



# Equipment Marketing & Distribution Association

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

## ASSOCIATION NEWS & TIPS· FIRST QUARTER, 2010

### INSIDE THIS ISSUE

- 1 President's message
- 1 Spring Management Workshop registration material emailed to members
- 2 Regional Business Conditions Report
- 3 Obit: Vrina Grimes
- 3 Remlinger Mfg. purchases PFM
- 4 General Implement Distributors appoints Vice President-Sales
- 4 PC Tech Talk
- 5 Who needs to innovate?
- 6 Rep wanted
- 7 PEER Bearing launches new product
- 7 C-Systems Software to acquire Softpower Business Solutions
- 8 Upcoming Events & Reminders

### President's Message -

## Spring has (almost) sprung!

The water is running and the sun is shining, it's been a long winter! We might not be finished with winter yet but it's sure nice to see the water running. We've had 56.5" of snow here in Sioux Falls (so far) so now everyone is waiting for the flooding to start. Like a lot of areas in the Midwest we still have corn in the field that needs to be combined so it will be a very busy spring. The attitudes at the farm shows this winter were very good and so far this has started out to be a very good year.

The Spring meeting in Williamsburg is fast approaching and Pat has put together an excellent program. The registration material should be in your inbox already, if at all possible please try and put this on your agenda. The weather should be fantastic and it's always good to get together with our counterparts from all over North America. Take a look through the agenda information in the article below and consider attending.

I hope everyone has had a chance to check out the new EMDA website and if you have any comments or questions feel free to call the office and visit with Pat.

Take care for now and I'm looking forward to seeing everyone in Williamsburg, travel safe and have a great Spring.

- Bubba

### Mark your calendars for April 16 & 17 -

## Spring Management Workshop registration material emailed to members

The Association's Spring Management Workshop will take place at the Williamsburg Lodge in Williamsburg, Virginia on April 16 and 17, 2010. Registration material was emailed to all distributor and rep members yesterday morning - and is now also available on web site: [www.EMDA.net/meetings.htm](http://www.EMDA.net/meetings.htm)

The focus of the Spring Management Workshop is educational opportunities for distributors and reps and again this year the agenda seeks to balance that education time with some leisure time too. Friday and Saturday mornings are devoted to business sessions and the afternoons are free to enjoy the many leisure activities available in Colonial Williamsburg.

Plan to arrive on Thursday, April 15 in time for a Welcome Reception at 6:00p.

Friday, April 16 - We'll be joined by St. Louis University "Innovator in Residence" Steve Epner. Epner will lead an interactive session titled "Making Thunder: New Ideas to Innovate and Survive in this Economy." Thunder comes from Lightning and Lightning comes from Ideas. The way to succeed in this economy is to use ideas to create thunder. In Epner's program, you will find out why we are afraid to be wrong; how preconceived notions keep us in the past; where opportunities are hiding within your organizations; and ways to harness the creative juices of your people. After the program, you will be ready to find

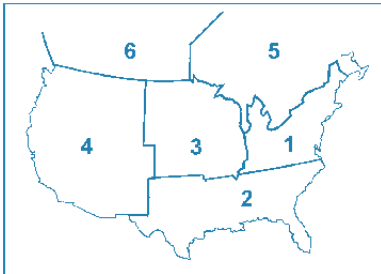
*Please see Spring Meeting on page 2*

---

Register today:  
**Spring Management  
Workshop**  
April 16 & 17, 2010  
Colonial Williamsburg

---

## 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** - One member responded from the eastern U.S. region that they are up 35% from one year ago. Bale equipment, rear mounted blades, rear mounted snowblowers and grain augers have been contributing to sales. The firm indicates they are surprised and this is much better than expected. Response at shows has been excellent. Cold weather and snow have contributed to sales. Dealer inventories are low and they are hoping to be ready to supply product in the Spring.

**Region 2** - No reports were received from the southeastern U.S.

**Region 3** - One member from this midwest U.S. region reported that sales volume is down approximately 40% from last year. Tillage sales are good and skid steer attachments have complemented sales. Milk prices have greatly affected the bottom line and if prices recover sales volume losses can be gained back.

**Region 4** - A member firm from the western U.S. region stated sales are down 30% compared to one year ago. The product that contributed most to sales has been combine header trailers, however sales were lower than expected. Expectations for the rest of 2010 are for things to level off or be lower. Commodity prices are affecting the retail trade. Crop conditions are OK.

**Region 5** - No reports were received from eastern Canada.

**Region 6** -For a western Canadian member in this region sales are slightly ahead of last year. Pre-season booking and snow-related items are contributing to sales. Pre-season is down, but snow items are up. They predict that the economy will be slow for 2010 and commodity prices are going down. Snow cover is good except in British Columbia. ###

### *Spring Meeting continued from page 1*

new answers to old questions and gain competitive advantage over others in your market-space.

Friday afternoon is free for attendees to explore Williamsburg. The day concludes with a Member Reception & Dinner for all attendees to enjoy time with friends and colleagues.

Saturday, April 17 - The morning begins with George Russell, Executive Partner with Currie Management Consultants discussing the impact of industry consolidation on shortline manufacturers and distribution and share ways his firm identifies and helps clients implement Best Practices.

Next up, a follow-up and continuation of the popular roundtable session held last fall during the Convention in Atlanta - Technology Tools for Distributors & Reps. How are members leveraging the capabilities of technology tools?

Lastly, a Business Session with Board members updating attendees on several important association projects and issues.

Following another free afternoon of exploring Williamsburg, the Closing Reception provides a casual end to the discussions.

Sunday, April 18 - Departure day for most attendees.

Most members cite the key benefit of EMDA membership is the contact they have with other distributors and reps. Attendance at meetings like the Spring Management Workshop are among the best networking opportunities available to reps and distributors in the ag equipment industry. Mark your calendars and register today. ###

**Obituary:****Vrina Grimes, 92  
Co-Founder of SISCO**

Vrina Elizabeth Grimes, Greenville, Ohio, passed away on Friday, February 25, 2010 at Wayne Hospital, Greenville, Ohio. She was born June 5, 1917 in Oak Hill, Ohio, daughter of Thomas and Vrina (Jonas) Davis.

Grimes retired from Superior Implement & Supply Company, Inc., where she was Secretary/Treasurer. She was a member of the First Presbyterian Church in Greenville where she was an Elder and participated in the adult Bible class. She was an honorary member of the elite Literary Club.

Superior Implement & Supply Company (SISCO) was started in 1945 at the kitchen table of Marion and Vrina Grimes in Greenville, Ohio. The business grew and was incorporated in 1947. Jerry McConaha was the Owner and President until December 2005. The company is now owned by Ben and Gail Overholser. SISCO has been a member of EMDA since 1981. Marion Ed Grimes served on the Association's Board of Directors from 1990 through 1994.

Grimes is preceded in death by her parents; husband Marion Ed. Grimes whom she married September 16, 1938; son Edward M. Grimes; daughter Donna McConaha; and sisters Jan Vance, Margaret Davis and Ceynor Jones.

Grimes is survived by daughter and son-in-law Vrina and Gary Stebbins; son-in-law, Jerry McConaha; sister Wynn Burke, and several grandchildren and great-grandchildren.

A Celebration of Life was held on Saturday March 6 at the First Presbyterian Church. Memorial contributions may be made to [Shriner's Children's Hospitals](#), [State of the Heart Hospice](#) or [First Presbyterian Church](#). ###

**Remlinger Mfg. purchases PFM**

Remlinger Mfg. Co., Kalida, Ohio has announced the purchase of the product lines of Precision Farm Machinery (PFM), Oelwein, Iowa. The purchase includes rock pickers, skid steer rock buckets, multipurpose fork buckets, power ditchers, post/tree pullers, bale slicers, screening buckets as well as all PFM prototype products. The name Precision Farm Machinery (PFM) is also included in the purchase.

"This purchase gives Remlinger Mfg. more product diversity, allowing us to appeal to a larger number of dealers as well as offer more products to our existing dealers," according to John Remlinger, company President. Remlinger Mfg. has produced and marketed mounted harrow attachments, pull type rolling basket harrows, strip till equipment, and has sold the Market Farm Equipment product line to more than 1,000 dealers for nearly 50 years.

For more information, contact Remlinger at (419) 532-3647. ###



## General Implement Distributors appoints Vice President-Sales

Darrell Buttars has been appointed Vice President-Sales for General Implement Distributors, Salt Lake City, Utah.

Along with his experience as a Territory Manager for General Implement, his past experience includes ten years wholesale with TISCO and sixteen years retail with his own Case/Kubota dealership in Logan, Utah.

He has served on the boards of the Far West Equipment Dealers Association and the Mountain States Dealer Association, where he was President in 2001. Buttars assumes responsibility for all wholegoods sales territories covering 800 dealers in 14 western States.

If you have any questions please contact Buz Nelson at (801) 972-4321. ###

## PC Tech Talk

People are usually surprised to learn that I don't carry a cell phone. What? A dweeb like you? Well I finally took the plunge and bought a phone about two months ago. I've used PDAs since the original Palm Pilot was introduced in 1996 and switched in late 2004 to the Dell Axim.

The PDA still worked great for me, but phone envy started working on me while sitting in airports, especially when trying to find updates on flight delays and/or cancellations.

I started researching smartphone options last year and narrowed my choices to three: the iPhone 3Gs; the HTC Touch Diamond2 and the Palm Pre.

HTC Touch Diamond2 - seemed very cool, and since it ran Windows Mobile, all my existing applications on my PDA could be transferred almost painlessly. But, no place in Iowa City had one that I could look at and play with.

I considered the Palm Pre briefly - mainly out of curiosity. My first PDA was a Palm. I took a look at one and pretty much decided right away that it wasn't for me. Seemed very small and I think the little physical keyboard would drive me crazy.

So. Hmm. I wonder what's left? Maybe the iPhone?

I took a look at one, and the only thing that held me back for a while was the lack of 3G coverage in Iowa City. (We still don't have it, but I keep hearing rumors that it's coming this month.) I might have considered an Android phone too, but once I started talking with people (including a couple of our members) who had iPhones, I knew I wouldn't be happy with anything else.

Two months later, and I can hardly put the thing down. I'm still testing apps but have found several I use quite a bit. One I've been using a lot these last couple of months is Triplt - an online site that makes organize travel plans really easy. Just email hotel and air confirmations to the site, and it puts it together into a great itinerary format. The site has a paid version to get flight monitoring, but so far I've found using individual airline notification systems works just fine. Triplt offers free app versions for iPhone, Android and Blackberry ([www.tripit.com/uhp/mobile](http://www.tripit.com/uhp/mobile)). I know there are other services like this one, and I'll be testing those out too.

I'm still playing with apps and I'd welcome any comments, experiences you've had with any products. What's your favorite phone app? What's the most useful one? Share some of your favorites with the rest of the members. - Pat

## Who needs to innovate?

*By Steve Epner, Innovator in Residence, Saint Louis University*

Business is getting tougher all of the time. There is new competition coming out of the woodwork. Price fluctuations make it difficult to price equipment and tougher to budget a profit. Shortages are everywhere. Money is getting so tight, our customers expect us to be their banker. And, on top of that, the computer system is getting old and outdated.

Is there anything we can do? Where can I turn for help?

The answer to these two questions are YES and YOUR EMPLOYEES, CUSTOMERS AND SUPPLIERS.

Innovating is what you do when you find ways under, over, around, or straight through problems. It is finding ways to eliminate obstacles. It is becoming the competitor that others fear. It is succeeding in tough times.

Innovators understand and take advantage of teams by using four actions which can lead them to new answers for all of the old questions that are stifling them. The following summary should help you understand that there are answers out there, you can find them yourself and they probably exist within your organization.

First and foremost, recognize that most of the answers you need are right in your own company. Over the last 32 years of working with distributors in every major vertical market, I can count on my thumbs the number of solutions which came 100% from outside the firm.

Your own people know how to fix, handle, or get around most everything that causes you a problem. The only real problem is that many owners and top managers cannot believe the answers can be found that close to home. "If my people had the answers, they would have told me" is the sentiment I normally get.

The reality is that most companies do not encourage (most actually discourage) new ideas coming from the general employee pool. Ideas, suggestions, and opportunities are often shot down before they are ever allowed to see the light of day. The only way to change the culture is to make sure you reward people for bringing ideas and options to your attention.

Always accept new ideas with enthusiasm and then take the time to understand what is being proposed and how it will work. Remember, most of the staff will not be highly educated in business, so you will not usually get a completely thought out idea with justification and spreadsheets ready to go.

What you will get is a rough idea of what can or should be done. It will be based on experience in the field, warehouse, service area, or counter sales. You will be responsible for cleaning it up and making it presentable. Ask positive questions. Help refine and position the recommendation in the best light possible.

Then do the evaluation.

Coming up with new ideas or ways to solve long standing (or new) problems cannot be relegated to some well defined process. That is not how innovators work. The best innovators exist in a culture that is welcoming of new ideas, processes, and thoughts.

There are four activities that will help you create an environment for success. These are: Get Real • Get Focused • Get Ideas • Get Results

The first activity is to define the actual problem. All too often, we find people



## Rep wanted -

Manufacturers Rep wanted for Kansas-Nebraska and some portions of the surrounding states. Bigham Brothers, Inc. manufactures a wide range of tillage equipment that work well in conventional, reduced and strip tillage operations.

If interested, contact Sandy Kimball at Bigham Brothers, Inc. at Phone: (806) 745-0384 ###



Steve Epner will conduct his **“Making Thunder: New Ideas to Innovate & Survive in this Economy”** session during the EMDA Spring Management Workshop in this April 16.

### *Innovation continued from page 4*

working on symptoms of problems, not the problem itself. The easiest way to focus in on the real problem is to keep asking “why” over and over.

By forcing your group to get real, you can concentrate on finding a solution to the real problem. Too often the first solution people want is a new computer application to help get the work done. Sure, a faster (fill in the blank) system might make things more efficient, but if you automate garbage, all you get is faster garbage.

Fix the real problem and then move on to the next one. You will get more done, see greater results, spend less money and improve the working environment.

The second and third activities are often reversed when working through an issue. You need to focus your energies and you need to generate ideas. In some situations, it is better to come up with ideas first and then focus on which are best. In other cases, you want to focus on the area that needs the most help. Once it is identified, then you can find ideas to resolve the situation.

In so many companies, the same problems have been haunting them for years. Now it is time to get results. Pick one and work it through to a solution. The others will wait. Knocking them off one at a time will be great progress and you will be improving the company every day.

Coming up with ideas can be a lot of fun. The most difficult part is usually with the culture of the organization. If you do not encourage everyone to participate, many of the best ideas will never surface. Consider having a series of “idea generators” where management is kept out of the meeting. This will allow an outside facilitator to create a safe environment where ideas can flow. He/she can help the employees build on good ideas to create great opportunities. Then it up to management to follow through.

In an innovating environment, you must be willing to make mistakes. Anyone who has never made a mistake probably has not tried to do many things. Most of us are afraid to try as we have been taught since an early age that it is bad to be wrong. Nothing could be farther from the truth.

At the end of the process, the results will prove the value of innovating. Maybe not every individual idea, but over time your business will win. Just look at the companies known for innovating. 3M, W.L. Gore & Associates, GE, and others lead industry in new product offerings and innovative ways of processing work.

The two greatest secrets to their success is that they 1 - provide a safe environment where people are encouraged to help the company be better and different; and 2 - provide management support and commitment to turn ideas into reality.

Every company that is willing to allow innovation to work, comes up with good ideas. The best implement them and lead their markets. Even the worse are tough competitors and drive the rest of us crazy. ###



## PEER Bearing launches new product

PEER Bearing Company, Waukegan, Illinois, announces a new product offering for tillage equipment, a maintenance free gang disc tillage bearing, TILLXtreme.

With elimination of time consuming relubrication, farmers can expect to increase their infield time by up to 25 acres per day utilizing a maintenance free gang disc tillage bearing assembly developed by PEER Bearing Company.

PEER's patent pending design utilizes multiple seal contact and lubrication zones eliminating the need for constant relubrication. Mud slurry lab test results in excess of 1300+ hours on the maintenance free version as compared to the current seal life of 250-300 hours.

Offered in popular round and square bore sizes and in Trunnion and "pillow block" style housings, the maintenance free assemblies are interchangeable with most existing gang disc configurations utilizing C-Arm mounting. Future development of rigid mount units is underway.

PEER Bearing Company, located at 2200 Norman Drive South, Waukegan, IL, manufactures a broad line of: radial ball, tapered roller, miniature, mounted units, insert, agricultural bearings and oil and shaft seals. PEER is a member of the Equipment Marketing & Distribution Association (EMDA formerly known as FEWA), Farm Equipment Manufacturers Association (FEMA), American Society of Agricultural and Biological Engineers (ASABE), Power Transmission Distributors Association (PTDA), Bearing Specialists Association (BSA), and is a sponsor of Air Movement and Control Association (AMCA).

For more information contact: Erin Hankforth, Marketing Manager, (847) 785-2838 ###

## C-Systems Software to acquire Softpower Business Solutions

c-Systems Software, Inc., Arlington, Texas, a provider of business management systems for the outdoor power equipment, powersports and agricultural industries, announces the acquisition of Softpower Business Solutions.

Effective April 1, the combined companies will continue their traditions of quality, innovation and industry leadership for the benefit of their current and prospective customers. c-Systems and Softpower have been in the same markets for more than 20 years, creating a great deal of synergy between the two organizations.

c-Systems will rebrand Connecticut-based Softpower's programs as Softpower by c-Systems and SoftBiz by c-Systems. "The end result becomes a huge win for both companies, our customer base and the industries we serve," c-Systems co-founder, CTO and CFO Jim Phelan said.

c-Systems Software, Inc., is a provider of business management systems, supplying cutting-edge technology for the outdoor power equipment, agricultural and powersports industries since 1983. We offer software, hardware and full-service, turnkey solutions for dealers and distributors in these industries. Our mission is to provide solutions that increase efficiency, deliver more value and enable our customers to become more profitable.

For more information about c-Systems Software, please visit our Web site at [www.csystemssoftware.com](http://www.csystemssoftware.com). For more information or to schedule an interview, contact Marketing Director Joe Miller at 817-649-3199 or [jmiller@csystemssoftware.com](mailto:jmiller@csystemssoftware.com). ###



**2009–2010  
Board of  
Directors:**

**Joe Jandrisch**  
aemsco, Inc.  
Minot, North Dakota  
Treasurer/Past President

**Dan Peterson**  
Peterson Marketing, Inc.  
Sioux Falls, South Dakota  
President

**Robert Emhoff**  
Gearmore, Inc.  
Chino, California  
1<sup>st</sup> Vice President

**Marcus Kimball**  
Pete Kimball & Associates, Inc.  
Lake St. Louis, Missouri  
2<sup>nd</sup> Vice President

**John Fonda**  
John Day Company  
Omaha, Nebraska  
Secretary

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

**Upcoming Events & Reminders**

**2010**

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

**Spring Management Workshop**  
The Williamsburg Lodge

*Colonial Williamsburg*  
THAT THE FUTURE MAY LEARN FROM THE PAST

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

**Fall Convention**  
Hyatt Regency Dallas @ Reunion

*Dallas*  
LIVE LARGE. THINK BIG.

**2011**

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

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

St. Louis  
ALL INFORMATION

Click on images for links to hotel and city information.

Send email to Board members by clicking on their names.

**2012**

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

**Fall Convention**  
Hyatt Regency Jacksonville Riverfront

Visit Jacksonville  
and experience what Jacksonville is all about.

*EMDA is not responsible for the contents or opinions expressed herein other than those relating to Association activities. Product release information is published on an informational basis only and is not to be considered an endorsement by the Association.*