increased food assistance. Tax incentives for development of renewable energy sources and more new jobs and some form of help for distressed homeowners facing foreclosure are also top candidates for a stimulus package.

Republicans have proposed cutting the corporate tax rate, suspending penalties for withdrawals from IRAs and 401(k) plans and suspending taxes on unemployment benefits. There was also talk of suspending rules requiring mandatory distributions from IRAs and a number of other tax relief measures ... plus another round of rebates.

Source: *North American Retail Hardware Association, Nov. 2008.*



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No-Match Rule

Continued from page 8

The Department of Justice's Office of Special Council for Immigration-Related Unfair Employment Practices (OSC) drafted guidance for helping employers avoid violating the antidiscrimination provisions of immigration law.

The basic provisions of their guidance are these:

1) An employer that receives an SSA no-match letter and terminates employees without attempting to resolve the mismatches, or who treats employees differently or otherwise acts with the purpose or intent to discriminate based upon national origin or other prohibited characteristics, may be found by OSC to have engaged in unlawful discrimination.

2) However, if an employer follows all of the safe harbor procedures outlined in DHS's no-match rule but cannot determine that an employee is authorized to work in the United States, and therefore terminates that employee, and if that employer applied the same procedures to all employees referenced in the no-match letter(s) uniformly and without the purpose or intent to discriminate on the basis of actual or perceived citizenship status or national origin, then OSC will not find reasonable cause to believe that the employer has violated their anti-discrimination provision, and that employer will not be subject to suit by the United States under that provision.

If you need assistance in understanding or complying with this regulation, please contact Kelly Dykes at Essential Corporate Solutions – 800-880-1722.

SouthWestern Association recommends Essential Corporate Solutions and Dispute Solutions, Inc. for your human resources, safety and ADR services. You can contact Kelly Dykes at 800-880-1722 or 972-485-5135. Website address is www.safetyadvisorycouncil.com and www.dsi-adr.com.

Technician Training Program

SouthWestern Association has partnered with the OSU Institute of Technology in Okmulgee to establish a training program for equipment dealership technicians. Students enrolled in the program are sponsored by equipment dealers in the SouthWestern Association territory. For more information on the program contact: Tag Webb, SouthWestern Association Regional Manager - 918-232-2830; Steve Doede, OSU Institute of Technology Dept. Chairman - 918-293-5392 or Jeff Flora, CEO, SouthWestern Association, 800-762-5616.

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PLEASE PRINT OR TYPE

Firm Name _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____

PLEASE CHECK ONE:

- Dealer
 Manufacturer
 Wholesaler
 Other _____
 (please specify)

CONVENTION PRICING

**Cost if Paid By
Jan. 30, 2009**

**Cost if Paid
After Jan. 30**

_____ SouthWestern Association Member	\$99	\$119
_____ Additional people from same company	\$79 each	\$99 each
_____ Non-Member	\$149	\$169

CONVENTION BADGE REQUEST

List all names as they should appear on badges.

1. _____
2. _____
3. _____
4. _____
5. _____

PAYMENT

___ Check Enclosed (payable to SWA Trade Assoc.)

- ___ Charge to: MasterCard
 VISA
 American Express

Name on Card _____

Card # _____

Security # _____

Expir. Date _____

Signature _____

Make copy of this form for your files

Send Registration Form and Payment to:
 SWA Trade Association
 P.O. Box 419264



REGISTRATION POLICY & FEES

A registration fee is required for EACH PERSON
 Advance registration is requested. Room reservations
 must be made directly to the conference hotel.
REFUND POLICY: If you find you cannot attend the
 conference after sending your paid registration, notify us
 by Feb. 6 and your fees will be refunded in full. One-half
 refunds will be issued until Feb. 16. Substitutions may
 be sent.

IMPORTANT: Please note hotel reservation cut-off
 dates as listed on conference information.