

DEALER

The Newsletter of NORTHEAST EQUIPMENT DEALERS ASSOCIATION, INC.

www.ne-equip.com

SEPTEMBER 2018 Vol. 20, No. 233

SPOTTED LANTERNFLY *FARMERS BEWARE!*

The Penn State Ag Council is working with PDA and USDA in surveillance, management, and public education regarding the invasive spotted lanternfly in Pennsylvania. Towards that end, we are creating educational materials for distribution both online and in print.

All of our content and a process to report any sightings of SLF across the state are on our website at extension.psu.edu/spotted-lanternfly (or you can just search PSU SLF). We also have a SLF hotline set up to answer questions from the public and to report sightings outside of the quarantine zone - 888-4-BADFLY (888-422-3359) toll-free.

Spotted lanternfly permits are required for businesses and organizations if you are moving within or from the quarantine zone in the course of your work. We are working with PDA to create an online course for training and permitting purposes for businesses operating within the quarantine zone. That course should launch in mid-August.

Until then, you will find existing permitting instructions at:

https://www.agriculture.pa.gov/Plants_Land_Water/PlantIndustry/Entomology/spotted_lanternfly/quarantine/Pages/default.aspx

Please educate you and your customers on this destructive pest and let us know if you need volumes of printed materials for meetings or for distribution by your members.

PDF of our "rack card," which is a general educational piece on SLF and our SLF Homeowners guide, which is more of a management piece can be obtained. Communicate to the University for your needs.

Please let Mary F. Wirth, Director, College Relations & Communications, College of Agricultural Sciences The Pennsylvania State University, 229 Ag Administration Building, University Park, PA 16802, Ph. 814-863-9646, Extension.psu.edu - Agsci.psu.edu, know if you have any questions



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NEDA Workers' Compensation Safety Group

Over 22.3% Average Dividend For The Last 10 Years!

Exclusively for New York Members of the Northeast Equipment Dealers Association

DIVIDEND HISTORY



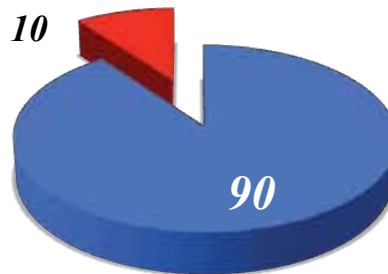
<u>Policy Year</u>	<u>Dividend</u>
2016-2017	35.0%
2015-2016	30.0%
2014-2015	20.0%
2013-2014	15.0%
2012-2013	15.0%
2011-2012	5.0%
2010-2011	20.0%
2009-2010	25.0%
2008-2009	37.5%
2007-2008	20.0%



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You may also visit us at www.haylor.com/NEDA

Observations **FIELD**

from the



Tim Wentz
Field Director /
Legislative Committee
Chairman
717.576.6794

What does 3.8% unemployment mean to your dealership? Higher salaries? Higher turnover? Increased overhead (benefits)? Competition? Technician and staff shortages? For some it'll be all of them plus a few others, for others it's an opportunity. Dealers able to attract/hire quality staff and develop them will be in the best position to support their customers/keep them up and running and ultimately the winner of the survivor contest!

I attended a PACTA (Pennsylvania Association of Career and Technology Administrators) event at State College in July of this year. It was an enlightening experience! Listening to the questions

fielded by the speakers and attendee conversations between sessions sounded very similar to conversations I have had and heard at equipment dealerships. Recruiting, retention, engagement and development (students and staff) were reoccurring themes. If I had to pick one main theme, however, I would have to say that the issue of creating/supporting a sense of "family" within the workplace was the most popular. Sound familiar?

Perhaps my biggest challenge while at the conference was figuring out which presentations to attend as there were multiple presentations available in a given time slot. The two I ended up getting the most out of were a presentation by the Associated Builders and Contractors Association (ABC), Western Pennsylvania Chapter and the Admissions department at York Tech High School. Both presentations addressed how "they" have attempted to overcome the negative preconceived perceptions of their industry, education and career potential.

ABC hired a manager of Workforce development and established multiple Apprenticeship programs in partnership with Career and Technical Training centers and high schools. York Tech went from struggling to find enough students for their programs (their source of funding) to having to tell students that "they didn't make the cut" and were assigned to the school's waiting list (as many as 300 students).

Both presentations instructed conference participants that a key to successful recruitment and retention was an ability to communicate a clear "career path" and indirectly set expectations. Both ABC and York Tech had heard that message and revamped their recruiting

continued on page 4

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ASSOCIATION

News

CT ME MA NH NJ NY PA RI VT
CT ME MA NH NJ NY PA RI VT

Observations *continued from page 3*

materials. Below is an example of one of the recruiting materials ABC has developed:



Bottom-line, as an industry we can't afford to stand on the sidelines! It's easy to think that as equipment dealers our primary purpose is "pushing iron". Unfortunately, that would be a mistake: we're in the "people" business! The manufacturers we represent are in the "iron" business...

Welcome
NEW MEMBER
NEW DEALER MEMBER

STAN'S LAWN & GARDEN
Principal: Shane Rodgers
341 Hannahstown Road • Cabot, PA 16023
724-352-1882 • Fax 724-524-1728
Androscoggin County
E-Mail: stanslawnandgarden@gmail.com • rodgers.s.c@gmail.com
Lines: *Echo, Shindaiwa, Kohler, Kawasaki, Briggs & Stratton, Onan, Stens, Oregon*

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NY, RI, VT
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ASSOCIATION

News

CT ME MA NH NJ NY PA RI VT
CT ME MA NH NJ NY PA RI VT

Hooper Names Don Mikes President & CEO

Intercourse, PA | Hooper Inc., a farm equipment dealer with locations in Pennsylvania, Delaware, Maryland and Virginia, recently announced that Don Mikes has been hired as the company's president and chief executive officer.

Mikes replaces Rod Lefever, who served as president since the beginning of 2017. "I believe bringing Don on board demonstrates our family's long-term commitment to doing what is in the best interest of our customers, our employees and our company," said Lefever.

Mikes joins Hooper after a successful career with Penske Truck Rental and Leasing, where he started as a Management Trainee after graduating from Shippensburg University with a BS/BA in Marketing. Mikes rose to the position of vice president of Consumer Rental and senior VP of Rental which included consumer and commercial product lines and leading and directing Penske's \$1.6 billion rental business.

"Hooper is a family company and there are family members involved in the day-to-day operations of our dealership, both in leadership and various positions within different departments," said Chuck Hooper. "Our family's commitment to the business is as strong as ever. We wanted to find the person we felt was the best fit to take on the Presidents role and Don really impressed us with his passion, vision and understanding of what has helped Hooper become who we are today. We're excited to have him join Hooper."

~ Posted in and courtesy of Dealer News

2018-19 Round of REAP Open Now for PA Dealers and Farmers

The State Conservation Commission began accepting 2018 REAP applications on Monday, August 6, on a first-come, first-served basis.

What's new for 2018:

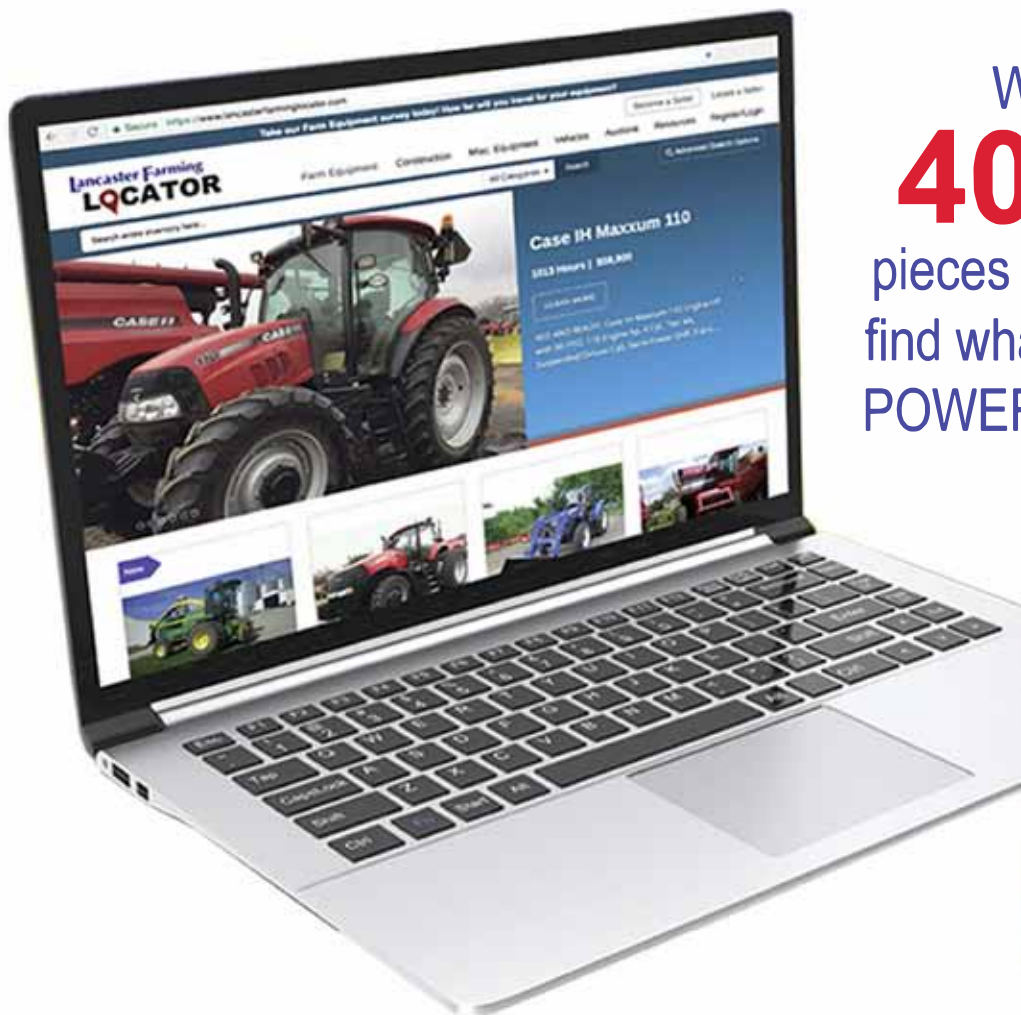
- **Cover Crops** – Farmers can now apply for up to 3 years of proposed cover crop plantings. In addition, applicants are eligible to receive credits on the same acreage more than once. Applicants are no longer required to provide detailed field-level maps of where the crops are planted.
- **Riparian Forested Buffer Maintenance** – Maintenance activities such as replanting, mowing, and herbicide treatments are now eligible for REAP credits. Applicants must fill out the REAP Riparian Buffer Maintenance Worksheet (p15 of the REAP application) and provide details regarding other public funding (if applicable).
- **Legacy Sediment** – The Commission is interested in getting involved in a legacy sediment project in 2018-19. We are looking for an opportunity to test how REAP could potentially help install water quality BMPs involved in a remediation project.
- **Low-Disturbance Residue Management Equipment (Vertical Tillage)** – Modified vertical tillage equipment is not eligible for REAP tax credits. The REAP guidelines pertaining to this equipment remain the same. However, equipment that has modified to meet the guidelines will not be accepted.

The 2018 REAP application packet can be found on the REAP webpage at: ---
https://www.agriculture.pa.gov/Plants_Land_Water/StateConservationCommission/REAP/Pages/default.aspx



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Charter Software Inc. Partners with MSI Data to Enhance Field Service Management Capabilities

Charter Software Inc., maker of the ASPEN Business Management System, has partnered with MSI Data to deliver its Service Pro field service management solution to servicing and precision Ag dealers who perform equipment or product installations, repair, planned or preventive maintenance, inspection, and other field services.

“We are excited to be able to extend ASPEN’s current field service management functionality through this partnership. Providing rich mobile services like MSI’s Service Pro is a key piece of our overall product vision, and partnering with MSI will help us advance our capabilities” Charter Software President/CEO Anne Salemo said. “Charter believes that mobile service as an extension of the shop, whether working on rental units to increase uptime, or getting customers equipment up and running as quickly as possible, will give our dealers and distributors a competitive advantage”.

Through the MSI Data partnership, ASPEN’s current field services will expand to include:

- Visibility to where a service tech, customers’ or rental equipment is at any time using telematics.
- Proactive notifications to the dealer when machine maintenance intervals and additional telematics information are available.

- Mobile forms that allow technicians to perform inspections in the field.
- The ability for dealers to respond to service requests in real-time, increasing field resource utilization that improves service cash flow. and
- More effective and timely customer communications. Customers will receive real-time mobile service status updates indicating things like when a technician is en route and/or service work is complete.

“Charter Software has proven its commitment to helping equipment dealers succeed in field service with comprehensive, integrated service, work order and parts management tools.

About Charter Software Inc. Charter Software provides scalable, integrated Microsoft-based business management software designed to increase communication and profitability across all departments for equipment dealerships, golf car, and turf distributorships. ASPEN, Charter Software’s business management software, provides best-in-class mobile and rental tools that help companies manage multiple aspects of their business both in and out of the office.

~Submitted by Betsy Chase, Director of Marketing
Chartersoftware.com | solutions@chartersoftware.com
(303) 932-6875

OSHA Proposes Rule To Better Protect Personally Identifiable Information

OSHA issued a Notice of Proposed Rulemaking to remove provisions of the “Improve Tracking of Workplace Injuries and Illnesses” rule. OSHA believes this proposal maintains safety and health protections for workers, protects privacy, and reduces the burdens of complying with the current rule. The proposed rule eliminates the requirement to electronically submit information from OSHA Form 300 (Log of Work-Related Injuries and Illnesses), and OSHA Form 301 (Injury and Illness Incident Report) for establishments with 250 or more employees that are currently required to maintain injury and illness records. These establishments would be required to electronically submit information only from OSHA Form 300A (Summary of Work-Related Injuries and Illnesses).



~OSHA QuickTakes



WL200WBARC

200-watt
LED Flood / Spot
42-1/2" long
18,000 Lumens

\$155.00



S712

Halogen 55w
Flood Light

\$9.90



WL15-MINI

15-watt- 1125 Lumens

\$35.20



STR8R / STR8W

Dual Row Strobes
*Red /White
*15 Flash patterns
*Surface Mount
*Synchronize function

\$30.80

ORDER FORM

Dealership Name: _____

Shipping Address: _____

City, State, and Zip: _____

TERMS: NET 30 DAYS TO APPROVED MEMBERS
FREIGHT: PREPAID WITH CASE QUANTITY

Payment Method (Prepayment is required)

Check Enclosed (Payable to NEDA) _____

Credit Card (VISA or MC) Acct # _____

(Circle One)

Cardholder Name: _____

Signature: _____

Item #	Qty.	Cost Ea.	Total
WL200WBARC	_____	\$155.00	_____
S712	_____	\$9.90	_____
WL15-MINI	_____	\$35.20	_____
STR8R / STR8W	_____	\$30.80	_____

SUB TOTAL: _____

(IF NOT FOR RESALE) TAX: _____

SHIPPING: _____

TOTAL: _____

Exp. Date: _____

The Next Economic Crisis Will Eliminate 85% of Salespeople

I have a prediction, and I'm pretty good at predictions, from American Pharoah to the Cubs, so here's my latest: only the top 15% of salespeople will survive the next economic upheaval. Whether it's a significant stock market correction, a tragic world event, or another financial crisis similar to that of 2008, the next calamity that shakes the economy and causes U.S. companies to tighten their belts once again, will leave 85% of salespeople in its wake. If you're in the 15%, that's great news, if you're in the 85%, it's a warning and hopefully a wake-up call.

Here's the logic behind the prediction: The biggest issue I see in the workplace is a lack of accountability. This has been true for decades when it comes to sales teams, Realtors, financial planners, insurance agents, and anyone else whose primary role is to bring dollars into an organization. Many organizations let mediocre and poor salespeople continue to stay on the payroll and take more money out than they bring in while also causing negativity, problems, headaches, and morale issues across the organization. The next economic correction will leave companies unable to continue to support this dead weight.

The point of this article is not to be negative, it's to address reality. We all know the economy, the stock market, real estate, and pretty much everything else, including your waistline, go in cycles and we've been riding a pretty good wave for quite a while. We also know that each hiccup in the economy causes further scrutiny of expenses and the bottom line. But whether the next economic storm comes in a week, or five years from now, you want to make sure you fall on the right side of the numbers. In other words, make sure you find yourself in the 15%.

So if you're leading a team of salespeople and you want to protect them, the best way to do it is to make sure they have the one attribute of the top 15%: they earn their keep. They can validate their existence based upon the amount of good business they are bringing in. As a sales leader you need to hire attitude and work ethic and watch activity. Set expectations and hold people accountable to those expectations. Provide sales skills and product training and know how to motivate each individual.

If you're a salesperson... begin by taking complete responsibility for success or failure. It isn't the market, your boss, or your pricing structure that determines success, it's you, specifically your activity, sales skills, and ability to influence others. Also realize that while your employer should train you, most fall short... way short, especially when it comes to sales skills training. Ultimately it's up to you to develop yourself personally and professionally. The best way to do this is to set personal and professional goals and then get busy

achieving them. Start with your income goal for the year and then calculate your daily activity. How many sales do you need to make to hit your goal? How many proposals, how many prospects, and how many calls do you need to make? Next, make that many calls and more. From an education standpoint, you have to be educated on your product, the industry you're selling to, sales skills, people, and effective communication.

From a personal development standpoint, understand that the better you feel mentally and physically, the better you'll perform.

The message of this article is: be ready for the next correction because it's coming... sometime. When it happens, organizations will have to run lean. They will no longer be able to afford to carry that a salespeople who are simply along for the ride. There will be a massive thinning of the herd, a survival of the fittest. The salespeople who survive will be the ones who first: are clearly assets versus liabilities and second: able to show that they are far more valuable than the information that is now readily available to prospects and customers via the internet and other sources.

Yes, this is still the land of opportunity where anyone, regardless of race, gender, or religion, can make it. Whatever issues you have, someone's had it worse and overcome it. So if you're in the 15%, keep getting better, and if you're not, get out of your way and get to work while there's still time.

John Chapin is a motivational sales speaker and trainer. For his free newsletter, go to: www.completeselling.com. John has over 29 years of sales experience as a number one sales rep and is the author of the 2010 sales book of the year: Sales Encyclopedia. Phone 508-243-7359 - 2417; johnchapin@completeselling.com - www.completeselling.com



We thrive on doing everything possible to ensure that your dealership information is as accurate as possible. To do this, we need to make sure our records match yours so you receive the most current information that is happening in our industry. Please [click here](#) and fill out the verification form and either email back to davec@ne-equip.com or fax back at 315-451-3548.

MEETING THE EXPECTATIONS OF OUR MEMBER IS OUR NUMBER ONE GOAL!

Federated Mutual Group and Federated Life Company Named to 2018 Ward's 50® Top Performers

"We are proud to have not only our mutual company, but also our life company listed on the Ward's 50 Top Performer list," said Federated Insurance Chairman and CEO Jeff Fetters. "Our continued recognition by Ward Group reaffirms the strength of our risk management efforts in helping our clients succeed."

"Low investment returns, rising loss costs, and competitive market conditions continue to impact financial returns for the industry. In selecting the Ward's 50, we identified companies that pass financial stability requirements and measure their ability to grow while maintaining strong capital positions and underwriting results," said Jeff Rieder, partner and head of Ward Group.

Founded in 1904, Federated Insurance is a national insurance and risk management organization that serves the property, casualty, and life insurance needs of clients in select industries. The organization has more than 500 recommendations from state, regional, and national associations and buying groups and is rated A+ (Superior) by industry analyst A.M. Best®.

At Federated Insurance,
It's Our Business to Protect Yours.®

~Courtesy of MMTA

MANAGEMENT BOOT CAMP 1-DAY



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WEDNESDAY NOVEMBER 7 TH 2018	BOSTON, MA EMBASSY SUITES BOSTON/WALTHAM 550 WINTER STREET, WALTHAM, MA 02451

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How to Document EMPLOYEE PERFORMANCE

It happens to every manager: You sit down to prepare a staff member's review and realize you can remember only what the person has done the past few weeks. Alternatively, you allow only a single incident (good or bad) to color your assessment.

Supervisors should never rely solely on memory to evaluate employee performance. That makes appraisals far more difficult than necessary. Instead, it is best to institute a simple recording system to document employee performance.

The most useful, easy-to-implement way is to create and maintain a log for each person. Performance logs do not need to be complicated or sophisticated. They can simply be sheets of paper in a folder or a file on your computer. Choose whatever means you are comfortable with.

The key is to establish a system that you will use regularly. No matter how you take notes, make sure to keep them confidential.

Many employee lawsuits can be quickly dismissed if performance logs can clearly demonstrate a history of performance problems leading to the firing.

RECORDING EMPLOYEES' PERFORMANCE: 8 TIPS

To begin the process, create a file for each employee you supervise. Include in each file a copy of the employee's job description, job application and resume. Then follow these steps for recording performance:

1 INCLUDE POSITIVE AND NEGATIVE BEHAVIORS.

Recording only negative incidents will unfairly bias your evaluation. Make a point to note instances of satisfactory or outstanding performance, too.

One way to ensure a balanced reporting: Update employee performance logs on a regular basis, instead of waiting for a specific incident to occur. Ironically, failing to document a positive performance can strengthen an employee's claims of discrimination. A file of all-bad comments may look like a setup.

2 DATE EACH ENTRY.

Details such as time, date and day of the week help identify patterns that may indicate an underlying problem before it becomes more serious.

3 WRITE OBSERVATIONS, NOT ASSUMPTIONS.

In all log entries, be careful about the language you use. Performance logs can end up as evidence in a law-

suit. Your log comments should only focus on behavior that you directly observe. Do not make assumptions about the reasons for the behavior or make judgments about an employee's character. Keep out any comments that border on personal comment or that show personal prejudice.

Avoid emotional content, including personal impressions ("I think ..."), labels ("He's a whiner ...") and adjectives ("very unproductive ...").

4 BE SPECIFIC.

Example of poor documentation: "Employee was late three times in the past month." Better: "Employee was 30 minutes late on Feb. 5; reason given: traffic. Employee was 45 minutes late on Feb. 9; reason given: overslept. Employee was an hour late on Feb. 23; reason given: car problems."

5 KEEP OUT BIASED LANGUAGE.

A good rule of thumb: Any statement that would be inappropriate in conversation is also inappropriate in an employee log. That includes references to an employee's age, sex, race, disability, marital status, religion or sexual orientation. Do not suggest reasons for employee actions or make connections between events without direct evidence.

For example, you may know that Dan's wife recently filed for divorce, but do not suggest in the log that his personal problems are the reason his work performance has slipped.

6 BE BRIEF, BUT COMPLETE.

Log entries should use specific examples, rather than general comments. Instead of saying, "Megan's work was excellent," say, "Megan has reduced the number of data entry errors to less than one per 450 records."

7 TRACK TRENDS.

If you begin to see patterns, make notes in the log or flag prior incidents of the same behavior. You do not need to discuss every entry with your staff members. Bring your observations to the employees' attention only after you have defined a specific problem.

8 BE CONSISTENT.

Do not include comments about a behavior in one

Supervisors should never rely solely on memory to evaluate employee performance. That makes appraisals far more difficult than necessary.

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Rex Collins, CPA, CVA
PRINCIPAL

THE IMPORTANCE OF PIVOTING

Q: What does it mean to pivot in business?

A: The difference between a successful small business and a passing fad depends on your willingness to evolve and explore innovative ways for your business to meet a market need. In the startup/small business community, we call this concept pivoting.

Business success often relies on your vision and experience - but the plan you started with doesn't always work out, or it may need to abruptly change course to achieve success. So you pivot. Pivoting is to test your hypothesis continually, iterate on your ideas and see what works or fails. This testing enables you to identify the problems and change direction accordingly.

What it means for you as a business owner is the importance of open-mindedness and a willingness to learn. Pivoting can be applied to any element of your business model, whether it's marketing practices, technology, product features, sales channels or revenue models,

Q: How do you know when to pivot?

A: As the owner, you are in the best position to determine how to pivot and when, but there are a few questions you can ask yourself to be sure:

- Are your users or customers unsatisfied with your product or service? Take time to really listen to what they're saying. It might be time to make a change to make your market work,
- Does one part of your business work better than the whole? If a spinoff product is working better than the original, it might be a good time to look at the whole picture and refocus your efforts. A new approach may have greater potential than your original plan.

To better understand the concept of pivoting, I recommend Eric Ries' "The Lean Startup."

EMPLOYEE PERFORMANCE

continued from page 12

person's performance log if you ignore the same behavior in other employees. When in doubt, check to see how similar problems have been documented in the past.

PERFORMANCE LOGS: WHAT TO INCLUDE AND WHAT TO LEAVE OUT

INCLUDE:

- Project assignments and deadlines met or not met.
- Your assessment of the quality of an employee's work. Cite attempts you make to help the employee improve.
- Instances of tardiness, work absences or extended breaks.
- Disciplinary discussions and actions taken.
- Employee responses to problems and questions.
- Positive contributions to the work effort.
- Details of significant personal interactions with the employee.

DO NOT INCLUDE:

- Rumors or speculation about the employee's personal life.
- Theories about why the employee behaves a certain way.
- Information about the employee's family, ethnic background, beliefs or medical history.
- Your opinions about the employee's career prospects.
- Unsubstantiated complaints against the employee.

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- Service Writer
- Service Technician
- Service Manager

Parts

- Parts Sales - Inside Sales
- Parts Counter Sales Rep
- Parts Manager

Sales

- Sales Manager
- Sales Rep

GENERAL

- General Manager
- Office Bookkeeper

HUMAN RESOURCES

- Employee Handbook
- Job Analysis
- Telephone Reference Check Form
- Performance Review Exempt
- Performance Review Non- Exempt
- Craigslist Ad Samples

FINANCIAL AND FORECASTING

- Business Valuation - Template
- Financial Trending Analysis Worksheet
- Forecasting Spreadsheet Service Shop
- Ratios Defined
- Sales Forecasting Report
- Budgeting Worksheet
- Shop Rating Quiz

MARKETING

- Social Media Overview

SERVICE TOOLS

FORMS

- General Manager
- Annual Maintenance Handouts for Customers
- Menu Pricing for Yearly and Hourly Maintenance
- Notice of Abandonment
- Technician Time Log
- Flat Rate Counter Book
- Weekly Time Sheet Totals
- Initial Diagnostic Excavators and skid Steer Loaders
- Initial Diagnostic Sheet Garden Tractors
- Initial Diagnostic Sheet Snowblowers
- Initial Diagnostic Sheet Tractors
- Initial Diagnostic Sheet Zero Turn
- Initial Diagnostic Sheet WB - Mowers-Tillers
- Repair Questions
- Initial Diagnostic Sheet Trailers

PARTS TOOLS

- Flat Rate Counter Book
- Parts on Demand Flyer
- Parts Pricing Markup
- 90 Day Check List

WHOLEGOODS

- Card- Deluxe Package
- Card- Premium Package
- Card- Super Saver Package
- Equipment Price Tag (Sample)
- Extended Service Agreement
- Manufacturer - Vendor Termination Agreement
- Tiered Pricing Worksheets with Price Tag
- Vendor Analysis

RENTAL TOOLS

- Rental Agreement
- Rental Rates
- Concise Rental and Loan Agreement

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- Managing By The Numbers
- How to Unclutter Your Parts Department and Increase Profits
- Motivating Employees for Increased Performance
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10 THINGS THAT CAN GET YOU FIRED

Nobody wants to be fired. Most people avoid it by generally doing good work and keeping complaints about their jobs to themselves or close family.

Most professional employees are "employees-at-will," which means that they can be fired for any reason -- or none at all. Employment-at-will laws vary from state to state, but if you are not in a union or do not have a contract, they likely apply to you.

1. Get Conveniently Sick

It is okay to take sick days when you need them, but if you take too many at the wrong times, it could mean more free time to convalesce. "If you want to get fired, repeatedly call in sick on Mondays. "Muscle up and get yourself in there. Hangovers are no excuse. "The same goes for vacation days. Ditching the company for a few days of sun and surf in the middle of a busy season reflects poorly on your dedication to the well-being of the business.

"An administrator in a department had a key role in planning a major event, and the admin called in sick for three days the week before the event. A check of her records showed that she had a pattern of calling in sick around major events. "All of the work gets dropped on others' shoulders. That, when combined with her sloppy work and incomplete projects, got her cut from the roster.

WHAT TO DO REALLY: Show up every day even if you are not feeling well. If you can crawl in and are not' contagious, get to work. Being absent more than once a year is noticeable and you need to save this intrusion for when it counts. Most places do not have people to spare to do your job when you feel like taking the day off. If you consistently miss the allowable number of days, you are walking the line.

2. Lie on Your Job Application

Everyone beefs up their resume, and assumes that once they have the job; it is no longer important what they did to get it. Not so fast. If your job performance lags, your resume may be reviewed again. An inconsistency or poorly timed embellishment could be used to get rid of you. For example, one recalls a member at a former employer who noted on his resume that he had his CPA when he did not. He had taken all the coursework, but did not take the exam. "He had the job, was doing a good job, but was fired on the spot when his boss found out he had lied on his resume. The job did not require a CPA, but the boss checked to see if he had it anyway. "Even though it wasn't a requirement, it reflected on his character."

WHAT TO DO REALLY: If there is a problem, be part of the solution. If you want to move up, be

a problem-solver. To managers, a problem-solver translates to decision-maker. If you have a problem that needs supervisor attention, be ready with solutions.

3. Be Disgusting

A number of managers that have employees who were unkempt. "When it came time for downsizing, they were at the top of the list." You might think that hygiene habits should be a personal decision left to each staff member's own discretion, but bad body odor goes beyond the cubicle around you. "It's engaging in anti-social behavior. " Not bathing, being unkempt... You have to be very careful, especially if you're in a client-interfacing role."

WHAT TO DO REALLY: Find ways to make your boss' know who you are and what you contribute without being obvious and undermining your boss.

4. Stay Anonymous

As the old adage goes, the squeaky wheel gets the grease. If you always keep your head down, never remind your boss of your accomplishments, and are not a familiar face to the higher-ups, you are not going to be remembered for what you are worth when head-count is being shaved.

"It's not enough to just work hard, stay late, and be intelligent. "It shows you're not a team player. If you don't speak up in meetings and share your ideas, you'll be the one who doesn't have ideas," instead of the one who works late and meets deadlines.

WHAT TO DO REALLY: Communicate effectively and concisely with your boss without being a pain.

5. Never Compromise

An ego is arguably a necessity in the business world. However, a big head that is consistently getting in the way of efficiency and teamwork is a head that will roll. "If you're not forceful to the proper degree in promoting your own ideas, you're not going to get anything accomplished. However, you have to be able to do it in the proper way.

Those who always need to do things their way, "come across as single-minded and critical of others' ideas. "If your ideas are smarter than everyone else's, they'll rise to the surface and be appreciated -- unless you don't listen to anyone else, ever."

WHAT TO DO REALLY: Strive for perfection. Manager's notice when they do not have to deal with your mistakes or do your job.

continued on page 18

SHOW UP

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GET YOU FIRED

continued from page 16

6. Be Ungrateful

With unemployment hovering around 9.2%, try to be thankful for what you have, instead of whining about what you think you deserve. A lack of humility can earn you a layoff notice. "If you want out, ask for a raise before a round of job cuts, and get angry when they don't give it to you.. " It shows poor judgment."

WHAT TO DO REALLY: Do not involve yourself in personal conflicts. Stay clear of the strife and keep it professional.

7. Don't Respect the Chain of Command

It is likely that the current chain of command in the office has long been in place, and for good reason. Except in the most extreme of circumstances, experts recommend respecting it.

"When you're emotionally intelligent, aware of your surroundings and know who the players are, you have a sense of what you should say when, and when you should keep your mouth shut. "You know when you should go over someone's head, and when you should follow the chain of command."

WHAT TO DO REALLY: Make yourself indispensable. Do not do the minimum to just get by, but instead become an expert at everything you do especially at things no one else can or wants to do.

8. Spend Time with the Complainers, Non-Performers and Gossips

When company information is leaked or major deadlines are missed, someone will likely be fired. Even if you were not involved, you do not want your name associated with those of the usual suspects. There is a "birds of a feather" mentality to this one -- if you are in a clique with your most toxic colleagues, it is easy for your boss to liken you to them. "If you are associated with the gossip, it's going to be assumed you are spreading rumors.

WHAT TO DO REALLY: Become a person that people from other departments go to for help.

9. Never Take Responsibility When Things Go Wrong

Take a page out of former Rep. Anthony Weiner's book on this one. If you do something stupid, do not lie about it. The truth will come out -- and you will get a lot of negative attention if you are forced to admit you tried to cover up. "It's not the crime, it's the cover-up. "If you're the source of bad news about you and if you admit to your mistakes and you don't repeat them, that's a positive. You'll get credit for it."

However, if you blame failed technology, time crunches, or the errors of your colleagues when things go awry and you are to blame, you are expendable.

WHAT TO DO REALLY: If you are a department head or supervisor, train your team to operate efficiently when you are not there. This may seem like a self-fulfilling prophecy to becoming dispensable but good leaders/trainers/communicators are rare. Managers will keep their good leaders because they make managers' jobs easier.

10. Take Credit for Other People's Work

No one likes a freeloader. If you are the worker who never presents an original thought at work, or you take credit for others' accomplishments, you are likely to find yourself out the door.

"One guy stole commissions from co-workers.. Commissions at the company were given to the person who did the legwork and sold the services to the client, not by the person who answered the phone when the client called to conclude the sale. "The company policy was that you gave commission credit to the correct person, even when they were out. "Take great pleasure in firing this guy."

WHAT TO DO REALLY: Stay alert for warning signs in your company or industry and plan appropriately. Be realistic. Do not be the next one to be let go and do not stay on a sinking ship. If your position is close to the level where others are getting the axe or if you are seriously wondering, you need to have a Plan B. It is better to move on while you are still employed than to wait until the end. Your Plan B needs to be an intelligent choice this time in an area that is more economy-proof.

THE ELOG MANDATE IS HERE!

Dealerships with drivers who currently use paper log books may need to transition their drivers to electronic logs (ELOGS) by December 18, 2017. NEDA has identified J.J. Keller & Associates, a leader in helping fleets comply with Hours of Service regulations for over 60 years, as a trusted ELog provider. J.J. Keller's Encompass ELog and fleet management system will make the transition to ELogs easier on you, your drivers, and your budget. Give them a call today and mention that you are a NEDA member.



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Committed to Building The Best Business Environment for Northeast Equipment Dealers





WHAT IS THE DIFFERENCE BETWEEN HTTP & HTTPS

Occasionally, there is something that comes down the pike that is of real importance. The main difference between http:// and https:// is it is all about keeping you secure.

HTTP stands for Hyper Text Transfer Protocol.

The S (big surprise) stands for "Secure"... If you visit a website or web page, and look at the address in the web browser, it will likely begin with the following: http://.

This means that the website is talking to your browser using the regular 'unsecured language. In other words, it is possible for someone to "eavesdrop" on your computer's conversation with the website. If you fill out a form on the website, someone might see the information you send to that site.

This is why you never ever enter your credit card number in an http website! However, if the web address begins with https://, that means your computer is talking to the website in a secure code that no one can eavesdrop on.

You understand why this is so important, right? If a website ever asks you to enter your credit card information, you should automatically look to see if the web address begins with https://.

If it does not, you should NEVER enter sensitive information...such as a credit card number, SS # etc.

You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you.

~ Dale Carnegie

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Kuhn Notes Positive Equipment Sales Trends, But U.S. Uncertainties Cause for Concern

During the first half of its financial year, Kuhn Group has seen a positive trend in agricultural equipment orders and sales, but managers highlight political and weather-related issues that could have a negative impact over future months. From the beginning of January to the end of June this year, order intake at the equivalent of \$475 million was up 13% on the same period last year, with net sales booked at \$681 million, up 14% on the year prior after adjustment for currency effects.

Nonetheless, Kuhn managers expect an increase in the net sales figure for the year over 2017, with a similar operating profit margin resulting from low sales figures in the U.S., the high cost of steel, and by Kuhn's current challenges with the supply chain and human resources.

~ Courtesy of
Agriculture Equipment Intelligence

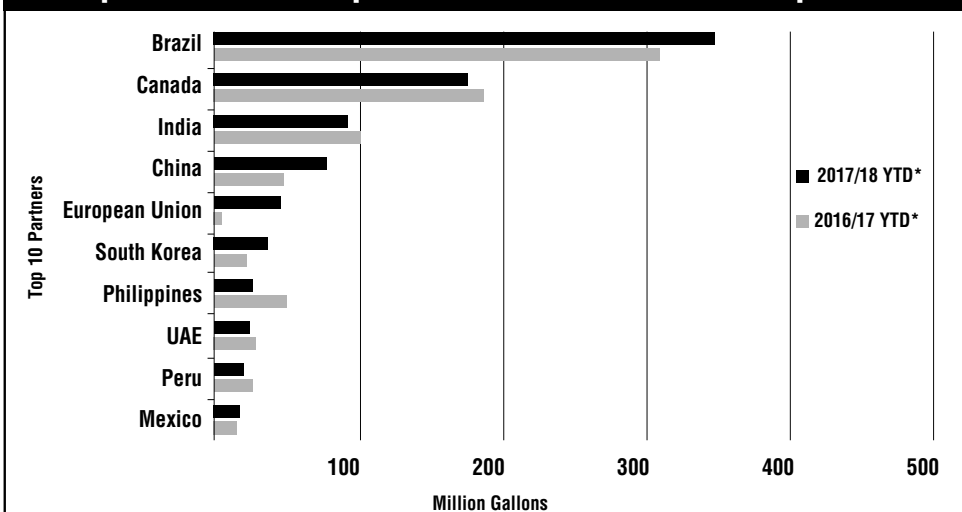
Despite Growing Frustration with EPA, Ethanol Production Exports Continue to Expand

Ethanol usage, which helped fuel the ag equipment sales boom from 2005-2013, has flattened out, but exports continue to prop up its overall production. Nonetheless, the fight to maintain and grow its place in the fuels market has been frustrating. According to the National Corn Growers Assn., about 30% of all U.S. corn is used for ethanol fuel. When combined with its production byproduct, Distiller Dried Grains with Solubles (DDGS), that figure rises to nearly 40%. So, it's no wonder why corn growers and ethanol producers are battling with Big Oil to maintain and grow ethanol production.

Through the first half of 2018, Brazil has imported 345.9 million gallons of U.S. ethanol, or about 37% of total shipments. Exports to Brazil in the first half of 2018 were up 28% over the same period in 2017. Canada has been the second-leading export market, with 159.5 million gallons of U.S. ethanol ending up there through the first 6 months of the year, which is up 8% from the same period a year ago. Other top markets for the first half of 2018 were India (70.1 mg), China (52.9 mg), South Korea (44.5 mg) and the Philippines (43.7 mg). It should be noted that nearly all of the exports to China occurred in the first 3 months of the year, and fuel ethanol exports to the country collapsed to zero in the second quarter as a result of increased tariffs.

~ Courtesy of Agriculture Equipment Intelligence

Top U.S. Ethanol Export Market Year-to-Date Comparison



Ironically, the U.S.' main competitor in ethanol production, Brazil, is also its leading market for U.S. exports. No doubt, at least part of the growth in exports is a result of low corn prices, which makes ethanol more competitive in world markets. Source: USDA GATS; (*) YTD period of September-March



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Worldwide Tractor Sales Grew 13% in 2017

Agrievolution data show that in 2017 more than 2.1 million new tractors moved around the world. This is a 13% increase over the previous year and an 11% increase over 2015.

According to the world tractors market data: India and China alone accounted for more than a million units (a 16% gain), 220,000 were purchased on the U.S. market (up 4%) and 190,000 units were sold in Europe (a 13% gain). Sales in Korea fell by 16% to 8,933 units.

Agrievolution is a group made up of 15 ag equipment manufacturing associations and organizations that advocates for global agricultural mechanization and shares market information. Whereas big double digit gains in strongly expanding markets are customary, such as in India and China which account for large numbers of tractor sales, the reported 13% increase in Europe is an "unusual result," say Agrievolution officials.

Alessandro Malavolti, president of FederUnacoma, also called the Italian Agricultural Machinery Manufacturers Federation, said at a press conference earlier this summer that the unusually high gain in tractor sales in Europe is due mainly to the arrival of the 'Mother' Regulation. This regulation is a set of new machinery standards introduced this year by the European Union, which pushed manufacturers to offer special promotions at the end of 2017 for the sale and registration of their remaining stock before the regulation took effect. For instance, Italy saw a nearly 24% surge in registrations as a result.

~ Courtesy of
Agriculture Equipment Intelligence

Along with Improved 2Q Sales, CNH Industrial Touts Strong Ag Order Book

Besides reporting a 20% increase in net ag equipment sales in the second quarter (nearly 18% for the first half), the most encouraging news coming from CNH Industrial's July 26 earnings report is its solid ag equipment order book going into the second half of the year. The company reported, "In the quarter, production levels were 12% above retail demand, in line with the order book, which is up approximately 15% compared to the prior year period."

"When coupled with ongoing cost efforts in all areas of the business and the fact that price/cost is not expected to be a major factor in the second half, we believe CNH's guidance could be proven conservative," said Shlisky, but suggested several factors deserved close attention. "To be sure, the open CEO seat, global trade uncertainties and ongoing challenges to global ag fundamentals are reasons for caution, but with much of this news already baked in to the stock price, we believe the earnings reality could continue to outpace expectations from here."

~ Courtesy of Agriculture Equipment Intelligence

CNH Industrial Segment Results – 1H & 2Q 2018

(\$ millions)

	6 months ended June 30			3 months ended June 30		
	2018	2017	% change	2018	2017	% change
Ag Equipment	5,891	5,006	17.7	3,312	2,766	19.7
Const. Equipment	1,481	1,152	28.6	799	650	22.9
Commercial Vehicle	5,384	4,723	14.0	2,889	2,598	11.2
Powertrain	2,404	2,137	12.5	1,218	1,136	7.2
Total Industrial	13,879	11,815	17.5	7,579	6,525	16.2
Consolidated Revenues	14,818	12,716	15.9	8,045	7,003	14.9

Source: Company reports

Solid Increases in North America, Europe Pace AGCO's 17% 2Q Sales Improvement

Sluggish sales in South America (-12.8%) didn't dim AGCO's overall results as improving sales of farm machinery in the North American (+25.4%) and European regions (+21.7%) set the tone for AGCO Corp. in the second quarter of 2018. The company's Asia/Pacific/Africa results were up 4.4%.

AGCO expects net sales in 2018 to reach \$9.3 billion, up slightly from its previous outlook. The company's projections include about a 12% increase in sales vs. 2017 "reflecting improved sales volumes, positive pricing as well as acquisition and foreign exchange impacts. Gross and operating margins are expected to improve from 2017 levels due to higher sales as well as the benefits resulting from the company's cost reduction initiatives, partially offset by increased engineering expenses."

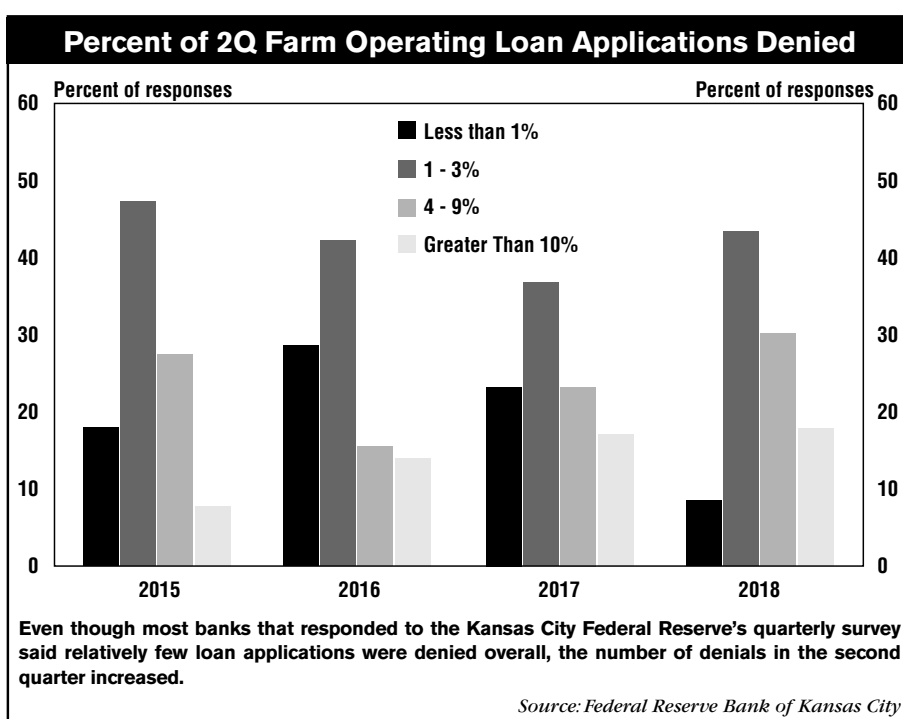
~ Courtesy of Agriculture Equipment Intelligence

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Rising Interest Rates, Repayment Issues Contribute to Dip in Farm Economy

Quarterly reports on surveys of bankers in three Midwestern Federal Reserve Bank districts indicate that rising interest rates and low commodity prices may impact farmers' decisions on making larger, long-term investments in the near future. Farm equipment dealers should take note of this trend, as higher interest rates for farmers mean they will be less willing, or able, to take out a loan for capital expenditures.

~ Courtesy of Agriculture Equipment Intelligence



Kubota NA Revenues Rise 8%; Plans New European R&D Center

Kubota Corp. registered solid sales results through the first half of the year, especially in North America. It also announced it is investing in a new R&D facility for Europe. Strong First Half. Through the first half of 2018, Kubota Corp. reported overall revenues increased by 7%, or \$500 million vs. the first 6 months of 2017 to \$8.1 billion. Revenue from Kubota's Farm & Industrial Machinery, which accounts for nearly 83% of the company's total revenue and includes farm equipment, agricultural related products, engines and construction machinery, increased by 7.6% vs. the same period in the prior year to \$6.7 billion.

Regarding the new R&D center, Kubota says it plans to boost product development as part of a globalization process, in line with aspirations to adapt to the specific needs of host markets. The new center will play a vital role in this process in developing agricultural machinery customized to

work efficiently and effectively for local crops, field conditions and work processes.

~ Courtesy of Agriculture Equipment Intelligence

Consolidated Revenue – 1H & 2Q 2018								
(\$ millions)								
	6 months ended June 30, 2018		6 months ended June 30, 2017		3 months ended June 30, 2018		3 months ended June 30, 2017	
	Revenue	% of total	Revenue	% of total	Revenue	% of total	Revenue	% of total
Farm Equipment and Engines	\$5,406	66.5%	\$5,144	67.7%	\$2,964	69.2%	\$2,772	69.9%
Domestic	\$1,257		\$1,191		\$682		\$640	
Overseas	\$4,149		\$3,953		\$2,282		\$2,132	
Construction Machinery	\$1,334	16.4%	\$1,118	14.7%	\$729	17%	\$623	15.7%
Domestic	\$142		\$129		\$70		\$63	
Overseas	\$1,191		\$989		\$659		\$560	
TOTAL	\$6,740		\$6,262		\$3,694		\$3,395	

Source: Company reports

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Rocky Mountain Dealerships 1H18 Sales Up 18%

Rocky Mountain Dealerships, Canada's largest ag equipment dealer which handles Case and New Holland-branded equipment, reported that its total second half sales increased by nearly 28%, or \$66 million, to \$303 million vs. \$237 million in the same period last year. According to the dealership group, this was a new company record for second quarter sale of new equipment, which grew by 46% year-over-year. Used equipment sales were up by 18% and sale of parts rose by nearly 4.5%.

Cherniavsky also noted since April 2015, RME had not pursued acquisitions, but that ended in recent months. "Rocky is getting back on the consolidation train with the acquisition of two New Holland dealerships in Western Canada, totaling about \$50 million of revenue or nearly 25% of its 5 year \$200 million target for acquired revenues."

Rocky Mountain Dealerships – Selected Financial Information 1H & 2Q 2018 (C\$ thousands)						
	6 months ended			3 months ended		
	2018	2017	% change	2018	2017	% change
Sales	\$522,293	\$446,830	16.9	\$302,639	\$236,890	27.8
Cost of sales	457,230	384,534	18.9	264,539	201,372	31.4
Gross profit	65,063	62,296	4.4	38,100	35,518	7.3
Gross profit as % of sales	12.5%	13.9%	- 1.4	12.6%	15.0%	- 2.4

Source: Company reports


~ Courtesy of Agriculture Equipment Intelligence

Large Ag Retail Sales Accelerated in July

North American large ag equipment sales had another strong showing in July, with year-over-year sales up in all but one category, according to the most recent Assn. of Equipment Manufacturers report. But RW Baird analyst Mircea (Mig) Dobre expects this momentum is likely to dissipate.

"Large ag retail sales growth accelerated to +33% year-over-year in July with growth across each category in both the U.S. and Canada. Dealers built inventory across all categories," Dobre said in a note. U.S. tractor and combine sales increased 36% year-over-year for the month and Canadian sales likewise increased 23%.

Dobre noted North American large ag demand is still approximately 30% below normal replacement levels, "yet the setup near-term is decidedly more challenging — replacement demand is still there, the question is whether crop prices/trade wars can push out the recovery." He said commentary from Deere & Co. on early orders during its upcoming third quarter earnings call "will give a real-time demand update as current retail sales are yet to capture deterioration in farmer sentiment."

JULY U.S. UNIT RETAIL SALES 							
Equipment	July 2018	July 2017	Percent Change	YTD 2018	YTD 2017	Percent Change	Beginning Inventory July 2018
Farm Wheel Tractors-2WD							
Under 40 HP	14,358	12,336	16.4	98,836	90,292	9.5	82,451
40-100 HP	5,444	5,527	-1.5	34,775	33,929	2.5	33,890
100 HP Plus	1,584	1,211	30.8	10,089	9,584	5.3	8,454
Total-2WD	21,386	19,074	12.1	143,700	133,805	7.4	124,795
Total-4WD	213	120	77.5	1,295	1,149	12.7	822
Total Tractors	21,599	19,194	12.5	144,995	134,954	7.4	125,617
SP Combines	561	409	37.2	2,571	2,078	23.7	1,136

~ Courtesy of Agriculture Equipment Intelligence

Cervus Equipment Posts 14% 2Q18 Revenue Gain; Ag Sales Up by 19%

Record second quarter sales of new farm machinery boosted Cervus Equipment's overall revenue by 14%. "The strength of the Canadian agriculture segment has once again generated a record sales quarter with the highest new equipment deliveries to customers for a single quarter in Cervus' history," said Graham Drake, president and CEO of one of John Deere's largest dealership groups.

The company also noted its increase in equipment sales shifted sales mix, which reduced Cervus' overall gross profit to 13.4% vs. 14.8% in the second quarter of 2017. For the 6 months ended June 30, adjusted income before income tax expense and income before taxes increased \$2.6 million and \$2.2 million, respectively, compared to the same period of 2017.

~ Courtesy of Agriculture Equipment Intelligence

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