Mark your calendars –
EMDA’s 2012 Spring Management Workshop
set for April 13 & 14 in Santa Fe, NM

The dates and location are set for EMDA’s 2012 Spring Management Workshop. Mark your calendars and plan to join your peers in Santa Fe, New Mexico, April 13 and 14. Don’t miss this unique opportunity to “talk shop” with your fellow distributors and reps at the La Fonda on the Plaza in Santa Fe.

No other event provides a better environment for wholesalers of ag equipment to learn from others who share a commonality of purpose, operations, problems and goals . . . all in a much more relaxed atmosphere than that of the annual Fall Convention.

The Spring Management Workshop will continue to feature the kind of wholesaler-distributor interaction that has been perceived by past participants as the real value of Spring meetings and EMDA membership. The Board is working on the program agenda and registration is expected to open in February.

As Santa Fe’s oldest, best known hotel, La Fonda on the Plaza has set the standard for warm and elegant accommodations since the early 1900s. Located in the historic heart of the city across from the 1887 St. Francis Cathedral Basilica, the hotel has long been the destination for discriminating travelers, earning a reputation as the crossroads of the world. The legendary Santa Fe Trail ends at La Fonda, signaling to travelers that, wherever their journey began, they’ve finally arrived.

The Magic of Santa Fe: A City of Contrasts - Only in Santa Fe can you find some of the nation’s oldest antiquities alongside some of its most avant garde artists. Here there is an abundance of sunshine and crisp, dry air that seems desert-like, yet the

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La Fonda on the Plaza

Santa Fe
So far 25 members have indicated interest in playing. If you’re interested, click here to send email to the EMDA staff.

EMDA Golf outing for Jacksonville

It’s been two months since 2011 Fall Convention was held in St. Louis and planning is underway for the 2012 meeting in Jacksonville, Florida. Mark your calendars now: Main arrival day is Wednesday, October 31 and the meeting concludes on Saturday, November 3. The 2012 Fall Convention will be held at the Hyatt Regency Jacksonville Riverfront hotel.

Located just 25 miles from the convention hotel, the home of THE PLAYERS Championship, birthplace of the TPC (Tournament Players Club) Network, and backdrop to the PGA TOUR headquarters, the TPC Sawgrass golf course in Ponte Vedra Beach, Florida, is perhaps the world’s most famous golf course. THE PLAYERS Stadium Course sports one of the most recognizable and challenging holes on the PGA Tour. The notorious par-3, 17th hole, features an island green that makes or breaks many a PGA TOUR pro’s round. THE PLAYERS Stadium Course was built to challenge the pros like no other golf course had done before, while providing an unprecedented experience for spectators at the same time.

Golf enthusiasts will find not one, but two PGA TOUR championship courses at the club, both designed by world-renowned architect Pete Dye. The Stadium Course and Dye’s Valley Course offer two, perfectly balanced game experiences. TPC Sawgrass is not only one of the top Florida golf resorts, but it is recognized nationally by multiple golf publications as a destination. THE PLAYERS Stadium course is ranked the No. 2 golf course in Florida by Golf Digest magazine and it ranks consistently among the Golf Digest’s top 50 golf courses in the country. (No. 41 in 2011). Golfweek honored THE PLAYERS Stadium Course as the top course you can play in Florida and ranked it ninth among the Best Resort Courses in 2011.

With the EMDA and FEMA Fall Conventions being held in proximity so close to the well-known PGA facility, Rob Neal, President of RLN Marketing, Inc., Memphis, Tennessee, notes, “I had started talking up a golf outing to play “The Stadium Course” and most everyone I have spoken to about this wants to play. It became apparent to me that there might be quite a few who would like to play. Because we have such a narrow time window I thought it would be wise to contact TPC Sawgrass to see what kind of arrangements we can make. They have several options, but it really depends on our numbers as to what makes the most sense.”

“There are a lot of details to work out, but first we need to get an idea on how many potential participants we’ll have. Right now I am looking at either Oct 30 or the morning of the 31 (Tues. or Wed.). Maybe even each day, depending on how many participants we get.

An email was sent to all EMDA members on December 19, and so far we’ve heard from 25 members that indicate they’d be very interested in a golf outing. Rob notes, “FEMA members are also invited to play and if it helps, you can figure it will cost about $350/person to play. Again once we have a better idea on how many players I can get a more definite price.”

Rob wants to begin the booking process with TPC Sawgrass soon, if you’re interested in participating (and have not already done so), let the EMDA office know as soon as possible. We’ll keep everyone posted as more details are known. ##
Obituary

Thomas H. Traeder, 69
Founder of Traeder Enterprises, Inc.

Thomas H. Traeder, age 69, of Hillsboro, Wisconsin passed away peacefully in his home on Thursday, November 10, 2011.

He was born on May 24, 1942, the son of Harry and Ruth (Winters) Traeder in Reedsburg, WI. Tom grew to adulthood in Wonenwoc, WI attending St. Paul’s Lutheran School and graduating from Wonenwoc High School in 1960. He obtained a Bachelor’s Degree from the University of Wisconsin - Madison. Tom was united in marriage to Jean Degner on September 5, 1964 at St. Paul’s Lutheran Church in Wonenwoc. They lived in Madison, WI for a short time, and have since made their home in Hillsboro.

Tom was active in several agricultural related businesses, becoming President and co-owner of Hillsboro Farm Service and Hillsboro Equipment, Inc., and later founding Traeder Enterprises, Inc. Two of his sons (Tim and Ted) continue the operation. He was President of the Wisconsin Farm Equipment Dealer’s Association. He also was an active member of the Equipment Marketing & Distribution Association (formerly A.I.M.R.A.).

He was a former member of the Hillsboro Fire Department; a charter member of the Hillsboro Lions Club, serving as Treasurer. He served as President and Treasurer of Ducks Unlimited; starting 3 new chapters. He was a member of St. Paul’s Lutheran Church in Hillsboro, serving on the Church Board. Additionally, he served on the Board of Directors of St. Joseph’s Memorial Hospital and Home in Hillsboro becoming President of the Board; and he truly enjoyed being master of ceremonies at their golf fundraiser for many years. He served on the Board of Directors of Farmers State Bank in Hillsboro.

Tom enjoyed life immensely. He was an avid reader, loved hunting, golfing (he started and hosted the Brandy Berry Open, held annually since 1979 at Spring Valley Golf Course), boating and especially spending time at Castle Rock Lake entertaining a host of family and friends.

He will be deeply missed by his loving family and friends, including his wife, Jean of Hillsboro, WI; sons, Timothy (Tracy) Traeder of Fitchburg, WI, Todd (Shannon) Traeder of Cottage Grove, WI, and Theodore (Christine) Traeder of Lodi, WI; grandchildren, Brady, Mackenzie and Peyton; Dane, Eli and Addyson; Trey, Lea, Theo, Quinn and Kasey; sisters Kay Krueger of Sturgeon Bay, WI and Jane Olson of Cincinnati, Ohio. He was preceded in death by his parents, Harry & Ruth.

Funeral services were held on Friday, November 18, 2011 at St. Paul’s Lutheran Church, Hillsboro, WI. Burial took place at the Mount Vernon Cemetery in Hillsboro. Memorials may be given to St. Joseph’s Memorial Hospital, the Hillsboro Public Library, or St. Paul’s Lutheran Church, all are in Hillsboro. ###

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altimeter reads 7,000 feet and in winter the snow often falls several inches deep. Honored by UNESCO as a “Creative City”— one of only nine in the world — Santa Fe is a melting pot of all the art forms, and has been for more than a century. There is also an abundance of natural beauty everywhere you turn, and countless ways to experience it first hand; from a leisurely stroll around the Plaza to a vigorous hike toward a mountain peak.

Once all sessions are finalized, Registration Forms will be sent to all members. No where else is there a gathering of companies that share so much with your firm. Come & Learn what you’re missing. ###
Do you Import or Export?

EMDA members often face the challenge of long lead times for imported products and navigating the confusing world of international shipping. Pathfinder Logistics has announced a new, regularly scheduled international shipping service for less than container (LCL) and full container (FCL) shipments between Italy and the USA for EMDA members.

LCL shipments are consolidated every other week in Milan and shipped from the port of Genoa to any location in the United States for a single door-to-door price with no ‘hidden fees’ typical in international trade. Full container shipments, either 20 foot or 40 foot, are also offered with an easy to understand single rate.

Pathfinder Logistics will be contacting members of the EMDA to discuss international needs and explain the new service. For more information, contact Jack Kane at (800) 287-3987, extension 411 or jkane@pathfinder-logistics.com.

Print edition of 2012 Membership Directory distributed at Fall Convention

The 2012 edition of EMDA’s Membership Directory was distributed during the 2011 Fall Convention in St. Louis -- and is also available on the Association’s web site at: www.EMDA.net/directory.htm. To look at your Directory listing, just click the Directory cover image — open the appropriate PDF file (Distributor & Rep or Associate). Let the Staff know of any changes, and they'll immediately be updated on the web site.

Each distributor and rep member receives a full page listing in the Directory that includes: contact information; key personnel; a brief biographical profile; territory covered; and product types distributed. Associate member listings include contact information and company/product descriptions.

The Directory also includes territory and product indexes that make it easier for manufacturers to find specific EMDA members.

A print edition of the Directory will be mailed to all members in the next couple of weeks. If more than one copy is needed, just let the EMDA staff know. EMDA members receive the Directory free of charge.

One complimentary copy of the Membership Directory will also be available to manufacturer members of the Farm Equipment Manufacturers Association (FEMA) and the Agricultural Manufacturers of Canada (AMC) members, as well as to numerous trade consulates throughout the world.

The digital edition of the Directory offers users immediate access to the most current membership information. Members are encouraged to send any changes, and especially address and/or phone, FAX, email information to the EMDA office at any time during the year. Changes will be immediately updated on the Digital Directory.

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