It would be hard to pick out one Summer Conference and say that it was the best, but the 2015 Conference must rate somewhere near the top. We say this for a number of reasons.

For one thing, attendance was very good, the post conference ratings were very good, the problems were almost non-existent, and sponsors were significantly more generous.

Here are a few highlights; a quick walk through the three days may bring back memories or let those who did not attend this year plan now for the July 17-20, 2016 Summer Conference.

The Sunday night Reception was not held Deck Side, but inside the Hilton, because of a threat of bad weather. Actually, as it worked out, we would have been fine outside, but we take no chances where safety is involved and have advisors who are more familiar with weather predictions than we are. The Reception was fun. Meeting with friends with anticipation of a great time together is exciting. Scott DeMott, SEDA Board Vice Chair, reminded everyone of the presence of the “Mystery Masters” and made a few announcements. Guitarist Bill Garrett provided the professional entertainment. After an hour and a half-at the most-most were headed for their favorite sea food restaurants.

Continued on Page 3
Smart Equipment Requires Smart Insurance

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Destin is well known for deep sea fishing excursions. There is a nucleus of our group who look forward to this trip on Snoopy 2, our very own chartered boat. This year for some reason, there was an unusual number of cancellations from an already smaller-than-usual group. To remedy what could have been less people to develop those humongous fishing tales, the decision was made to open (attendance) to other fisher people. And that worked out just fine.

Golf in Destin is huge. There are several courses there. We rotate usually between the Links and Ravon. This year we played on the Links. After playing for many years, on Tuesday at 1:00 PM, we learned that the weather was much cooler at 8:00 AM on Monday. Monday is also the free day when no other Association function is planned.

The one and only General Session was held on Tuesday morning and led by SEDA's Chairman, Ricky Smith. What a line up of speakers who addressed topics of current interest. The Summer Meetings come with this combination-designed that way. The topics and speakers this year included:

“Avoiding issues with employees”  Kurt Ritchy
“Impact of the Farm Bill”  Don Shurley
“Price outlook for Commodities”  Don Shurley
“The impact of Obama Health Care”  Brian Connelly

We have no formal reports on activities of Tuesday afternoon. Although the beach was popular, the shopping centers were active, and pool side was most interesting.

All leading to the Farewell Reception and Banquet, the Reception, a prelude to the Banquet, is a joyous occasion. With the enjoyment of several days in the Sandestin Beach Area, all news is good news. The Banquet serves many purposes, includes many activities, and all done in a relatively short time. Deep South President, Greg Hollier, was master of ceremonies for the evening. First, the meal provided something for everyone’s taste...so did the dessert bar. Entertainment, the Zars of Zydeco band, chose Cajon and popular music. The Golf prizes were presented by Milton Noland, Mike Donovan, and Steve Simmons. While golf is enjoyed by golfers of all levels and the objective was to have a fun day, there was a bit of competition among the teams. This year there was a tie for first place, which was settled by the golf pro and our own Coordinator, Milton Noland.

First place went to Team 1: Keith Marshall, Randy Addie, Hunter Perry, Megan Sedlacek and Scott DeMott. Second Place went to Team 3: Billy Adams, Milton Noland, Lester Killebrew, and Garrett Pepper. Fishing prizes (a prize for everyone who fished) were distributed by Bob Rodriguez and Sentry Insurance representatives. Major prizes went to Mathew Daniels, Holly Dennis, Mark Daniel, Ricky Smith, Kim Smith, Logan Smith, and Paige Smith.
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In his book, *Ordering Your Private World*, Gordon McDonald tells the following story regarding Admiral Hyman Rickover and former President, Jimmy Carter. For many years, every officer aboard a nuclear submarine was personally interviewed and approved by Rickover. Those who went through the interviews usually came out shaking in fear, anger, or total intimidation. Among them was Carter who, years ago, applied for service under Rickover. This is his account of a Rickover interview.

“I had applied for the nuclear submarine program, and Admiral Rickover was interviewing me for the job. It was the first time I met him, and we sat in a large room by ourselves for more than two hours, and he let me choose any subjects I wished to discuss. Very carefully, I chose those about which I knew most at the time—current events, seamanship, music, literature, naval tactics, electronics, gunnery—and he began to ask me a series of questions of increasing difficulty. In each instance, he soon proved that I knew relatively little about the subject I had chosen. He always looked right into my eyes, and he never smiled. I was saturated with cold sweat. Finally he asked a question and I thought I could redeem myself. He said, ‘How did you stand in your class at the Naval Academy?’ Since I had completed my sophomore year at Georgia Tech before entering Annapolis as a plebe, I had done very well, and I swelled my chest with pride and answered, ‘Sir, I stood fifty-ninth in a class of 820!’ I sat back to wait for the congratulations—which never came. Instead, the question: ‘Did you do your best?’ I started to say, ‘Yes sir,’ but I remembered who this was and recalled several of the many times at the Academy when I could have learned more about our allies, etc.”

“I was human. I finally gulped and said, ‘No, sir, I didn’t always do my best.’ He looked at me for a long time, and then turned his chair around to end the interview. He asked one final question, which I have never been able to forget—or to answer. He said, ‘Why not?’ I sat there for a while, shaken, and slowly left the room.”

*Source: The Forrester, May 2015*

The North American Equipment Dealers Association (NAEDA) has announced the recipients of its Dealer’s Choice Award and Gold Level service awards for 2015. The awards are presented annually to manufacturers who receive exemplary ratings in twelve operational categories addressed in NAEDA’s Dealer-Manufacturer Relations Survey.

Recipient of the 2015 Dealer’s Choice Award are: John Deere—Full-Line Manufacturer; LS Tractor—Tractor Manufacturer; Vermeer—Shortline Manufacturer; and Grasshopper—Outdoor Power Equipment Manufacturer.

“The Dealer’s Choice Award recognizes manufacturers that are doing an exceptional job of providing top-quality products, parts, service, and support to the industry,” says Blaine Bingham, NAEDA Chair. “These companies are to be complemented on their efforts to excel and assist dealers in key areas of our business operations.”


Dixie Chopper is the recipient of the 2015 Most Improved award for attaining the greatest percentage of improvement in overall ratings from 2014.

“The NAEDA Dealer-Manufacturer Relations Survey is one of the most important services the association provides its members and the industry,” notes Gail Halderman, Chair of NAEDA’s Member Services Committee. “This year’s survey experienced a significant increase in dealer input as we received more than 6,000 manufacturer ratings. We are extremely pleased with the level of participation and proud of the benefit this survey provides.”

NAEDA congratulates the 2015 award recipients and thanks all manufacturers for supporting the dealer-manufacturer relationship.
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Thank You Sponsors for Your Support!!!

The 2015 Joint Annual Summer Conference had many Sponsors who contributed their financial support as well as their presence at the meeting held July 19-22 at the Hilton Sandestin. Again, we would like to thank the following Sponsors for their support:

- **Sentry Insurance**—Welcome Reception
- **Tractor House**—Farewell Reception
- **Fastline**—Speaker, Don Shurley
- **Federated & Associations**—Continental Breakfast
- **Sentry Insurance**—Golf Tournament Prizes
- **Federated Insurance**—Deep Sea Fishing Prizes
- **Basic Software**—Mystery Master

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The 2015 Joint Annual Summer Conference could not be possible without all of your support!
12 Easy Tips to Help You Lower Your Power Bill

Summer’s hot and humid weather is fast approaching. Georgia Power—The Energy Expert suggests following these quick and easy low-to no-cost tips designed to help you save big bucks on your power bill.

“Following these easy tips can save you ten to twenty five percent on your power bill,” says Jim Earley, Georgia Power’s Energy Systems team manager, whose job is to oversee commercial energy audits around the state. “That means an owner of a 20,000 square-foot office could save $5,000 to $12,000 on their energy bill by following these easy tips.”

Adjust thermostats
Set your thermostat to a warmer temperature, especially when the building is not occupied. “We recommend 78 degrees in the summer for maximum efficiency,” says Earley. (No cost)

Seal heating and cooling ductwork
Leakage from areas such as joints, elbows and connections can be substantial—as much as twenty to thirty percent. This is especially costly if the ducts travel through unheated or uncooled spaces such as attics, basements or crawl spaces. Use duct tape or caulk to seal duct work. (Low cost)

Replace air filters regularly
Follow maintenance schedules for furnace and air-conditioning equipment. Replacing a dirty air filter can save money by reducing the amount of electricity needed to run a blower motor, because there is less resistance to air flow with a clean filter. (Low cost)

Install programmable thermostats
These inexpensive devices, most incorporating modern microprocessor-based electronics, can optimize your building’s heating and cooling needs. And you won’t need to remember to change thermostat settings every time you open or close your business. (Low cost)

Install automatic room-lighting controls
Similar to programmable thermostats, these devices help optimize lighting use by automatically turning lights on or off, depending on occupancy or time of day. Sensors and timers work well and are usually installed by a specialist. (Low cost)

Turn off machines and equipment when not needed
In many businesses, this simple approach can achieve big savings. Don’t underestimate the energy savings you can get by turning off unused computers, monitors, printers and copiers. (No cost)

Buy energy-efficient equipment
When buying or replacing computers, copiers and other office equipment, always look for the ENERGY STAR® label.

“ENERGY STAR certified products are fifteen to fifty percent more energy efficient than standard models. More than forty product categories are rated including homes, appliances, lighting, office equipment, consumer electronics, and heating and cooling equipment.” says Earley. (Low cost)

Keep exterior doors closed as much as possible
Don’t cool the outdoors. (No cost)

Clean heat exchangers and perform routine maintenance on refrigeration equipment
These simples measures will ensure the most efficient operation of heat exchangers needed for cooling or refrigeration equipment. (No cost)

Reduce the hot water temperature
Reducing the temperature on your water heater thermostat can decrease heat loss from your tank. For washing hands, you may be able to turn the temperature to 100 degrees F (43 degrees C). Dishwashing may require higher temperature settings such as 130 degrees F (54 degrees C). (No cost)

Block and insulate unneeded windows and other openings
Aside from the important security benefit, covering unneeded windows and doors can greatly reduce energy losses from these openings. (Low cost)

Encourage employees to be energy-conscious
The importance of getting employee cooperation should not be underestimated; their practices and activities can make or break efforts such as these. Consider offering a small reward or other incentives for the employee who saves the most energy. (No cost)

Georgia Power offers free personalized online business energy checkups and free onsite business energy audits to our customers. With an energy audit, Georgia Power looks for lighting efficiencies as well as ways to make heating and cooling more efficient through heat pumps, more efficient boilers and management-control systems, as well as water h eating systems such as Marathon® water heaters and heat pump water heaters.

Using energy efficiently is smart business. For more energy efficiency information that can save you money and energy, call 1.888.655.5888 or visit the website to view more energy efficiency tips for your business.

Source: http://members.questline.com/Article
Marketing your product support is absolutely no different than the marketing of complete goods. Everything a dealership does to market complete goods must be done to market the dealership’s product support, its’ aftermarket. The equipment dealer must become a marketer of product support rather than just a supplier.

The equipment dealer, as a general rule, already has an efficient, well run parts and service department in place. That expense is already covered, but those two departments require a steady flow of customers. Customers who buy your equipment but not your parts and/or your service are not contributing to the expense of these two departments and need to become prospects for additional sales and profits. So why not stress these important facts when making a sales presentation?

Over the years, we have met sales personnel (and dealers) who hesitate to mention the many strengths of the dealership’s product support. When asked why, many (still) will tell you, “this is negative selling and indicates there may be problems with the equipment after the sale.” Believe it or not many (dealers) believe that the sale of parts and service is guaranteed and the customer must come back to the dealership for parts and service . . . which today is unbelievable, but true! This is nothing but negative thinking on the part of dealers and sales personnel. Customers most certainly recognize that hard-used equipment is going to require parts and service and again, all surveys point out the customer’s major concern is and has been service after the sale. We strongly encourage training all dealership personnel to market the features, advantages and benefits of the dealership’s aftermarket performance. When this is done effectively, we have seen dealers improve their whole-goods margins by one two and even four percentage points.

Involve your dealership’s Parts and Service managers in the closing of the sale. Create a teamwork effort. Bring the prospective customer in to see your parts department and your shop. Introduce your prospective customer to all your managers. Allow these managers the opportunity to explain the unique and important services they have to offer the customer after the sale. Have the managers thoroughly explain their parts and service programs that they offer.

If your dealership has a training manager or someone who handles Operator Training or Safety Training, introduce your prospective customer to that individual. Allow them to explain to the customer the training facilities available after the sale. This could well be an important feature to the customer. It helps eliminate buyer’s remorse and builds customer loyalty.

Introduce the prospective customer to your financial manager. Allow this person to explain the many financial programs your dealership has to offer. Involve the Rental Manager in the sale, as well. Customers are always interested in knowing that during peak times, your dealership has the capability of renting the customer additional units to suit their short-term need. Again, market your entire dealership! Help the customer to understand that you are not just interested in selling a piece of equipment. You are interested in taking care of all their needs and requirements after the sale. You want to be the customers’ one-stop shopping center for all of their requirements.

Will these techniques always work? No they will not, but most certainly not, if no one tries to make your dealership a world-class dealership within your industry by focusing on what we refer to in so many of our articles, your unknown opportunities . . . We do encourage dealers to truly focus on that large percentage of the market who are concerned about what your dealership has to offer, after the sale. Focus upon these opportunities, and watch your margins and sales increase. Focus upon getting your business on target . . . you are in the business you have chosen to satisfy the customers’ requirements and never doubt that one of your equipment customers’ un-spoken requirements is to have your dealership take care of his needs after the sale. All industry surveys suggest that customers are willing to pay the price for value-added services if they are satisfied that your dealers can provide those services.

Source: After Market Services Consulting Company, Ft. Mill, SC (U.S.A.)
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