

## Regulatory Issues

### OSHA, DOT and Y-O-U

Presenter: Dorothy J. Waters

Learn about OSHA and DOT and how the rules and regulations of these agencies apply to your business. This seminar will cover written programs, employee training and physical structure requirements, plus an overview of the regulatory inspection process.

### The ABCs of Employment Law

Presenter: Jack Selzer & John Neyens

Get an overview of the major employment laws in the U.S. that affect most dealerships: employment contracts and the legal employment relationship, non-compete agreements, employee handbooks, proper interviewing, hiring and firing considerations, child labor laws, wage and hour laws and overtime requirements, COBRA obligations, and new rules regarding sexual harassment.

### Spill Prevention Control and Countermeasures Rule

Presenter: Steve Hensley

Discussion is centered on 1) total aboveground oil-based products greater than 1,320 gallons (which includes 55-gallon drums), 2) single aboveground containers with storage capacity greater than 660 gallons, or 3) total underground storage greater than 42,000 gallons. Facilities with the potential of releasing a spill into a waterway are subject to the regulation. This seminar provides information about compliance plans, training personnel, and facility security.

## Dealership Operations

### Something NEAT for Dealers – New Environment And Teamwork

Presenter: George Keen

Learn how to analyze your dealership in the areas of tool inventories, paper flow, building and site cleanup, customer satisfaction, financial reviews, pay scale evaluations and more.

### Six Steps to Successful Strategic & Market Planning

Presenter: Arlen Swenson

Learn how to develop profitable strategic plans, marketing programs, and performance improvement projects. See what successful dealerships include in their planning process and what many low-performance operations overlook.

### Getting What's Due: How to Improve Collection Techniques

Presenter: Michael Lages

Learn how to check credit references, how to plan and make collection calls, how to handle disputes, how to make contact with customers who dodge your calls, how to control the calls you make, how to get a payment commitment, how to document your collection procedures, how to write effective letters, and how to make personal visits to your customers.

## The Art of Merchandising

Presenter: Will Barnhart

Learn how to turn your dealership into a merchandising machine by making your sales floor and showroom a pleasant experience for shoppers. Discussion will center on signage, vertical displays, end-caps, prime display space, bulk displays, power isles, rotation of displays, point-of-sale signs, and more.

### United WE stand...Divided YOU fall

Presenter: George Keen

Learn how to get your dealership's parts and service departments to work with and support each other to perform as a team that is efficient, responsive, productive and focused. The reward? Your dealership delivers on the promise of first-rate service and your customer's downtime is held to a minimum.

### Getting Results from Talented yet Challenging People

Presenter: Michelle Currie

Learn verbal and non-verbal skills to assist you in getting the best out of your people when they are being difficult. Identify what is blocking your talented people from performing up to your expectation and how to effectively remove those blocks to improve performance.

### Cashing In! Selling Your Company for Maximum Price

Presenter: Deborah L. Douglas

Learn about the important steps for building value, preparing for the sale, and cashing in at top dollar. The techniques can add 30 to 50 percent to the value achievable in a sale.

Registration Form

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Fee: \$79 ea./\$59 ea. when 3 or more are purchased

OSHA, DOT & Y-O-U \_\_\_\_\_

The ABCs of Employment Law \_\_\_\_\_

Spill Prevention Control & Countermeasure \_\_\_\_\_

Something NEAT for Dealers \_\_\_\_\_

Six Steps to Successful Planning \_\_\_\_\_

Getting What's Due \_\_\_\_\_

The Art of Merchandising \_\_\_\_\_

United WE Stand...Divided YOU Fall \_\_\_\_\_

Getting Results from Talented/Challenging \_\_\_\_\_

Cashing In! \_\_\_\_\_

Total Due \_\_\_\_\_

MasterCard  VISA  AMEX  Check

Card Number \_\_\_\_\_

Name \_\_\_\_\_ Exp Date \_\_\_\_\_



Send Registration Form To:

North American Equipment Dealers Assn.  
1195 Smizer Mill Rd  
Fenton, MO 63026  
636/349-5000

fax to:  
636/349-5443

or register on line:  
[www.naeda.com](http://www.naeda.com)  
Click on "Educational Services" &  
then "Knowledge Net E-Library"



## E-Seminars

## E-Library Catalog

These recordings are viewed on the Internet.  
To access recordings a PC with Internet  
connection, Windows Media Player  
(free download available) and speakers are  
needed. The URL address and password for  
each e-seminar will be sent by e-mail when  
registration is received. Unlimited access is  
permitted for 30 days.