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Services & Solutions for Successful Equipment & Hardware Retailers!

North American Equipment Dealers Association INDUSTRY RELATIONS FUND Special Request

As a member of SouthWestern Association, you have access to a variety of carefully selected and exceptional programs and services. Some services can be purchased on any street corner. However, one program cannot be duplicated ó NAEDA's **Industry Relations Fund**.

This high profile Industry Relations program was developed in 1973 by the former Mid-South Farm Equipment Association, now known as SouthEastern, on behalf of Mid-South dealers. In 1974, the Mid-South Board of Directors agreed to coordinate its efforts through the North American Equipment Dealers Association (NAEDA). In 1975, NAEDA put the final touches on creating an Industry Relations Fund for the sole purpose of protecting equipment dealers.

The mission today is the same as it was 36 years ago:

“Address matters that have industry-wide implications on behalf of equipment dealers with conflicts involving manufacturers and suppliers.”

Just short of four decades, the Industry Relations Fund has assisted dealers by:

- Protecting and advocating for your rights as a dealer;
- Settling disputes between dealers and manufacturers;
- Improving industry relations as a whole;
- Developing contracts between dealers and suppliers; and
- Serving as a watchdog of state laws that protect dealers from litigation and legislation.

This is a partial list of projects and issues funded by the NAEDA Industry Relations Fund:

Kubota Credit Contract
Krause Dealer Agreement
CNH Capital Security Agreement
Kinze Finance Agreement
Alamo – Bush Hog
Alamo – Rhino
Deere Finance Security Agreement
Eastex Kubota
Textron/Farmtrac
HECO/FECO
Warranty Survey

These projects alone represent nearly \$300,000 in expenditures from the IRF in approximately the past 12 months.

There has never been a time that we haven't been under fire, from an entity or group attempting to weaken our industry position.

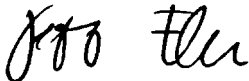
We are asking for your help to make certain we have the necessary funding to continue this high-profile program on behalf of all equipment dealers. We respectfully ask for your support by making a voluntary contribution of \$500 or \$1,000 or more payable to NAEDA Industry Relations Fund.

Your contribution will insure that we as a united industry continue our vigilant watch and protection of dealers in the future.

Take action today! Complete the enclosed contribution form, attach your check and return immediately.

The future of NAEDA's Industry Relations program rests squarely in the hands of all North American dealers.

Sincerely,



Jeff Flora, CEO
SouthWestern Association

PS – A contribution to the Industry Relations Fund may be tax deductible as a business expense. Check with your tax advisor.