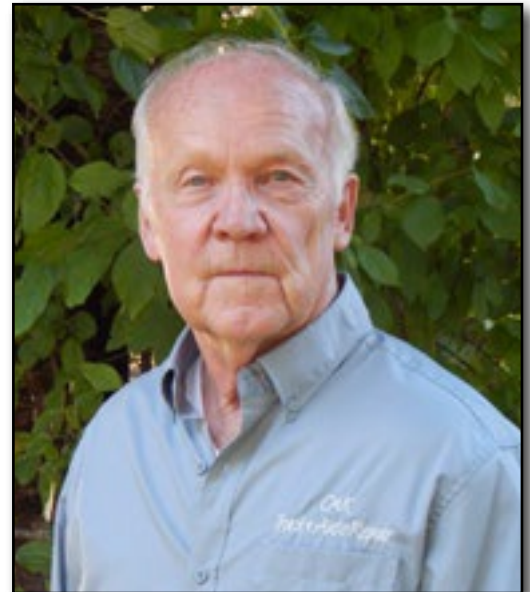


DEALER

The Newsletter of NORTHEAST EQUIPMENT DEALERS ASSOCIATION, INC.

Join Us at the 2019 Annual Regional Meeting

The chances are pretty good that if you have a Commercial Motor Vehicle (CMV), it will be subjected to a roadside inspection by a Commercial Vehicle Enforcement (CVE) officer/inspector. Most states and provinces utilize the State Police, DOT and in some cases local police officers that are trained in all aspects of the various parts contained in the "Federal Motor Vehicle Safety Regulations" (FMVSR's) pertaining to our industry. These regulations spell out the requirements and responsibilities for carriers, drivers, mechanics and any employee involved with the transportation of goods or passengers. Many of the requirements pertain to reporting, licensing, prohibitions, vehicle maintenance/inspections etc. The task of CVE is to make sure that carriers and drivers are abiding to these various regulations and requirements. Consequently, verifying that type of information (paper work) is a big portion of the roadside inspection. The driver is requested to hand over for example: registration(s), insurance cards, driver's license, shipping papers, logs or access to electronic HOS logs.



2019 NEDA ANNUAL/REGIONAL SPEAKER

Roadside Inspection Best Practices
By Sulev "Swede" Oun

Those that have gone through a roadside inspection can testify to the fact that the verification process can sometimes be time consuming. At times just as long as or longer than the actual vehicle inspection for several reasons. There are things that a carrier or driver can do to reduce the time involved with this portion of the inspection.

A perfect example of unnecessary time consumption would be getting pulled over with your personal vehicle for a traffic infraction (speeding etc.) and the officer asks for you license, registration and insurance card? Then you nervously start looking for them in

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Register today any of the three (3) Northeast Equipment Dealers Association Annual/Regional meetings being held Monday January 28, 2019, Wednesday January 30, 2019 and Friday February 1, 2019 to learn more on FMCSA Roadside Inspection Best Practices. To register at one of the Annual/Regional Meetings call the NEDA office at 800-932-0607.

continued on page 6

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DIVIDEND HISTORY



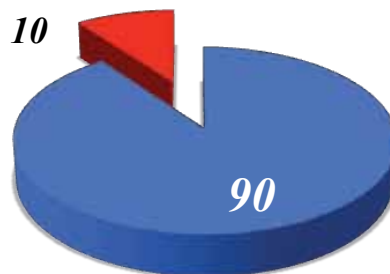
<u>Policy Year</u>	<u>Dividend</u>
2016-2017	35.0%
2015-2016	30.0%
2014-2015	20.0%
2013-2014	15.0%
2012-2013	15.0%
2011-2012	5.0%
2010-2011	20.0%
2009-2010	25.0%
2008-2009	37.5%
2007-2008	20.0%



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

Observations from the FIELD



Tim Wentz
Field Director /
Legislative Committee
Chairman
717.576.6794

I hope that everyone had a happy and healthy holiday season and, more importantly, that you were all able to enjoy quality time with family and friends!

2019 promises to be an exciting and challenging year for dealers and your associations! Before we look at the year ahead, let's take some time and look at 2018 and the ROI (Return on Investment) members received on their dues investment(s).

"Locally" – NEDA, with help from your fellow dealers, EDA and the manufacturers advocated against Right-to-Repair legislation in VT, NH, MA, NY, and NJ and for amendments to state dealer laws in PA and CT. Registered a Pre-Apprenticeship program building on and in support of our full Apprenticeship program.

Jason Cannon wrote in a September 11, 2018 article that "diesel technician shortage most impacts those who are 'part of the problem'. Highly-skilled blue-collar labor is getting harder to find across practically every trade: from truck driving to truck fixing, and from plumbers to welders. Students who 30 years ago may have graduated from a tech program are now walking around with four-year degrees.

What's left behind is an unskilled labor force in search of jobs they're not qualified for. Nearly 90-percent of employers recently surveyed by the Technology and Maintenance Council say that they have a shortage of qualified applicants."

FEDERALLY

Thanks in large part to EDA's leadership, legislative staff, and the testimony of Rex Collins of HBK, the interest deduction was preserved for equipment dealers in the "new" tax code. Additionally, EDA, along with our "industry" partners, worked to ensure passage of the Farm Bill and enhance 179 deductions. They also performed numerous reviews of "revised" dealer agreements (if I'm not mistaken there were six (6) completed).

Unfortunately, the impact (value) of that legislative advocacy, work-force development, and industry relations work on behalf of equipment dealers can easily be overlooked, nor is it accomplished without significant financial investment and support. Most would agree that the associations' accomplishments easily justify membership in both associations and that additional investments in support of work-force development and legislative and legal defense programs are wise investments.

Simply put, if we're continue that work, we need your help recruiting new members, as well as your participation in and financial support of our legislative work, association governance/direction, and program development.

**When you REAP the benefits of membership,
your PROFITS will follow!**

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NEDA 2019 Annual Regional Meeting FMCSA Regulations/DOT Work Sessions Roadside Inspection Best Practices



AGENDA

**EACH ATTENDEE WILL RECEIVE THE
CURRENT FMCSR POCKETBOOK**

8:00am Welcome & Introductions



8:30am NEDA Healthcare Program Update – OPOC.us – Chris Havey/Carl Swanson

The Association's new endorsed healthcare and benefit provider to help members, employees and their families to obtain health insurance options, and recommend a cost effective course of action. Each insured will have a personal care advocate. **There will be question and answer immediately after presentation.**

9:30am  **Are you protected against Cyber & Privacy Exposures?**

Data breaches—the theft, loss, or mistaken release of private information—are on the rise. And, it's not just a big-business problem. Identity thieves increasingly target small- and mid-sized businesses, often because they have fewer data security resources. Join us for a discussion on data breach prevention tips and learn ways you can minimize your risk of becoming a victim of costly and time-consuming cybercrime.

9:45am Break



10:00am Specialty Equipment Insurance Services

Erik Sanzotti Regional Sales Rep - Joel Robinson Vice President

Extended Warranty Programs. **There will be question and answer immediately after presentation.**

11:00am FMCSA Regulations/DOT Work Session/Roadside Inspection Best Practices



Sulev "Swede" Oun

This will be a working session to familiarize everyone with the Federal Motor Carrier Safety Regulations. This training will help everyone to better navigate through the various parts of the regulations with the goal to better understand the regulations, thus avoid roadside and inspection violations. Areas covered will be, vehicle and maintenance violations, drivers' violations and the impact they have on CSA scores that affect ratings and their impact.

DOT Law Enforcement will be available for questions and answers at each meeting

12:00pm Lunch

1:00pm Swede Oun session (continued)

3:00pm Wrap Up & Adjourn

**Monday – January 28, 2019
Holiday Inn - Grantville, PA**

**Wednesday – January 30, 2019
Holiday Inn - Liverpool, NY**

**Friday - February 1, 2019
Holiday Inn - Concord, NH**



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continued from page 1

your glove compartment, buried amongst other items as you're telling the officer "I know they are here someplace". In many of my driver trainings I make the suggestion of using a binder for all the necessary paper work in clear plastic inserts and in order and up to date. I always receive positive feedback from drivers that have followed through with this, because the officers have thanked them for being so well organized, making their job easier and quicker when verifying information through the various data banks they must access.

Lying and fabricating doesn't work either. Officers are trained to see through those situations. The process to verify adds more time to the roadside inspection, not to mention now you have broken trust. One of the officers I have worked with said it the best; "Our job quite often is looking for liars, cheaters and stealers". This is not meant to be an indicative of our industry, but unfortunately there is a very small percentage that do among the majority of good carriers/drivers. Each month more unsafe carriers are stripped of their authority to conduct business by the Federal Motor Carrier Administration (FMCSA).

Misinformation and lack of information forces the officer to spend more time for verification. Keep in mind that if an officer misses something pertinent and that vehicle/driver shortly after has a mishap, it will come back to that officer for letting that vehicle/driver proceed when they shouldn't have. The bottom line is, if you have a known issue that will be discovered, you might be better off being honest and transparent about it. Honesty is a quality that everyone respects.

Another very important consideration is not to let the inspection become personal". A good attitude goes a long way. Nobody wins with a confrontational attitude. We know a roadside inspection is an inconvenience, especially if you have a tight window time or you are trying to get home to your family in a timely fashion, however, we need to take the attitude that "it is part of doing business". Above all, do we really want our loved ones driving amongst unsafe vehicles/drivers? I need to also point out that the CVE officers are in it for safety, not punishment.

As a carrier and or driver you should always be on top of things like:

- Is your license and medical certification (if required) up to date?
- Is the annual inspection up to date?
- Is the registration and insurance up to date?
- Are your VIN plates on the vehicle(s) and readable?
- Do you have the proper class of license and endorsements (if required)?
- Can you support any exemptions to the requirements (HOS, ELD, medical certification, Farm)?
- Do you meet local law requirements (if applicable to your operation)?
- Are applicable tax requirements current?
- If hauling hazardous materials, are the shipping papers properly filled out?
- Is the vehicle/trailer properly marked/placarded to match the shipping papers?
- Does your cargo securement meet all the requirements?

It may seem like a huge task list, however, an issue with any of the required documents will delay the inspection process, not to mention the possibility of being cited with a violation(s) or an OOS condition. These are items that should be verified before you hit the road, not during a roadside inspection.

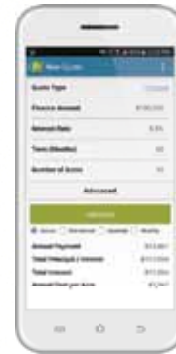
For example, many drivers operating small commercial vehicles don't realize that in certain cases they are required to have medical certification even though they don't have a CDL. This is a perfect example that you want to ensure everyone in your organization is comfortable with the regulations.

Another suggestion for the driver is, never volunteer too much information (called the blame game). If a violation is discovered, it serves no purpose to bad mouth the carrier or shop or any individual in your organization for any defects or issues. Chances are if

continued on page 8



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continued from page 6

there is a problem, it usually involves the driver also. After all, it is ultimately the driver's responsibility to assure that he or she is operating a safe vehicle and complying with all the requirements before driving on our highways.

As to the vehicle, first impressions can affect the depth of the inspection. Is there a need for a level one (full blown) inspection or will a level 2 (walk-around) inspection suffice? That first observation of tires, wheels, lights and appearance can make a huge difference, not to mention everything discussed previously about attitude and organization and paper work could be the deciding factor.

It's important to realize the potential for you to influence the outcome of a roadside inspection. At the end of the day, all of us are trying to get home to our families and loved ones, knowing that collectively we are keeping our highways safe for everybody. That is the goal for all of us.

New Jersey Issues Guidance On How Dealers From Other States Can Comply With New Jersey's Remote Seller Rules

In the wake of the U.S. Supreme Court Ruling in *Wayfair v. S. Dakota* which will impact nearly all dealers, the New Jersey Division of Taxation has provided additional guidance to remote sellers (dealers from states other than New Jersey) including a list of answers to frequently asked questions. The guidance advises taxpayers that taxpayers that make all of their sales through marketplace facilitators may request to be placed on a nonreporting basis to file sales tax returns by filing Form ST-6205-ST. The frequently asked questions advise that when calculating the \$100,000 threshold, all sales delivered into New Jersey are included, including nontaxable retail sales. The FAQs also advise that for remote sellers, there is a grace period for registering to collect the sales and use tax that runs from 30 days from the time that the remote seller first exceeds \$100,000 in sales to New Jersey. If the remote seller meets the economic threshold in 2019, the remote seller is required to collect sales tax for the remainder of 2019 and 2020. If the remote seller does not meet the economic threshold in 2019, the remote seller is not required to collect sales tax until the economic threshold is met. Once the threshold is met, the tax collection obligation continues for that year and the next year.

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Check Enclosed (Payable to NEDA) _____
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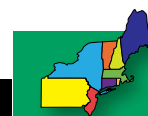
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Northeast Dealer | 9

JANUARY 2019

Understanding
Recent Trends
and
The Implications for
the Equipment
Industry



INFORMATION ON RIGHT TO REPAIR

Farmers want to reduce downtime. We agree!

We've heard from farmers: they want the ability to **quickly diagnose and repair** their equipment in the field in order to reduce downtime and maximize productivity.

Manufacturers, dealers, and end users all have a shared incentive in **reducing downtime** for equipment, and **maximizing productivity**

Maximizing productivity is a major reason why manufacturers **invest in technological innovation** for farm equipment. The technology available on modern farm equipment maximizes productivity for farmers like never before.

Industry Concerns: Repair vs Modifications

Access to Diagnostic & Repair Information —Ability to Repair
Access to Embedded Code —Ability to Revise Control System.

What is Right to Repair?

- Activist Movement that seeks to provide access to proprietary diagnostic systems to independent repair services to fix consumer goods such as cell phones, computers, cars

Industry Commitment

For tractors and combines put into service after January 1, 2021, manufacturers, through authorized dealers, will provide access to the following:

- Manuals (Operator, Parts, Service)
- Product Guides
- Product Service Demonstrations, Training, Seminars, or Clinics
- Fleet Management Information
- On-Board Diagnostics via diagnostics port or wireless interface
- Electronic Field Diagnostic Service Tools, and training on how to use them
- Other publications with information on service, parts, operation, and safety

The Right Balance

This is a commonsense solution to fully meet end users' needs, while preserving the integrity of equipment and the significant investments manufacturers make in developing the next generation of farm equipment. It strikes the right balance in a way Right to Repair legislation would not.

Final Thoughts...

- The equipment industry supports end users' right to repair and is committed to providing information and tools that make that possible.
- Dealers are the most effective option for equipment repair.
- Overly-broad "Right to Repair" legislation is not only unnecessary, it would risk the safety, durability and environmental sustainability of equipment.

Contact us! Stephanie See, ssee@AEM.org, phone 202.262.4504 OR Natalie Higgins, nhiggins@equipmentdealer.org, phone 636.349.6206.

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2019

MAKE 2019 A YEAR FOR GROWTH

The coming year is predicted to be a successful one for businesses in our industry. Capitalize on this forward momentum by keeping up to date on the latest news, tools, and best practices. Here are some actionable tips and advice on how to get the most out of 2019.

Study industry trends

A recent study equipment rental industry trends and predictions concluded the US will see a growth of 4% for our market between 2018 and 2024. Are you prepared to take on more clients? Here are some tips for navigating this positive outlook:

1. Have a business management solution in place. Reevaluate your needs and update accordingly or start using one today so you'll be ready when the time comes to onboard new customers.
2. Keep up with a thought leader and industry blog to stay in the know. Today's headline could mean tomorrow's opportunity for smart dealers who continue to educate themselves on the field no matter how long they've been in the business.

Reduce operation costs

This is a constant goal for dealers and it's a good one. Here are ways to do it in 2019:

1. Streamline workflows for daily tasks to eliminate manual labor and refocus employee efforts towards skilled work.
2. Study your company's historical data to see where spending has consistently seen lower ROI results. Use advanced reporting and analytics software to search for and eliminate slack.

Make sure your rates are competitive

There's been a recent burst in the American machinery glut bubble. Demand for used equipment rental is driven by recent market scarcity and a bit of FOMO from buyers who missed the boat on auction deals that could have saved them as much as \$100,000 on machines they rely on. Here's how to make sure you're not undercharging for equipment still:

1. Adopt asset valuation software that uses real-time asset and market data
2. Gain access to records to the latest market and auction values within individual records to see how your equipment rental rates compare.

Whether you're still thinking of how to end 2018 strong or you're already planning for the next year, remember that smart dealers always give themselves an advantage by taking every opportunity to help them succeed.

The best way to do this is by adopting or upgrading your business management solution to best-in-class software tailored to your needs. ASPEN's Business Management Solution offers many of these custom made features and more.

| **By Betsy Chase** Charter Software ... 303-932-6875

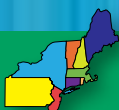
Study industry trends



Reduce operation costs



Make sure your rates are competitive



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FMCSA Encourages Use of Pre-Employment Screening Program

The Pre-Employment Screening Program (PSP) is a voluntary program that motor carriers use to help evaluate the safety of drivers they are considering hiring. PSP records contain data from the Motor Carrier Management Information System and include five years of crash history and three years of roadside inspection history.

In 2017, FMCSA performed an evaluation of the PSP in response to two safety recommendations issued by the National Transportation Safety Board (NTSB) after its investigation of a June 25, 2015 commercial vehicle crash in Chattanooga, TN. The 2017 study analyzed the safety impact of PSP and found that motor carriers using PSP had fewer crashes and a reduction in out-of-service rates as compared to motor carriers who did not use the program.

The NTSB investigation also revealed that the driver's PSP record included many federal violations. However, the motor carrier responsible for the involved commercial vehicle had not used PSP to evaluate the driver. PSP can also help carriers identify drivers that have not been forthcoming on their applications. When a company requests a PSP record, they are able to view the carrier the driver was working for when he/she received a violation. If that carrier was never listed on their driver application, it could be a red flag and indicate a bit more investigation is needed on the motor carrier's side.

Expanding motor carriers' usage of PSP will help accomplish FMCSA's mission to reduce crashes, injuries, and fatalities involving large trucks and buses. A brief video on all of the benefits of using PSP is [available here](#):

FMCSA's Insulin-Treated Diabetes Rule In Effect-Assessment Form Now Available

On November 19, FMCSA's final rule allowing individuals with properly managed insulin-treated diabetes mellitus to operate commercial motor vehicles went into effect. The following day, the ITDMI Assessment form was published on FMCSA's website, available at: <https://www.fmcsa.dot.gov/regulations/medical/insulin-treated-diabetes-mellitus-assessment-form-mcsa-5870>

This rule enables a certified medical examiner to grant an ITDM individual a Medical Examiner's Certificate for up to a maximum of 12 months. The treating physician who manages, and prescribes insulin for, the treatment of the individual's diabetes, must provide the ITDM Assessment Form to the certified ME indicating that the individual maintains a stable insulin regimen and proper control of his or her diabetes. The certified ME then determines if the individual meets FMCSA's physical qualification standards and can operate CMVs in interstate commerce.

A summary of the ITDM final rule is available [by clicking here](#)

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JANUARY 2019

NEW TAX LAW TWEAKS

WHAT QUALIFIES FOR BUSINESS DEDUCTIONS

The Internal Revenue Service has issued guidance on the business expense deduction for meals and entertainment in response to changes introduced in the Tax Cuts and Jobs Act (TCJA).

The 2017 TCJA eliminated the deduction for expenses related to activities considered entertainment, amusement or recreation.

Taxpayers may continue to deduct 50 percent of the cost of business meals if the taxpayer (or an employee of the taxpayer) is present and the food or beverages are not considered lavish or extravagant. The meals may be provided to a customer or potential customer, client, consultant or similar business contact.

Food and beverages provided during entertainment events will not be considered entertainment if purchased separately from the event.

Prior to 2018, a business could deduct up to 50 percent of entertainment expenses directly related to the active conduct of a trade or business or, if incurred im-

mediately before or after a bona fide business discussion, associated with the active conduct of a trade or business.

The Department of the Treasury and the IRS expect to publish proposed regulations clarifying when business meal expenses are deductible and what constitutes entertainment. Until the proposed regulations are effective, taxpayers can rely on guidance in Notice 2018-76.

Updates on the implementation of the TCJA can be found on the Tax Reform page of [IRS.gov/tax-reform](https://www.irs.gov/tax-reform).

| Courtesy of Shortliner

SECOND ROUND OF TRADE MITIGATION PAYMENTS WILL BE ISSUED

Trump administration says producers need only sign up once for the Market Facilitation Program payments.

Agriculture Secretary Sonny Perdue launched the second and final round of trade mitigation payments aimed at assisting farmers suffering from damage due to trade retaliation by foreign nations. Producers of certain commodities will now be eligible to receive Market Facilitation Program payments for the second half of their 2018 production.

"The president reaffirmed his support for American farmers and ranchers and made good on his promise, authorizing the second round of payments to be made in short order. While there have been positive movements on the trade front, American farmers are continuing to experience losses due to unjustified trade retaliation by foreign nations. This assistance will help with short-term cash flow issues as we move into the new year," said Perdue.

For farmers who have already applied, completed harvest, and certified their 2018 production, a second payment will be issued on the remaining 50% of the producer's total production, multiplied by the MFP rate for the specific commodity. For complete details of the program,

[Click here](#)

| Article courtesy of American Agriculturist, a Farm Progress Co. 12-18-2018 article

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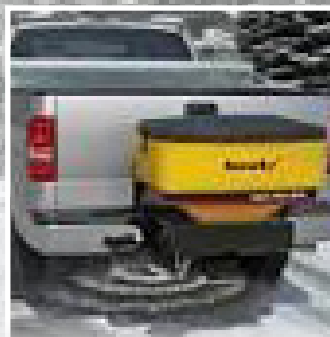
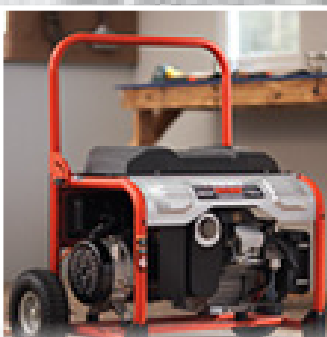
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USDA Launches New Program to Create High-Speed Internet E-Connectivity in Rural America

WASHINGTON, D.C., Dec. 13, 2018 – Agriculture Secretary Sonny Perdue today announced that the United States Department of Agriculture (USDA) is offering up to \$600 million in loans and grants to help build broadband infrastructure in rural America. Telecommunications companies, rural electric cooperatives and utilities, internet service providers and municipalities may apply for funding through USDA's new ReConnect Program to connect rural areas that currently have insufficient broadband service. Answering the Administration's call to action for rural prosperity, Congress appropriated funds in the fiscal year 2018 budget for this broadband pilot program. USDA Rural Development is the primary agency delivering the program, with assistance from other federal partners.

"High-speed internet e-Connectivity is a necessity, not an amenity, vital for quality of life and economic opportunity, so we hope that today rural communities kick off their rural broadband project planning," Secretary Perdue said. "Under the leadership of President Trump, USDA has worked to understand the true needs of rural communities facing this challenge so we can be strong partners to create high-speed, reliable broadband e-Connectivity."

USDA will make available approximately \$200 million for grants (applications due to USDA by April 29), as well as \$200 million for loan and grant combinations (applications due May 29), and \$200 million for low-interest loans (applications due by June 28). For additional information, see page 64315 of the Dec. 14 Federal Register (PDF, 255 KB).

Projects funded through this initiative must serve communities with fewer than 20,000 people with no broadband service or where service is slower than 10 megabits per second (mbps) download and 1 mbps upload. (Read the balance of the report by [clicking here](#)) Press Release: Release No. 0271.18 - Contact: USDA Press - Email: press@oc.usda.gov

USDA Statement on President Trump's EO Establishing a White House Opportunity and Revitalization Council

WASHINGTON, D.C., Dec. 12, 2018 – Anne Hazlett, U.S. Department of Agriculture (USDA) Assistant to the Secretary for Rural Development, today applauded President Donald Trump for establishing a White House Council to carry out the Administration's plan to encourage public and private investment in urban and economically distressed areas, including qualified opportunity zones. Hazlett issued the following statement:

"Today's executive order is another example of 'Promises Made, Promises Kept' for President Trump. Private investment in rural America is fundamental to rural prosperity. Under the leadership of Agriculture Secretary Perdue, USDA is committed to partnering with local communities to increase rural prosperity through greater economic opportunity and quality of life. With incentives to drive greater investment in rural America, we will have new and powerful tools to foster revitalization, create jobs and promote sustainable economic growth in small towns and rural areas in every corner of this country."

USDA Rural Development programs will award priority points on applications from private sector intermediaries for projects built in opportunity zone census tracts as well as in other select programs for projects that directly benefit communities located in Opportunity Zones. More info, [Click here](#).

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The Farm Bill, with President Donald Trump's signature, will legalize hemp production for the first time since the 1930s.

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Advocate Says He's Ready For Hemp's Explosion Onto Market

Farm bill finds mostly support from Eastern ag groups, but others have mixed feelings.

Geoffrey Whaling says the signing of the 2018 Farm Bill is historic. As president of the Pennsylvania Hemp Industry Council and chairman of the National Hemp Association, he's thrilled that the farm bill authorizes the government to take hemp off the list of Schedule 1 illegal drugs.

"It is a momentous occasion, one that will never be repeated in our lifetime," he says.

The Farm Bill, with President Donald Trump's signature, will legalize hemp production for the first time since the 1930s. The 2014 Farm Bill allowed hemp production for research purposes. Since then, many states have approved industrial production so long as companies and producers were licensed.

Whaling says not to expect many hemp fields to suddenly begin popping up across the countryside. That's because states will have to develop regulations that will need to be approved by USDA. Also, the plant is pretty tough to grow.

"This is really kind of virgin territory. This is one of the toughest crops in the planet," he says. "There is no equipment to harvest, everything has to be developed. And it grows 21-foot tall and you want to harvest all the components."

But Whaling's ready for the industry to explode, adding that he's prepared to make a "multimillion dollar investment in a commercial-scale processing plant" somewhere in south-central or southeastern Pennsylvania over the next few years.

FARM BUREAUS LIKE FARM BILL...

David Fisher, president of New York Farm Bureau, says the farm bill is a major victory for the state's struggling dairy farms.

"In particular, the new farm bill enhances the dairy safety net for farms of every size, including increasing the margin that qualifies for federal insurance programs," Fisher said in a written statement. "New York Farm Bureau also appreciates the research and support programs in the bill that will benefit New York's specialty crop producers. Having some certainty moving forward in challenging times is a relief for farmers."

Rick Ebert, president of Pennsylvania Farm Bureau, lauded funding for crop protection programs and conservation funding.

"The new farm bill should provide support for Pennsylvania's struggling dairy farmers through its revamped dairy protection plan, which replaces a program that failed to provide relief to struggling farmers from low milk prices over the past five years," Ebert said in a statement. "Additionally, crop insurance programs should help farmers purchase policies to protect them from devastating weather conditions, while cost-share programs will be available to aid farmers looking to install conservation projects to further improve the environment." To read the entire bill, [click here](#). | Article courtesy of *American Agriculturist*, a Farm Progress Co. 12-18-2018 article.

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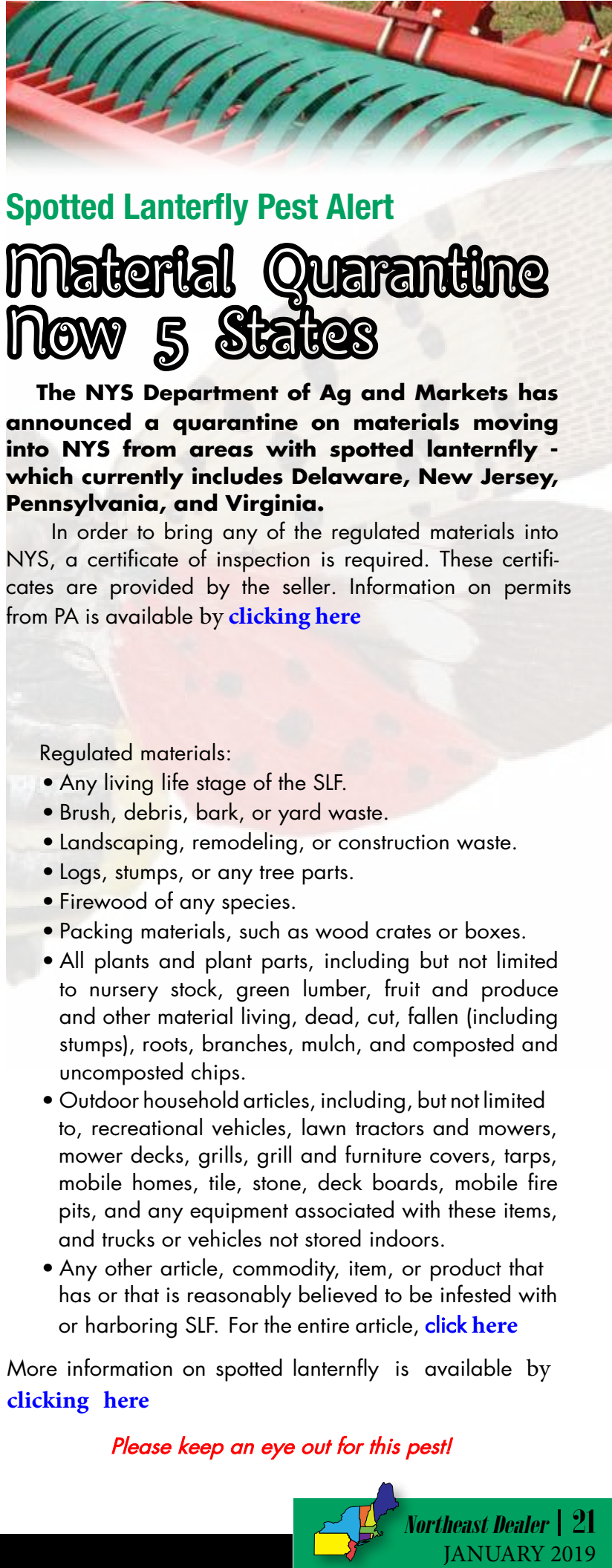
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Spotted Lanterfly Pest Alert

Material Quarantine Now 5 States

The NYS Department of Ag and Markets has announced a quarantine on materials moving into NYS from areas with spotted lanternfly - which currently includes Delaware, New Jersey, Pennsylvania, and Virginia.

In order to bring any of the regulated materials into NYS, a certificate of inspection is required. These certificates are provided by the seller. Information on permits from PA is available by [clicking here](#)

Regulated materials:

- Any living life stage of the SLF.
- Brush, debris, bark, or yard waste.
- Landscaping, remodeling, or construction waste.
- Logs, stumps, or any tree parts.
- Firewood of any species.
- Packing materials, such as wood crates or boxes.
- All plants and plant parts, including but not limited to nursery stock, green lumber, fruit and produce and other material living, dead, cut, fallen (including stumps), roots, branches, mulch, and composted and uncomposted chips.
- Outdoor household articles, including, but not limited to, recreational vehicles, lawn tractors and mowers, mower decks, grills, grill and furniture covers, tarps, mobile homes, tile, stone, deck boards, mobile fire pits, and any equipment associated with these items, and trucks or vehicles not stored indoors.
- Any other article, commodity, item, or product that has or that is reasonably believed to be infested with or harboring SLF. For the entire article, [click here](#)

More information on spotted lanternfly is available by [clicking here](#)

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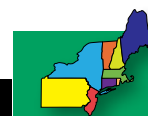
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The difference between the top salespeople and everyone else, is that the top people became aware of their negative self-talk and beliefs and reprogrammed their language and beliefs to positive ones ...

The Most Important Sales Conversation

By John Chapin

There is a much overlooked aspect of sales success that is rarely talked about and people pay little attention to, it is: self-talk. The most important conversation is the one you have with yourself. The reason that conversation is so important is because the words and language you use both reveal and reinforce your beliefs about yourself and the world. Those beliefs dictate the action you take, or don't take, and ultimately determine success or failure. If you have a problem selling, you more than likely have a self-talk problem. The difference between the top salespeople and everyone else, is that the top people became aware of their negative self-talk and beliefs and reprogrammed their language and beliefs to positive ones, or, they were one of the lucky few who received positive programming right from the get go. The latter by the way is the exception, most of us received negative programming growing up. Either way, if you want to become a champion, you need to ensure that your self-talk is positive, upbeat, and supports you.

HOW TO IDENTIFY AND SOLVE POSSIBLE SELF-TALK ISSUES

Step 1: Awareness

Like everything else in life, awareness is step one. You can't fix a problem you don't know you have. If you are overweight, but you don't think you are, the problem won't get fixed. If your finances are wrong, but you don't know there's a problem, you won't get them right. If you have a self-talk problem, you need to be aware of it before you can change it. So the first thing you want to do is monitor your self-talk. What do you catch yourself saying about yourself and the world around you? Are most of your conversations negative or positive? Do you find yourself saying negative things about the economy, your particular market, your industry, or your product? How about your self-talk about you? Do you believe you aren't smart enough, young enough, old enough, don't have enough energy, have too much energy, that bad things always happen to you, or that the odds are always stacked against you? Your beliefs will be your reality.

Step 2: Getting your self-talk right

If you realize you have a self-talk problem, here are some ways to work on it:

A. POSITIVE AFFIRMATIONS

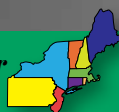
Many people are familiar with affirmations and have either tried them in the past or use them currently. In a nutshell, positive affirmations are a series of positive statements which reinforce a belief you want to have about yourself. For example, if you want to have more self-confidence, you might use affirmations such as: "I am confident", "I believe in myself", "I feel my confidence increasing everyday", and other similar statements.

B. POSITIVE AFFIRMATIONS

Noah St. John coined the phrase Affirmations in his book by the same name. Affirmations are similar to Affirmations but they are slightly different in that they are in the form of questions versus statements. In the case of Affirmations, if you wanted to have more self-confidence, you would use questions such as: "Why am I so confident?", "Why is it so easy for me to believe in myself and do the things I need to do?", "Why do I have so much talent and ability?" The theory is that while your brain may be able to argue with a statement (affirmation) you make such as "I am confident", it does not argue but rather searches for an answer to the question when you ask, "Why am I so confident?"

NOTE: There are four ways to work with affirmations and affirmations: listening to a recording of them, reading them, writing them, and saying them to yourself either out loud or silently. Ideally, if you are vocalizing them, you want to say them with as much feeling and emotion as possible. It's best to work with affirmations and affirmations first thing in the morning, right before going to bed, and then, if you can, a few times during the day.

continued on page 23



Most Important Sales Conversation continued from page 22

C. PSYCHO-CYBERNETICS

The most popular psycho-cybernetic technique to shift self-talk is to cancel out negative statements. You do this by saying the word "cancel" after you catch yourself saying something negative and then following the word "cancel" with a positive statement. For example, if you catch yourself saying, "Why do things always go wrong for me?", you'd say "cancel", out loud if possible, and then follow that with either an Affirmation such as: "Things always go right for me", or an Affirmation such as, "Why do things always go right for me?"

D. CLEAN UP YOUR ENVIRONMENT

Specifically eliminate negatives and negative people from your environment. Where you end up 5, 10, 15 years from now will come down to what you put in your brain and who you hang out with. You cannot watch the evening news and be positive. You also cannot hang out with negative people and have positive self-talk for any length of time.

Finally, keep in mind that everyone has some negative self-talk occasionally. In fact, the majority of champions have had self-talk problems caused by major self-esteem and self-confidence issues. Many were plagued by insecurities that were constantly reinforced with negative self-talk. The key is that they recognized it and did something about it and that's the key for you too. Become aware of these thoughts, catch yourself in the act, and then shift the conversation and reinforce the positive until it becomes your new habit. This does not happen overnight and takes work, but if you commit yourself to positive words and language, you should see a fairly substantial and positive shift in about 30 days.

By the way, another great book related to self-talk is: "What to Say When you Talk to Yourself" by Shad Helmstetter.

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*. You can contact him at 508-243-7359 or 24/7 at johncchapin@completeselling.com - www.completeselling.com.

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