

# QUARTERLY UPDATE



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*Have you registered for the Spring Meeting yet?*

The Equipment Marketing & Distribution Association (EMDA) is the international trade association for independent wholesaler-distributors and manufacturers representatives of ag and related industry equipment. EMDA members sell products from various manufacturers for distribution to their dealer networks.

EMDA's Spring Management Workshop is the perfect opportunity to connect with industry colleagues (and friends!) and have open discussions with those who face the same situations you deal with daily. Business leaders can step out of their day-to-day responsibilities to devote time to learning and connecting. By making the decision to invest your time in attending this workshop, you'll get educated, get inspired, and build relationships with industry peers.



## SPRING MEETING

**Friday, March 15, 2024**

8:30-9:00 Breakfast for Business Program registrants  
9:00-9:30 Savings4Members  
9:45-10:15 Social Media and how it can help your business grow  
10:30-11:30 Maritime Boston Informational  
12- free to enjoy Boston area

**Saturday, March 16, 2024**

8:30-9:30 Breakfast for Business Program registrants  
9:45-10:30 7 Effective Strategies to Sell More Products  
10:30-10:45 Break  
10:45-11:30 How to Build Culture  
11:30-6:00 Afternoon free to enjoy Boston area  
6:00-9:30 Closing reception and dinner for all registrants

## RESTAURANTS:

- Woods Hill Pier 4 Seafood and Steakhouse Woods Hill ([woodhillpier4.com](http://woodhillpier4.com))
- Greek Meze Greek meze and cocktails
- Lolita Mexican | Mexican Restaurant
- Row 34 - Seafood ROW 34 | Boston
- Davio's Steakhouse Boston Seaport | Davio's ([davios.com](http://davios.com))

## MUST SEE PLACES:

- Institute of Contemporary Art- Free with ticket from our hotel
- Faneuil Hall Marketplace
- Boston Common and Boston Public Garden

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## NOW ACCEPTING SCHOLARSHIP APPLICANTS

### Who is Eligible?

- EMDA members
- Employees of members
- Dependents

### Are you planning to earn a Degree, License, or Certificate this year?

For example: Associate, Bachelors, Post Graduate, or a Vocational Degree; MRERF or CSP Certification, etc.

*Details ↓*

**EMDA members located  
anywhere in the world  
can apply!!**

### EMDA Scholarship History:

Scholarship Program was established in 2019 and created to support EMDA's member companies and their employees pursuing a career for the betterment of themselves and their employer.

There is a limit of one application submission per EMDA member firm, per year. Current members of the Scholarship Committee, and their immediate families, are not eligible to participate in the program.

The immediate past Treasurer of the EMDA Board of Directors shall serve as the Chairman of the Scholarship Committee. The Chairman will select two additional members to serve on the committee. Scholarship awards are based on evidence of leadership, work experience, short- and long-term career goals, and the applicant's overall response to each of the questions on the application. Financial need is not considered in the review process. EMDA does not discriminate for or against any person on the basis of ethnicity, nationality, place of origin, religion, race, gender, sexual orientation, marital status, familial status, family relationships, economic status, age, or mental or physical disability.

Announcement of the winner will be made on the next newsletter and the recipient will also be recognized during the Association's Corporate Annual Meeting.

### **Awarding and reporting:**

Scholarship funds shall be paid directly to the schools/training or certification programs. Arrangements shall be made by recipient with schools/programs for reporting back to EMDA on enrollment of recipient and appropriate use of funds. EMDA shall closely monitor the distribution and use of scholarship funds and investigate any possible misuse. EMDA will withhold funding if impropriety is found or suspected and seek recovery of any misused funds.

### **Recipient responsibility to report or attend:**

Scholarship recipient(s) shall report to the EMDA Board of Directors the benefits received from the scholarship at the end of the training or certification program and prior to the next EMDA Fall Convention. The recipient will be invited to submit a brief presentation to be shared during the Association's Corporate Annual Meeting.

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## NEW MEMBER UPDATE

*Please reach out and  
welcome our new members!!*

### NEW MEMBER SPOTLIGHT

**ROCCA**  
Industries

The vision of Rocca Industries is to provide farmers throughout the world with high quality engineered and manufactured farm machinery equipment that is highly reliable and efficient for years to come. They have been manufacturing since 2007 in the USA, with an office in Tifton,

Georgia and a dealer network in Colorado, Georgia, Nebraska, and Minnesota, we are also looking to further develop our presence in the USA.

📞 : +(61) 7 40955050

🌐 <https://www.roccaindustries.com>

### NEW MEMBER SPOTLIGHT

**GLOBAL**  
SHIPPING SERVICES LLC

Global Shipping Services is a worldwide freight forwarder providing a wide range of services to support your shipping needs. Since 2004, we have been a leader in the shipping industry. We provide all of our clients with complete logistics solutions from domestic trucking and international air and ocean shipping to warehousing services. By choosing Global Shipping for your freight shipping needs you can rest easy and know that your shipment is going to arrive at its destination at the time you need it to. Whether you're shipping complex heavy equipment or simply require your industrial goods to be transported from one destination to another, we're equipped with the right team, equipment and cargo services to meet your needs on budget and on time.

📞 253 209 8658

🌐 <https://GLshipping.com>

### New Member Spotlight

**ASSET**  
Inspections

Asset Inspections has built a network of individuals across the United States with over 700 years experience building, operating and maintaining all types of equipment. We inspect leased, repossessed, or financed equipment. We then create a value of each piece.

We help your team Identify your assessment needs, Innovate a program to fill those needs, and implement that program to inspect your financed, leased, and repossessed equipment. Identify, Innovate, Inspect...

📞 (641) 332-2685

🌐 <http://www.assetinspections.net/>

### New Member SPOTLIGHT

**JESSE RAST ENTERPRISES**

Jesse Rast Enterprises is your independent representative for all your equipment needs. Servicing both Carolina's, Virginia and West Virginia, Jesse is your man to call for fast equipment deals. Being an independent representative means more choice, better prices and better deals for you!

Dealer success means our success!

If you need your equipment FAST stick with the RAST!

📞 (803-420-4102

🌐 <https://jesserastenterprises.com>

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## FOLLOW US ON SOCIAL MEDIA



Have you been participating in our contests? Well what are you waiting for?

Last month we did our logo contest and the winner was **Kapil Enterprises** and they won a EMDA YETI and Starbucks card.



# NEW

Contest



All members who attend the Spring Meeting will be entered into a drawing to win \$100 off Fall registration.

Mark  
YOUR  
Calendar

**EuroTier – The world's leading trade fair for animal husbandry professionals**



Please remember to submit your stand registration by 31st January 2024 via the [Exhibitor Service Portal](#) to be at the forefront of the action



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## 2023 Convention memories!

*You don't want to miss the next one!*



*Save the Date*

October 22-25 2024



*More info*

*Coming Soon!*

[www.EMDA.net](http://www.EMDA.net)





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## EMDA Membership

# BENEFITS

### Fall Convention & Industry Showcase

Gives us the ability to meet annually with many of our existing suppliers, at meetings where we can learn about the introduction of new products, product improvements, new sales programs, discuss product improvements that are needed for our specific region, what prices will be for the coming year, warranty issues, planning for factory representatives that might be traveling to our territory or attending our trade shows during the coming year and discussing possible factory or regional sales meetings. Also EMDA members receive a \$100 discount off Exhibitor registration fees for the Industry Showcase – a “table-top” show to inform potential customers about products and services and a highlight of the EMDA Fall Convention.

### Membership Directory

Provides a full-page profile of each distributor and rep including: Contact information; Key personnel; Territory covered (including an illustrative map); and Product types currently distributed. Annually at renewal we will ask you to update all your information. Then an updated PDF and Online Searchable edition is provided.

### Spring Workshop

Features core competency discussions, as well as seminars on specific areas of interest, and is attended by EMDA members only. We invite outside speakers to share their wholesale industry expertise as all of EMDAs Members seek continuous improvement in how we run our business.

### Access to Manufactures

Most of our offshore suppliers look to EMDA to find potential customers. We have access to more product lines and more visibility. We have opportunities to attend worldwide trade shows and help educate suppliers about the value of the wholesaler-distributor and the independent manufacturer's representative.

### Market Intelligence Data

Hard data is crucial when it comes to smart business decisions. Whether it's evaluating surrounding territory for growth opportunities, or considering a new product line within your current geography, EDA has verified data to support these strategic decisions.

### Savings4Members

EMDA Members receive discounts on credit card processing, wireless service, payroll processor, and more.

### Free Advertisement

EMDA is here to support your marketing needs. Please let us help share your posts or create ones on your behalf. We market on Facebook, LinkedIn, Instagram and our website.

### Membership Resources

- Mentor Program
- Industry Templates
- Scholarship program
- Job Boards
- Excess Inventory board
- EMDA Blog
- EMDA Quarterly Newsletter
- Legislative representation through affiliation with the National Association of Wholesalers (NAW)
- Sales certification programs through affiliation with the Manufacturer's Representatives Education & Research Foundation (MRERF)



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Next newsletter will be emailed on 4/19/2024.