



# Equipment Marketing & Distribution Association

Your Partners for Agricultural, Outdoor Power, Light Industrial, and Forestry Equipment and related Parts-Components

## ASSOCIATION NEWS & TIPS · DECEMBER, 2009

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### President's Message –

## New Year brings exciting things

Well the end of 2010 is in sight and hopefully the end of harvest in South Dakota. We still have about 30% of the corn still in the field, that's the bad news, the good news is that the yields have been fantastic. The dealers are optimistic about the next few months and then no one really knows what's going to happen . . . time will tell . . . in other words it looks like a typical New Year.

We have some exciting things going on with EMDA, the new web site up and running and if you have any ideas of changes or additions please let us know. Pat will be sharing more information later in this newsletter.

Coming up fast is the first year for the AG CONNECT Expo in Orlando. The show starts with a “Dealer Preview Day” on Tuesday, January 12th with the show running the 13th through the 15th. Several of the manufacturers will be holding sales meetings, dealer council meetings and special introductions at and before the show. Our Association will be putting on a meeting for manufacturers looking for ways to bring their products to the market. AEM knows how to put on a show so it will be a good one.

I want to take a minute to encourage all members to attend our Spring Management Workshop. This year the meeting will be April 16th and 17th in Colonial Williamsburg, Virginia. Last year was the first year I attended the Spring Meeting and I will not miss one again. I want to encourage everyone who has never attended to come this year. The Spring meeting is less formal with more time for one on one with your counterparts from all over North America. We're working on a great agenda that will have something for everyone, Pat will have more details in the near future. If you attend one you will be back every year.

I'm going to sign off with Holiday Wishes for everyone, travel safe and as my old boss used to say “Keep the shiny side up.” Merry Christmas from South Dakota ...

- *Bubba*

### Mark your calendars –

## Spring Management Workshop scheduled for April 16 & 17

The Association's Spring Management Workshop will take place at the Williamsburg Lodge in Williamsburg, Virginia on April 16 and 17, 2010.

More than 300 years ago, patriots convened in Williamsburg to change their way of life . . . a meeting that resulted in a new nation. Today, Colonial Williamsburg honors that tradition by offer a one-of-a-kind setting to help organizations change the way they do business . . . revolutionizing their perspectives, people and profits.

With a two-year restoration now complete, the new Williamsburg Lodge offers guests a generous helping of southern hospitality with impeccable service and comfortable accommodations.

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Mark your calendars:  
**Spring Management  
Workshop**  
April 16 & 17, 2010  
Colonial Williamsburg

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*Spring Meeting continued from page 1*

The Lodge presents the ambience of a southern family home - furnishings are inspired by art from the nearby Abby Aldrich Rockefeller Folk Art Museum. One of the two original hotels envisioned by John D. Rockefeller, the property has now matured to comprise eight buildings, interconnected by sheltered, brick-paved walkways.

The Williamsburg Lodge offers numerous additional amenities including:

- Complimentary use of the Colonial Williamsburg Shuttle bus service throughout the Historic Area
- Discounted admission passes to the Historical Area of Colonial Williamsburg
- Eight outdoor tennis courts
- Three swimming pools
- Recreation Center with full spa services
- Nature Trails
- Easy walking access to the Historic Area
- Bike & Stroller rentals, lawn bowling, croquet,



*Williamsburg Lodge*

miniature golf, shuffleboard, badminton and volleyball

- 45 holes of award-winning golf right on property: The Golden Horseshoe Gold Course; The Golden Horseshoe Green Course; Spotswood Course

The Spring Management Workshop offers a unique opportunity for distributors and reps of ag equipment to learn from others who share a commonality of purpose, operations, problems and goals . . . all in a much more relaxed atmosphere than that of the annual Fall Convention.

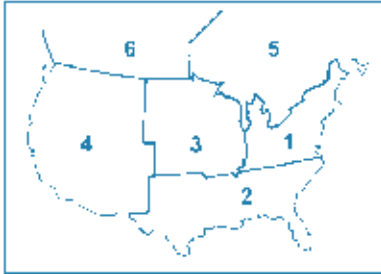
EMDA President Dan (Bubba) Peterson is putting final touches on the agenda for the meeting and registration information is expected to be available in a couple of weeks. The sessions will continue to feature the kind of interaction that has been perceived by past participants as the *real value* of Spring meetings and Association membership.

Both Friday and Saturday afternoons will be free to enjoy the numerous activities available in Williamsburg ... bring your spouses and your kids.

“I can’t justify the time and expense to attend this meeting.” “I’m too busy to attend.” “I can’t afford to be away from the office at that time.” The last thing you think you need to do is take valuable time off to attend another meeting, right? You can’t afford *not* to come to this meeting. *No where else* is there a gathering of companies that share so much with your firm.



Mark your calendars, watch your mail and email for registration material and plan to attend the EMDA Spring Management Workshop in Williamsburg next April 16 and 17. **Come & Learn what you’re missing! ###**



## Regional Business Conditions Report –

The Regional Business Conditions Survey is FAXed monthly to two or three members per geographic region (see map), and requests information on general business conditions, factors influencing sales, weather, crop conditions, etc.

**Region 1** - No reports received from the eastern U.S. region.

**Region 2** - A member firm in the southeastern U.S. reported sales to be up 12% from this time one year ago. Grain carts, combine attachments and planters are pre-sells for 2010 and doing better than expected. The firm predicts good sales until the end of the fiscal year with farmers buying for tax purposes. The conditions have been wet all fall. 2008 income carried into 2009 is helping year-end sales.

**Region 3** - After reviewing sales volume, this member located in the midwest U.S. reported that sales volume is down approximately 20% from last year. Products that have sold well include: grain vacs, rotary mowers, loaders, seed tenders - all did better than expected considering the late harvest and conditions. The firm is expecting strong December sales to end the year. Poor weather conditions which delayed harvest, along with the declining dollar and higher oil prices, are making corn and bean prices higher. Crop operations are doing well, livestock operations are experiencing difficult times.

**Region 4** - This company from the western U.S. region stated sales are down 20% for late fall and winter sales. Snow removal and spring ground breaking tools have provided the most interest. A slow finish is predicted for 2009. Attitudes are positive, weather has been good for some growers and fair for others. Weather and the economy top the list for influencing sales. Pre-season orders are down for 2010 because of the uncertainty in the market. Dealers are anxious about inventory levels due to low turnover in 2009.

**Region 5** - An eastern Canadian member firm reports sales the same, but the future looks positive. Trailers and tractors have contributed to sales recently. Prices on corn and beef have been the biggest factors influencing sales - positive and feeling good about the future.

**Region 6** -For a western Canadian member sales have increased from one year ago. Grain bagging equipment has been the top seller and has met and exceeded expectations. This year will finish ahead of last year. Market conditions have been wet and cold. Farmers are still combining in some areas. With the wet conditions and late harvest, there was an opportunity to sell more equipment later in the season. ###

## NAW Institute to conduct exam of “sales optics”

One of the NAW Institute’s new projects is an examination of “sales optics”—identification of best practices and innovative ideas on how to present internal company information to sales personnel to enable them to act more efficiently on potential marketplace opportunities. Conducting this research is Tony Pericle of ProfitOptics, Inc., a distribution industry consultant and former executive.

Pericle seeks to interview wholesale distribution company executives in a variety of lines of trade who have created unique methods of presenting information to sales reps and sales management. One of the objectives of this project is to create a “best-in-class” library of case studies across many industries resulting in a source of ideas for distribution companies.

According to Pericle: “Sales personnel often receive too little or too much information. And the information they have to work with is often difficult to interpret and hence, difficult to act upon. Our theory is that sales performance

*Please see Sales Optics continued on page 4*

## Welcome four new associate members

Four firms have applied for and have been approved for EMDA membership, bringing total Associate membership to 120 firms.



**IWIS Drive Systems, LLC**, 8266 Zionsville Rd, Indianapolis, IN 46268, is a manufacturer of roller and conveyor chains, sprockets and tensioners.

John DeFabis is National Sales Administration Manager and he can be reached at: Phone: (877) 821-3539; FAX: 317-821-3569; Email: [sales@iwisusa.com](mailto:sales@iwisusa.com).

More information available at: [www.iwisusa.com](http://www.iwisusa.com)

**Bob Janet - Sales Growth Now**, 2720 Bent Oak Drive, Matthews, NC 28104, is a professional speaker specializing in sales/marketing skills and techniques that are guaranteed to motivate owners, sales professionals and sales support staff to increase sales and profits.

Using his 40 plus years as owner/operator of Retail, Wholesale, Manufacturing and Service businesses, Janet combines with his unique presentation style to help Owners, Sales Professionals and Sales Support Staff increase sales and profits. Keynotes and Seminars that are content loaded, fun-entertaining and totally audience involved motivate seasoned veterans to novice staff members to become more aggressive in marketing and selling that gain and retain your most profitable customers.

Contact Bob Janet by: Phone: (704) 882-6100; FAX: 704-882-4148; Email: [Bob@BobJanet.com](mailto:Bob@BobJanet.com) More information available at: [www.BobJanet.com](http://www.BobJanet.com)

**Rural America Sales**, Box 12082, Kansas City, MO 64152, sells various product lines, including Green Leaf, Lumax, Farmstead and Becker Underwood, to distributors and buying groups.

Ben Campbell is the firm's key contact and he can be reached by: Phone: (816) 421-0130; FAX: 816-421-0133; or Email: [ruralamsls@hotmail.com](mailto:ruralamsls@hotmail.com)

**Thunder Creek Equipment**, 1833 Hwy 163, Pella, IA 50219, is a division of LDJ Manufacturing Inc. LDJ was founded in 1995 by Loren and Jean Van Wyk. Originally created as a side business to support their growing family, LDJ Manufacturing quickly took off as a primary business by developing a reputation for uncompromising quality in steel fabrication. In addition to working as a fabrication contractor for some of the biggest Agricultural and Commercial brand names LDJ also produces several of its own product lines.

LDJ's product divisions include the Thunder Creek Equipment line of Fuel Trailers, the A-Maize-Ing Heat® line of biomass furnaces and boilers, motorcycle accessories supporting the Harley-Davidson market, a commercial quality patented portable picnic table and a short line of snow plow cart systems called the Plow Buddy. To support the growing business, LDJ has added new resources including an inside sales staff, marketing department, several industry specific experts and a veteran factory management staff. It is fabrication excellence, first-class customer support and commitment to stand behind our product that continues to fuel LDJ to this day.

Key personnel include: Luke Van Wyk, General Manager, who can be reached by: Phone: (641) 620-9412; FAX: 641-620-8302; or Email: [luke@ldj-products.com](mailto:luke@ldj-products.com)

More information is available at: [www.ldj-products.com](http://www.ldj-products.com) or [www.thundercreekequipment.com](http://www.thundercreekequipment.com) ###

*Sales Optics* continued from page 3

can dramatically improve with better methods of presenting information. And we believe that the weaker the economy, the more important prioritized, actionable information becomes. At the end of the day, distributors in any one line of trade essentially all sell the same types of products and even services. The use of information can help differentiate one company from the next."

If you are interested in participating in the study, contact the EMDA office. ###



## The transition to a new name ... and domain

With a new name approved at the recent Fall Convention in Atlanta, it will take a little getting used to, but the post-it note on the phones sure helps!

As noted in the November newsletter, with the development of a new name and logo completed, the branding process next focused on creating the Association's online presence with a new domain name and updated web site. The first version of the new web site is now live at [www.EMDA.net](http://www.EMDA.net)

A special note of thanks to Bob Hamilton, President, Hamilton Equipment, Inc., Ephrata, Pennsylvania, for his help in getting the domain name.

The three old site domains (AIMRReps.org; FEWA.org; and FEWA-AIMRA.org) are still active, but they now automatically forward to the new EMDA.net site. The EMDA.net site includes five basic sections:

- **Home** - Brief note about creation of EMDA
  - **Membership** - Membership information and application
  - **Directory** - Member Directory available as PDF files
  - **Meetings** - Registration and attendee material for Association meetings and conventions
  - **News** - Back issues of Association newsletter, other industry publications
- Work will begin to add more interactive content - like searchable Member Directory. Suggestions are welcome.

Also related to the branding process, three versions of the new EMDA logo are available for member use on their letterhead, business cards, web sites, etc. Contact the Association office for high resolution graphics files (bitmap and vector versions both available).

Please note that Staff email has changed as well: [Pat@EMDA.net](mailto:Pat@EMDA.net) and [Jane@EMDA.net](mailto:Jane@EMDA.net) ###



Three versions of the new logo (B/W, Greyscale & Color) are available for member use. Contact the Association office for graphics files.

**Equipment Marketing & Distribution Association**

Box 1347 - Iowa City, IA 52244  
Ph: (319) 354-5156 - FAX: 319-354-5157 - [Pat@EMDA.net](mailto:Pat@EMDA.net)

Home Membership Directory Meetings News

In a vote held during their concurrent conventions in Reno last November, the memberships of FEWA and AIMRA approved a consolidation of the two associations. AIMRA (the Agricultural & Industrial Manufacturer's Representatives Association) and FEWA (formerly the Farm Equipment Wholesalers Association) have merged to form the leading association devoted to the marketing of specialized equipment.

**AG CONNECT 2010 EXPO**

JANUARY 13-15, 2010  
Orlando, Florida

Encourage your suppliers to exhibit at the 2010 AG CONNECT Expo - they can get 15% off exhibit fees by mentioning their affiliation with FEWA/EMDA.

## Thunder Creek Equipment joins EMDA - Expands diesel fuel trailer market



Thunder Creek Equipment, a division of LDJ Manufacturing, is proud to announce the market expansion of their Diesel Fuel Trailer and membership in EMDA. Supporting the agricultural and commercial markets, this uncompromising fuel trailer now exceeds federal DOT requirements and stands ready to launch in markets all over the USA. Understanding that customers in the field and on the job site are becoming more demanding with their time and equipment, you can keep your customer's equipment moving with a fuel trailer from Thunder Creek Equipment.

Setting itself apart from other fuel trailers the Thunder Creek Equipment fuel trailer is actually built into the trailer from the ground up. Each tank comes standard with multiple internal baffles of 10 gauge steel to make hauling the fuel easier and safer. Double seam welding is also a standard throughout all parts of the tank. With a 25gpm 12 volt pump, twenty feet of one inch hose, a lockable fuel nozzle with auto trip and two (2) fuel level sight glasses make it simple to refuel the trailer. Thunder Creek Equipment's innovative fuel trailer comes in three sizes 500 gallons, 750 gallons or 990 gallons.

The trailer supporting this unique fuel tank can also boast some of its own exclusive features. Two torsion axles have been placed underneath the low profile, compact design, and this trailer fits most towing vehicles with its adjustable five position vertical hitch and 3,100 lb rated tires. With electrical wiring secured inside of metal conduit, each trailer has electric brakes and a breakaway safety system. Other safety features on the trailer include: four (4) safety placards, support hand rails and LED lights.

Thunder Creek Equipment also offers several upgrades: a gas pump for pumping up to 40 gallons per minute; an auto retracting hose reel, available in 35 or 50 foot lengths; a front toolbox featuring lockable dual access doors with gas door struts; 16 inch aluminum rims with chrome center cap and lug nuts; front diamond plate rock guard; custom paint color; and a deep cycle battery kit option for the electric pump.

Thunder Creek Equipment is actively soliciting new factory sales representatives in the USA. If the Thunder Creek Equipment line of fuel trailers is a product that would benefit your customers please contact LDJ General Manager, Luke Van Wyk or LDJ Marketing Manager Fred Buser at (866) 535-7667 to learn more.

More information about the Diesel Fuel Trailer is available at the [LDJ web site](#). ##



## Fall Convention Message System

The Fall Convention is over, however if you didn't have a chance to check your unread messages on the joint e-message system before leaving, there's still time.

Messages will remain on FEMA's e-message system until December 31, 2009. All messages will be deleted after this date. If you forgot your user name and password, please contact the EMDA office.

To access the Fall Convention message system go to [FarmEquip.org/pm/](http://FarmEquip.org/pm/)



## YRC Offers Savings for Members of the Equipment Marketing & Distribution Association!

**Members receive competitive discounts on qualifying less-than-truckload shipments and have access to:**

- **National & Regional:** Seamless less-than-truckload (LTL) transportation is provided throughout the United States, Canada, and Mexico
- **YRC Time-Critical™:** Delivers highly reliable expedited and time-definite capabilities anywhere throughout North America, including to and from Canada
- **Exhibit:** Guarantee on all exhibit shipments inbound to show or advance warehouse at no additional charge

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**2009–2010  
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Peterson Marketing, Inc.  
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**John Fonda**  
John Day Company  
Omaha, Nebraska  
Secretary

**Ted Traeder**  
Traeder Enterprises, Inc.  
Hillsboro, Wisconsin  
Director

**Upcoming Events & Reminders**

**2010**

**12-15**  
**JANUARY** Tue. thru Fri.

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**AG CONNECT**  
2010 EXPO  
Orlando, Florida

Click on images for links to hotel and city information.

Send email to Board members by clicking on their names.

**2010**

**16-17**  
**APRIL** Fri. and Sat.

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**Spring Management Workshop**  
The Williamsburg Lodge

**03-06**  
**NOVEMBER** Wed. thru Sat.

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**Fall Convention**  
Hyatt Regency Dallas @ Reunion

**future**

**2011**

**26-29**  
**OCTOBER** Wed. thru Sat.

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**Fall Convention**  
Hyatt Regency St. Louis Riverfront

**2012**

**31-03**  
**OCT/Nov** Wed. thru Sat.

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**Fall Convention**  
Hyatt Regency Jacksonville Riverfront

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