

SouthWestern Flash

September 2011, Vol.9, No. 9



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Upcoming Events

Dealers of Tomorrow

Oct. 18-19 - Austin, Texas

Western Farm Show

Feb. 24-26, 2012

including the Western Farm Show
Championship Tractor Pull
American Royal Complex
Kansas City, Missouri



SouthWestern Association

P.O. Box 419264

Kansas City, MO 64141-6264

Ph: 816-561-5323, 800-762-5616

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www.swassn.com

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Association correspondence to

your attention via e-mail. Please

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www.swassn.com/register-email.htm

SouthWestern Endorses New Training Program

Program Offers Free Mystery Shopping to Members

The SouthWestern Association board of directors has approved a partnership with Creative Sales Solutions (CSS) to provide sales training to dealers.

The new SouthWestern Mystery Shopping and Training Program will be administered by CSS. The Florida-based company will work with participating SouthWestern Association members to provide sales training for parts and service personnel.

The program involves mystery-shopping calls to dealerships. These calls evaluate how parts and service employees interact with customers.

"We developed the program to help employees improve their skills to build stronger and more profitable relationships with customers," says Jim Facente, CSS president. "We've mystery shopped more than 1,000 parts and service employees throughout North America and we've trained these employees to use sound techniques to achieve greater success."


Doug Neufeld, CEO, Prairieland Partners, Hutchinson, Kan., and immediate past president of the SouthWestern board, was among a group of board members who evaluated the program. "I believe the program could help change some basic behaviors of the frontline people in a dealership's parts and service departments," says Neufeld. "The main reason I believe it will have success is because it will bring awareness to employees in how they present themselves and their dealerships to the people they speak with on the phone."

As part of the agreement between SouthWestern and CSS, a special offer is extended to all members of the association.

"CSS has agreed to mystery shop up to three employees for each association member at no charge," says Jeff Flora, CEO, SouthWestern Association. "This offer will give SouthWestern members the opportunity to learn free of charge how some of their parts and service people score when compared to the successful employees mystery shopped and trained by CSS."

Flora says the CSS agreement also calls for special pricing for association members who choose to invest in additional training offered through the SouthWestern Mystery Shopping and Training Program.

"The SouthWestern board heard numerous examples of mystery shopping calls CSS made to dealerships," adds Flora. "The calls revealed there is a great need for training even among veteran dealership employees. CSS offers a program that produces results and the board believes the mystery shopping program is a good addition to SouthWestern's menu of dealer education and training."

To learn more about the free mystery shopping offer and to get more information about the SouthWestern Mystery Shopping and Training Program, visit: <http://www.swassn.com/education/MysteryShopping.html> or call SouthWestern Association at 800-762-5616. 



Dealers of Tomorrow Set For Austin

Limited Space Still Available - Register Today!

The 2011 Dealers of Tomorrow workshop is scheduled in Austin, Texas, on October 18-19. Topics will range from communications and customer service to leadership skills. The program will feature three speakers on three different topics.

The workshop will feature a new speaker with a different program. Linda Talley is a Houston-based business coach, speaker and author of *Business Finesse: Dealing With Sticky Situations in the Workplace for Managers* and *The Daily Win – Building Success One Step at a Time*.


Linda's topic for the workshop will be: *How Leaders Communicate Change to Positively Impact the Bottom Line*. "As a leader, you think that people follow you because of what you say, and you would be right. However, what people really follow is your body language, because you are influencing people around you – even when you are saying nothing at all. Actions speak louder than words. Whether you are an executive, business owner, a manager or staff person, there are times when you must be able to establish your leadership skills and lead."

Other Speakers at the Austin Workshop Include:

Sabrina Sebastian - Social Media. How to get involved with Twitter, Facebook, LinkedIn, YouTube, Flickr

and blogging. You've heard of social media - maybe even used a little of it – but how can you implement it to improve sales and marketing? This training is designed to help today's equipment dealer get involved with social media, specifically in the Ag industry.

Pat McGaughey - "The Customer Comes Last! (If You Want the Customer to Feel Like #1)." If you want your customers to "Feel Like #1" then get ready for a totally opposite approach toward customer service training. While it may sound like a gimmick, this conference session has impacted thousands of customer service programs across North America. The first thing you will learn in this session is "The Customer Comes Last!" if you want them to feel like #1. This unique training will give every participant a new perspective toward customer service. Employee indifference or simply slow or rude behavior isn't the problem; it's the outcome of the problem. This session focuses on the root of the problem and then the solutions.

More information about the Dealers of Tomorrow Workshop is available on the SouthWestern Association website: www.swasn.com or by calling the Association offices at: 1-800-762-5616. 



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Supervisor Training for DOT

Several members have contacted the Association office regarding faxes they received from various "compliance" trainers indicating the need for drug and alcohol awareness training for anyone who supervises drivers. These companies cite the Federal Motor Carrier Regulations that state, "Each employer shall ensure that all persons designated to supervise drivers receive at least 60 minutes of training on alcohol misuse and 60 minutes of training on drug use." (49 CFR Part 382.603) This training is required, but you don't need to pay \$149 or even \$99 for the training.

It is available FREE, ONLINE through the Drug-Free Work Place Alliance. Just go to:

<http://www.ndwa.org/training.php>

Our thanks to Mike Harp, with Corporate Safety Compliance, for this timely information. If you have questions, need to certify drivers or learn more about DOT compliance, contact Mike at 316-201-6750. **SW**

Business Forms

Look to the Association for all your business forms needs. SouthWestern Association has competitive prices for all stock and custom forms including business envelopes.

Contact De at the Association office, 1-800-762-5616, for pricing and more information.

P&K Equipment at Annual SeptemberFest



P&K Equipment, a John Deere dealership with multiple locations in Oklahoma, participated in the annual SeptemberFest held Saturday, Sept. 10 in Oklahoma City, Okla.

SeptemberFest is an annual family festival hosted by the state of Oklahoma's first family. SeptemberFest is typically held each September and includes attractions and activities as well as hands-on learning for children such as crafts and old-fashioned games. In addition, the popular event celebrates the history and heritage of Oklahoma with food, live entertainment and story-telling. On average, 30,000 to 40,000 people enjoy SeptemberFest in Oklahoma City each year.

Pictured left to right are: Oklahoma Secretary of Agriculture, Jim Reese; Brad Kosanke, P&K Equipment; Wade Christenson, husband of Gov. Fallin; Oklahoma Governor, Mary Fallin; and Scott Eisenhauer, P&K Equipment General Manager. **SW**

Do you have news to share with other members? Send information to Mike Griffith: mgriffith@swassn.com.

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New Texas Ag/Timber Webpage, Application and Forms Now Available

To help Texas agriculture and timber producers comply with Texas tax laws, the Comptroller's office is pleased to announce the availability of a new one-stop-shop webpage available on Window on State Government. The webpage provides important information for the agricultural and timber industries, including up-to-the-minute details about House Bill 268, which requires commercial producers to have an Ag/Timber Registration Number for sales tax exemptions on eligible purchases beginning Jan. 1, 2012.

In addition to other items, the site offers the following new downloadable application and forms.

AP-228 Application for Texas Agricultural and Timber Exemption Registration Number (PDF)

01-924 Texas Agricultural Sales and Use Tax Exemption Certification (PDF)

01-925 Texas Timber Operations Sales and Use Tax Exemption Certification (PDF)

The online application for an Ag/Timber Registration Number is scheduled to be available the first week of October.

New and updated publications, rules, FAQs, and more are also in the works and will be posted on the new webpage as soon as they are available. *SW*

Safety Reminder

October is Fire Prevention Month

Fire Prevention Week

Fire Prevention Week was established to remember the Great Chicago Fire, which began on Oct. 8, 1871, and destroyed most of the city by the next day. Because the fire did most of its damage on Oct. 9, Fire Prevention Week always occurs in the week of Oct. 9. Over the years, the commemoration has evolved into the longest-running public health and safety campaign in the country.

Fire remains a major risk to businesses and prevention is the best defense. However, some fires are not preventable so your business should be prepared just in case.

Do you have a fire escape plan? Do employees know where the fire extinguishers are and how to use them? Are smoke

Continued on page 9



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Helping Dealers Succeed

Plan to Attend

Commercial Driver Seminars

The Department of Transportation requires safety training for every person who operates a commercial motor vehicle in interstate or intrastate commerce, and for all employers of such persons. As an employer of commercial drivers, you are required to enforce stringent requirements related to safe operation of vehicles and employee safety and health. Do you know and understand the requirements? Very few employers do, and if there is an accident, you can be held accountable in a civil suit, as well as being subject to fines of \$2,000 minimum per violation and up to \$450,000 for multiple violations.

SouthWestern Association is offering this required safety training for drivers and their employers to assist members in complying with these regulations.

Mike Harp, Corporate Safety Compliance, Inc., will present the programs.

Who Should Attend?

All owners, general managers, human-resource personnel who handle trucking-related issues, drivers, dispatchers, loaders and employees that assist with loading of equipment.

Workshop Dates and Locations

All workshops are being held at the Holiday Inn Columbia-East, 915 Port Way, Columbia, MO 65201. The same workshop is offered on three different dates so you can train everyone in your organization without shutting down operations.

- Monday, October 17
- Thursday, November 17
- Monday, December 12

Schedule

- 8:30 a.m. Registration
- 9:00 a.m. USDOT Basics Training and Quiz
Driver Qualifications
Documentation of basic training
- 10:00 a.m. CSA – Compliance, Safety, Accountability
Methodology
Definition and explanation of basics/
categories

Continued on next page

Times changed. He didn't. Will you?



The T-Rex had quite a run for several million years. Stomping around. Eating whatever he wanted. But then things changed. Kind of like your business environment. So whether it is asteroids and volcanoes or increasing expenses, dealer consolidation, or changing markets, you need to evolve to survive. For over 30 years Spader has been here to help. Our workshops, groups, consulting, and management tools will give you the principles and tools for continued success, even in changing times.

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Commercial Drivers Seminars - cont.

- Company policy and responsibilities
- 11:45 a.m. Break and lunch
- 12:45 p.m. Hours of Service Training
Understanding federal and state hours of service rules
Overview of how to complete driver's daily log book
- 1:45 p.m. Inspection Training
How to properly inspect truck and truck/trailer
Hands-on training – Air-brake test
- 3:00 p.m. Q&A
- 4:00 p.m. Adjourn

All participants will receive a certificate of training from CSC, Inc. The certificate will serve to show the participant attended the training and will list the topics covered by the training.

A registration form for the seminars is included with this newsletter on page 10. Information about the seminars can be found on the SouthWestern Association website at www.swassn.com. **SW**

IRONSearch.com® Unveil New Features, New Look and New Content

IRON Solutions, Inc. recently unveiled a newly redesigned IRONSearch.com, complete with new features, content and service partners for improved user interface and expanded appeal. IRON Search, the largest, most trusted remarketing outlet for buying and selling equipment online, reaches 5 million people with 70 million page views each year.

These latest enhancements come on the heels of new leadership at the helm of IRON Search, David Greenberg, an experienced automotive and equipment marketing executive from Ford Motor Company and recently New Holland Agriculture, who joined IRON Solutions, Inc. earlier this year as President of IRON Search. Greenberg and his team have forged new partnerships, secured new advertisers and accelerated development of the site to increase usability to better connect buyers and sellers.

This popular service is now enhanced with a mobile site (m.ironsearch.com), agriculture and machinery news powered by AgWeb and weather, as well as service partnerships with uShip® and IronPlanet®. The exclusive partnership with IronPlanet allows IRON Search users to move inventory to IronPlanet for auction with a few, simple clicks. **SW**



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PartnerShip LLC, an independent transportation broker, produced this ad.

Save a Lot of Money When Shopping!

Stop! Evaluate! Remove!

By Motorcycle Mary



If you make.....	\$10 an hour
Minus 30% for taxes.....	-\$3
You worked one hour of your life for.....	\$7 in spendable income

I was just at one of those 24/7 Super Stores that has everything in the world. I went in for just a couple of items and ended up roaming the aisles for about one hour. Of course, during that hour, I thoughtlessly shopped my cart full of items.

There is logistical spending of your money and there is emotional spending of your money. My emotional shopping pixie was busy the whole way through the store, and just about the time I reached the front of the store, I heard my logistical side gnome say, "Stop a couple of aisles before you get to the front of the store. Evaluate what is in your cart. If it wasn't on your list, then put it back." I had said this hundreds of times in my seminars and thousands of times to clients that I have helped get back to financial health, and many times I have had to say it to myself. It has saved me hundreds of dollars over the past few years.

What I bought was a mish-mash of everything. When I got to the organizational aisle, I decided to revamp the cupboards at my place of business and I picked up three (at \$10 each) see-through plastic containers and, oh yeah, I've been wanting to get a mat to work on my clay (\$9), and this container will be just perfect in my art room (\$11). I really didn't know what the container would hold, but it was so cute. Boy, it was all coming together – I was going to be really organized by this weekend.

Then I went down the cosmetics aisles and, yes, I saw things there that I just really had to have: those little jars for my business (5@ \$1) and a box of eyeglasses wipes. (I need two of them \$4 x 2 one for home and one for my business.) There were a few incidentals that I put in my cart and they added up to \$37.

All the time I say this: "Your daily spending habits are costing you your financial future." And, I am going to keep repeating it until "I" get it right. The only person who can change my financial future is me. I share my thoughts with all of you,

Continued on next page



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IRS Launches New Low-Cost Settlement Program for Worker Classification Issue

By Alison Bennett

Employers will be able to reclassify their workers and come into compliance with the tax system at a low cost under a settlement program launched Sept. 21 by the Internal Revenue Service. The program is intended to help taxpayers struggling with the complexity of outdated worker classification rules and give them a fair chance to straighten things out, IRS Commissioner Douglas Shulman said in a Sept. 21 news briefing.

Under the new initiative, unveiled in Announcement 2011-64, employers who prospectively treat their workers as employees can make a minimal payment covering past payroll obligations rather than waiting for an IRS audit, Shulman said. Instead of facing back taxes, penalties, and interest for three years of misclassification, taxpayers will be able to pay about 10 percent of the taxes for the most recent of those years, he said.

Program Eliminates Interest, Penalties

The Voluntary Classification Settlement Program (VCSP) also provides that taxpayers will not be liable for any interest or penalties and will not be audited on classification issues for prior years. "For us, this is about doing the right thing," Shulman said. In answer to questions from reporters, he said that while IRS is targeting small businesses with the new program, it is open to everyone. Shulman said the program is intended to offer a simpler solution to a complicated problem. IRS has been legally prohibited from writing new rules since a test to determine a worker's status became law in the late 1970s, he noted.

To be eligible, an applicant must:

- consistently have treated the workers in the past as nonemployees;
- have file all required Forms 1099 for the workers for the previous three years; and
- not currently be under audit by IRS, the Department of Labor, or a state agency concerning the classification of these workers.

IRS Offers Application Details

IRS said in a news release (IR-2011-95) that interested employers can apply for the program by filing Form 8952, Application for Voluntary Classification Settlement Program, at least 60 days before they want to begin treating the workers as employees.

According to the agency, participating employers will be subject to a special six-year statute of limitations for the first

three years under the program. This is in contrast to the usual three-year statute of limitations that applies to payroll taxes, IRS said.

In answer to questions, Shulman said it is unclear how many employers might come into the program or how much money it would generate. He emphasized that IRS would maintain a "robust audit program" for taxpayers who have deliberately skirted the law.

Announcement 2011-64 will appear in Internal Revenue Bulletin 2011-41, dated Oct. 11. [SW](#)

Personal Finances - cont.

but I struggle to keep myself in financial check all the time. I am just trying to make my existing money go farther, too. And I have to start with myself.

Stop before you get to the front of the store. Evaluate what is in your cart. I had \$100 of things in my cart and I just went in for a couple of things. I put back the \$11 container, one \$2 box of wipes, the \$9 clay mat, one \$10 plastic container, and \$18 of incidentals, cutting my bill in half from \$100 to \$50. This saved me working seven hours to pay for the useless stuff I had picked up. Begin working on your daily spending habits and you just might see your paycheck going further – just by putting back a few things you don't really need.

If you would like Motorcycle Mary to conduct a financial fitness workshop for your employees, contact her at mary@motorcyclemary.com. [SW](#)

Technician Training Program

SouthWestern Association has partnered with the OSU Institute of Technology in Okmulgee to establish a training program for equipment dealership technicians. Students enrolled in the program are sponsored by equipment dealers in the SouthWestern Association territory. For more information on the program contact:


- **Tag Webb**, SouthWestern Association Regional Manager, 918-232-2830
- **Steve Doede**, OSU Institute of Technology Dept. Chairman, 918-293-5392 or
- **Jeff Flora**, CEO, SouthWestern Association, 800-762-5616.

October is Fire Prevention Month - cont.

alarms installed and functioning properly? Do all employees know what to do in the case of a fire?

How to Set Up a Basic Fire Escape Plan:


- Prepare and post maps for the entire floor area. Label all windows, doors, and stairways for each room.
- Decide on the two best exits from each room or area.
- Use black arrows to show normal exits through halls or stairways; colored arrows to show alternate routes. Include rooftops if accessible.
- Try your escape routes. Are they realistic and practical for emergency use?
- Test windows. Can employees or customers easily unlock, open and exit through them? If not, place tools nearby.
- Designate a meeting place, preferably the front of the building.
- Appoint leaders to direct exiting and account for employees and customers.
- Hold fire drills every six months and evaluate results to improve procedures.
- Adapt this plan for any off-site buildings.

Source: Federated Insurance Co., the endorsed insurance provider for SouthWestern Association. 



In Memoriam

Elmer McConnell, 81, of Wellsville, Kan., passed away Saturday, Sept. 24 at the Wellsville Retirement Center. Elmer was born and raised in Wellsville and graduated from Wellsville High School in 1948. After serving in the Army during the Korean Conflict, he was honorably discharged in 1953. Elmer and his family have owned and operated McConnell Machinery in Ottawa since 1936, when his father started the business.

Memorial contributions may be made to the Wellsville United Methodist Church in care of Wilson's, PO Box 486, Wellsville, KS 66092. 



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Doug Neufeld
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COMMERCIAL DRIVER SEMINARS

Where: Holiday Inn Columbia-East, 915 Port Way, Columbia, MO 65201

Choose your date: Monday, October 17
 Thursday, November 17
 Monday, December 12

Company _____

Contact Person _____ Email _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Attendees	
Name	Position
1.	
2.	
3.	
4.	

If registering more than four people, please copy this form.

Registration fee for members:
 \$99 per person, if registered 10 days before program.
 Add \$50 for late registration.
 (Nonmembers: \$179 per person. Same late fee.)

Please register by:
Oct. 7 for 1st program
Nov. 7 for 2nd program
Dec. 2 for 3rd program

Please indicate type of payment:

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Space is limited! Register ASAP to be assured a place in one of these seminars.