Professional development opportunities for distributors, reps and manufacturers

Being a member of EMDA brings together several professional development opportunities that benefit your membership, whether they are distributors, manufacturers, or representatives. CPMR is for independent manufacturers representatives, CSP is for anyone in sales...manufacturers, distributors and reps; and Manufacturer’s Best Practices (MBP) helps create positive rep/manufacturer relationships at the factory level.

MRERF has resources for both reps and manufacturers such as Interviewing Guidelines, ways to help folks better understand outsourcing field sales, planning better territory visits, and more.

In addition to the education, there is equal value in ‘cross pollination’ that occurs by meeting folks from other industries. These discussion groups can evolve into Best Practices groups and become the eyes and ears for trends that are headed toward your industry.

The fastest ROI is the Certified Sales Professional (CSP) program. It is good for anyone in sales, regardless of their place in the sales channel. CSP is offered multiple times in locations across the country, in 2012 CSP will be in Denver (Sept. 11-14), and Indianapolis (Oct. 2-5). Private sessions are also available. Click here for CSP application.

In less than a week, CSP participants return to the field energized to sell more with new tool, including:

- Managing time and territory (how to find lost time)
- Setting goals (translates to forecasting)
- Understanding personalities (how to talk to customers)

Combined with the consultative selling process taught and the interactive nature of the program, participants come away as more effective, productive and profitable salespeople. Using tools from the program, one attendee paid for their class and time away with a single order within two weeks of earning their CSP designation.

CSP stands on its own merits for anyone in sales. The combined power of CPMR and CSP are unbeatable in the rep industry.

The Certified Professional Manufacturers Representative (CPMR) program is for owners and managers of rep firms who are in business for the long haul. CPMR is essentially an applied MBA for the rep business. It is held in May at Indiana University Purdue University Indianapolis (IUPUI). Three annual, five-day sessions provide content, contacts and context that EMDA members will appreciate. Click here for CPMR application.

Principals appreciate CPMR because it creates more effective and more proactive rep firms, including:

- Succession planning - Whether scheduled or sudden, principals will have confidence in the plan
- Creating shareholder value - Employees that are committed to the rep

See Professional Certifications continued on page 2
ACI Distributors celebrates 25th anniversary

ACI Distributors, St. Charles, Missouri, announced that May 25, 2012 marked the company’s 25th anniversary under the current ownership: Brad Stout, President and Mark Jansen, Vice President.

Stout notes they started with three employees (Brad, Mark and Tammy) and now the company has 21 employees -- including those original three.

ACI Distributors is a full-service distributor of agricultural, light industrial and outdoor power equipment. The company started in 1984 and was incorporated under the present ownership in 1987. ACI is a leader in marketing equipment in the Midwest, South and Southeast. The firm has a dealer base of 2,000 firms and recognizes the importance of servicing that network with the best customer service possible. Presently the firm distributes for 21 manufacturers and believes it is critical to form a mutually successful and profitable relationship with its manufacturers.

The firm began covering four states and today its territory includes 19 states: Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, southern Indiana, Iowa, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Nebraska, Oklahoma, Tennessee and Texas.

ACI Distributors joined FEWA in 1990 after attending their first convention as a prospective member in 1989. Stout and Jansen have participated in every Fall Convention since that time. Stout also served on the FEWA Board of Directors from 2001 through 2006, and served as President in 2005. ###

Professional Certification continued from page 1

motivating and maximizing rep networks. Frank conversation with members of the rep community and success stories from colleagues in other industries give manufacturers tools to improve their sales organization in a cost-effective manner. Additionally, manufacturers can observe CPMR sessions to better understand why they want a rep network of CPMR graduates.

The Manufacturer’s Best Practices program from MRERF meets the needs of both top and middle management and sales/marketing personnel at the factory level. In two days, the goal is to enhance understanding of how to select, manage, evaluate, and profit from a rep network.

EMDA members will find value in the programs, or MRERF will refund their tuition. MRERF is the Manufacturers’ Representatives Educational Research Foundation which is objective and based on a common body of knowledge. Additionally, each designation has a Code of Ethics that each participant agrees to maintain. The commitment to maintaining CPMR or CSP certification keeps EMDA members on a path of ongoing professional development. ###
Tonutti Wolagri Group redesigns website

Tonutti Wolagri Group is pleased to announce the release of our new website, www.tonuttigroup.com, designed with a fresh new look and user-friendly navigation, updated with the latest information about our products and services.

The updated product pages contain information about existing and new products. You will be able to review the tech specs of the products, watch the related gallery and videos and read the most updated news.

One of our main goals was to build a user-friendly and simple to navigate site. The new design allows the users to quickly find the contents.

A new Reserved Area has been implemented for our dealers to let our partners have a quick and effective access to the confidential information necessary for a successful business.

We hope that you will enjoy browsing our new site, finding more options and information each time, and that it will be yet another tool for strengthening our business relations. ###
**Carlo Tonutti elected President of Assomao**

Elections were held on May 29, 2012, for the presidency of the seven associations affiliated to FederUnacoma (formerly Unacoma). FederUnacoma is the new federation that represents the Italian agricultural machines and implements manufacturers - amongst these associations, Assomao (Implement Manufacturer Association) represents 130 Italian companies operating in the production of agricultural implements.

Carlo Tonutti, having served as Vice-President of Unacoma for 8 years, is the newly elected President of Assomao for the next 3 years. Tonutti will also serve as the vice president of FederUnacoma.

The election Carlo Tonutti as President of Assomao is a clear expression of recognition of the Tonutti Wolagri Group historical and key role in his sector - as well as a confirmation of trust, by many associates, in Carlo Tonutti’s ability and capacity to meet and seize the requirements and opportunities of the implements sector.

Carlo Tonutti expresses his full appreciation for the nomination as well as his commitment to actively participate in the association’s life contributing to the growth of the implements sector companies both in Italy and worldwide.

About Tonutti Wolagri S.p.A.: Tonutti Wolagri offers a complete line of hay tools including mowers, mower-conditioners, tedders, rotary rakes, finger wheel rakes, round balers, wrappers and bale shredders and exports 90% of its production in 48 different countries. Minimum tillage and low environmental impact products such as the Cyclon Straw arrow and the Quasar Low Disturbance Air Seeder complete Tonutti Wolagri’s offer.

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**Don’t miss out -- deadline is next week!**

Join the 19 golfers already signed up for the **EMDA Golf Outing this fall in Jacksonville**

The EMDA and FEMA Fall Conventions are scheduled for October 31 through November 3 at the Hyatt Regency Jacksonville Riverfront hotel in Jacksonville, Florida. Plan to arrive in Florida one day earlier and participate in a golf outing on THE PLAYERS Stadium Course at TPC Sawgrass.

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.

Following a couple of email surveys, almost 30 individuals indicated interest in playing, so now it’s officially booked.

**Shotgun start:** 8:30a on Wednesday, October 31, 2012. PLAYERS Stadium Course at TPC Sawgrass, Ponte Vedra Beach, FL

**$395 Golf Rate** Includes: Cart fee, greens fee, and forecaddie fee for one round of golf and all tournament services and transportation to and from the Hyatt Regency Jacksonville Riverfront hotel and TPC Sawgrass.

Contact the EMDA office to receive a registration form.
Kondex achieves Gold Status in I Make America campaign

The Association of Equipment Manufacturers (AEM) announces that Kondex has joined the elite ranks of the I Make America campaign's Gold-level company supporters.

I Make America is a grassroots campaign that was launched in September 2010 to dramatically improve American manufacturing policies to create more jobs in the U.S. and keep our economy competitive with other countries.

“We commend Kondex for achieving Gold status in the I Make America campaign,” said Dennis Slater, president of the Association of Equipment Manufacturers (AEM). “As a member of AEM, Kondex exemplifies the commitment we need from all manufacturers around the country to send the message to Congress and the White House that our economy is in urgent need of a new manufacturing policy that will create jobs.”

“Kondex associates support the I Make America campaign, because through I Make America our voices are heard in Washington on issues that have an impact on Kondex, our associates and our local community,” said Jim Wessing, president of Kondex. “Farm policy is an example of an issue that is dear to Kondex associates, because helping to feed and fuel the world is core to our mission. Hundreds of thousands of jobs in our industry are affected by farm policy.”

Kondex manufactures many engineered components used on agricultural equipment. “Right now, the next Farm Bill is being written in Washington, and due to difficult times, farm programs will likely see cuts. Even after necessary spending cuts are made, the next Farm Bill must maintain its historic commitment to crop insurance. Crop insurance is an important stabilizer in the agricultural sector and therefore demand for farm equipment. I Make America will help us get this message delivered to Washington,” says Wessing.

I Make America Gold-Level supporters are an important group of companies that have achieved participation benchmarks marking them as industry leaders, including significant employee involvement; outreach to their state, local and federal legislators; promoting campaign sign-ups at trade shows and with allied trade associations; and production of A Day in American Life video telling the story of how their companies, employees and communities “make America.”

The campaign has enlisted the support of more than 21,000 people nationwide, AEM’s 850+ member companies, and industry organizations.

To learn more about I Make America, visit us at www.IMakeAmerica.com. View short videos of employees and small business owners around the country telling the real life stories of how manufacturing affects the national economy at www.ADayinAmericanLife.com.

About the Association of Equipment Manufacturers (AEM) - www.aem.org

AEM is the North American-based international trade group providing innovative business development resources to advance the off-road equipment manufacturing industry in the global marketplace. AEM membership comprises more than 850 companies and more than 200 product lines in the agriculture, construction, forestry, mining and utility sectors worldwide. AEM is headquartered in Milwaukee, Wisconsin, with offices in the capitals of Washington, D.C.; Ottawa, Canada; and Beijing, China. ###
**Kustom Cooling searching for representation across North America**

Kustom Cooling, LLC., Coos Bay, Oregon, is a manufacturer of cooling related products. Kustom Cooling is seeking representation for a fully patented hydraulic reversing fan system. Any equipment that uses a hydraulic motor to operate the engine cooling fan is a potential application. Rather than replacing components the Kustom Cooling system works in conjunction with the OEM fan. The fan system has the ability to automatically reverse the direction of the airflow for debris removal, variable speed to conserve fuel and set points for fan turn on are just a few of the advantages. The system is fully programmable and operates continuously with no input from the operator.

Interested independent manufacturer’s representative can contact Bo Bettencourt, Sales and Marketing Manager by phone: (541) 267.6990 or email bo@kustomcooling.com

For more information about Kustom Cooling please visit: www.kustomcooling.com

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**Italian manufacturer looking to partner with U.S. and Canadian wholesalers**

VIBI SPRAYERS was established in 1931 under the name “L. VOLPI & BOTTOLI” as a manufacturer of brass and copper knapsack sprayers. The company has since added to its product line 2-stroke engines for irrigation and spraying pumps, plastic knapsacks and pressure sprayers to be used for protecting plants, disinestations and pest control.

Since 1991, the Company has been designing and manufacturing its products under the brand name “VIBI SPRAYERS SRL,” which continues to maintain the highest product quality established at its founding.

For more information contact, Sara Zambelli - Export Department,

VIBI SPRAYERS S.r.l.
Phone: (+39) 0375 380142;
FAX: (+39) 0372 1900197 or
Email: export@vibisprayers.com
Web: www.vibisprayers.com
Upcoming Events & Reminders

**Fall Convention**
Hyatt Regency Jacksonville Riverfront

**Dates**
31-03 Wed. thru Sat.
30-03 Thu. thru Sat.
29-03 Fri. thru Sat.
28-03 Thu. thru Sat.
27-03 Wed. thru Sat.
26-03 Wed. thru Fri.
25-03 Tue. thru Fri.
24-03 Mon. thru Fri.
23-03 Sun. thru Fri.
6-01 Sun. thru Fri.
5-01 Sat. thru Fri.
4-01 Fri. thru Fri.
3-01 Thu. thru Fri.
2-01 Wed. thru Fri.
1-01 Wed. thru Thu.

**Spring Management Workshop**
Scottsdale, Arizona

**Dates**
TBA Fri. & Sat.

**Fall Convention**
JW Marriott Indianapolis

**Dates**
22-25 Tue. thru Fri.
21-25 Mon. thru Fri.
20-25 Sun. thru Fri.
19-25 Sat. thru Fri.
18-25 Fri. thru Fri.
17-25 Thu. thru Fri.
16-25 Wed. thru Fri.
15-25 Tue. thru Fri.
14-25 Mon. thru Fri.
13-25 Sun. thru Fri.
12-25 Sat. thru Fri.
11-25 Fri. thru Fri.
10-25 Thu. thru Fri.
09-25 Wed. thru Fri.
08-25 Tue. thru Fri.
07-25 Mon. thru Fri.
06-25 Sun. thru Fri.
05-25 Sat. thru Fri.
04-25 Fri. thru Fri.
03-25 Thu. thru Fri.
02-25 Wed. thru Fri.
01-25 Tue. thru Fri.

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