

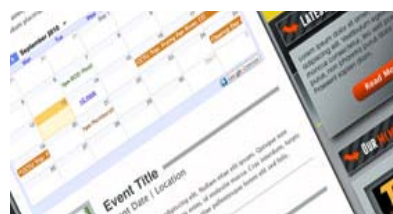
INSIDE...

Launch of New IEDA Website	1
What To Expect In Our Industry	2
Board of Directors	2
IEDA Member Spotlight	3
IEDA Across America & Canada...	4
New & Associate Member Highlights	5
First Look at 2011 Forecast	6
Member Testimonials	7
Membership Registration	8

Launch of New IEDA Website Offers Communication & Sales Tools to Members

The IEDA Board of Directors meets regularly to evaluate benefits the association currently extends exclusively to its members. **They work collectively to brainstorm about ways the IEDA can offer and provide useful tools that will aid in enhancing communication and networking among members, and ultimately increase sales.**

Each of the IEDA Board Members runs his own company and is aware that your biggest priority every day of the week is to move equipment. They are also aware of how much online technology has changed the landscape for buying and selling heavy equipment over the last few years. With this in mind, it was decided early in 2010 that the IEDA needed to embrace this shift in technology by redesigning the IEDA website. **The goal was to provide members with sales tools that would help them accomplish this very task – more communication among members and increased sales – at no charge!** The new site, www.iedagroup.com, positions the IEDA as a leader in the Heavy Equipment Industry and will assist in launching this sales tool that will aid members in growing their individual businesses.



The new IEDA website includes a social networking platform, similar to Facebook. **The purpose of the new IEDA site is to allow members the ability to quickly and easily list equipment they need to sell or want to buy.** Members will be able to list equipment for sale under the “For Sale” tab or under the “Want to Buy” tab when looking for equipment to purchase. IEDA members will receive email

updates of these postings daily to keep everyone in the loop.

Stay tuned as the new site is set to launch for member use in December. It will be a topic of discussion at the IEDA Annual Meeting in February, when the developer of the site joins us to discuss capability and usage.

The IEDA has been working with Nick Hoover, the owner of Niby Design Group, out of Denver Colorado - <http://www.nibydesigngroup.com>. Niby Design Group is a small graphic design firm that specializes in company branding and online marketing. They are a full service design shop that produces logos, web pages, and print materials.

HIGHLIGHTS OF THE SITE:

- Ability to post equipment you need to sell or want to buy quickly and easily at no charge
- Comment/respond quickly to listings publicly or privately
- Link to IEDAused.com from the new homepage to view member equipment listings
- Search the listing for equipment
- Customized profiles with company logos that link to member homepages
- Rotating banner ads
- Online events calendar
- Industry News



IEDA Thanks the October
2010 Newsletter Sponsor:
CTE

What to Expect In Our Industry over the Next Decade

Mascus USA - It is a slippery slope trying to predict market trends in this very volatile marketplace. The experts have some very specific ideas about what the next 10 years will look like. One thing we know for sure is that our world is constantly changing and sometimes, in order to succeed you need to make sure you are "in the right place at the right time". Everything from fluctuating global economies to natural catastrophes can affect the demand for heavy equipment.

Here are some of the predictions: Global construction output will grow 70% from its current level of \$ 7.5 billion to \$ 12.7 trillion by 2020, according to a new report by Global Construction Perspectives and Oxford Economics. The areas to watch are China, India, Asia-Pacific, Latin America, the Middle East, Africa and parts of Eastern Europe. Collectively, these areas are expected to grow as much as 110% or up to 7 billion dollars. As you can see, the opportunity is tremendous.*

The strongest growth in the emerging markets is expected to come from the Asia-Pacific region, with a 125% increase in construction output over the next ten years. India and China are expected to be the most dynamic markets and Oxford Economics says that by 2018, China will be the largest construction market in the world. By the year 2020, that market is expected to be worth US\$ 2.5 trillion at today's prices, representing 19.1% of total global output.*

In addition, there are activities happening every day all around the globe affecting heavy equipment demand, here are just a few:

- *Ethiopia should see construction start later this year on Africa's tallest building*
- *Brazil is holding the 2014 soccer World Cup as well as the 2016 Olympics*
- *Kuwait is building a 22 km long bridge which will connect Kuwait City with the development region of Subiyah*
- *Iraq-rebuilding after withdrawal of American Troops*
- *Saudi Arabia is building a high speed rail system*
- *800 million ADB loan to improve Kazakhstan's roads and boost regional trade*
- *Highway being built from Gebze to Izmir in Turkey 2011*

In order to compete in this global marketplace, we must stay on top of what is happening around the world, and adjust to fluctuations in our industry. As an Associate Member of the IEDA, Mascus.com hopes to bring you the global information and tools needed for you to succeed. We are honored to be of service to the IEDA and its members.

*Figures from Global Construction Perspectives and Oxford Economics as well as KHL publishing

Board of Directors

Ned Connolly, The Tractor Company, President
908-310-8020 • ned@thetractorcompany.com

Michel Cunningham, Excel Equipment, Past President
208-562-0096 • mike@excelequip.com

Jim Seale, Prima International, Vice President
315-446-3021 • jseale@primaintl.com

Jack Thomson, Thomson Equipment, Secretary
503-287-9000 • jack@thomsonequipment.com

Mark Dyer, Mega Machinery Inc., Treasurer
865-207-6342 • acatmantoo@aol.com

Kristen Williams, IEDA Executive Director
877-710-0995 • Kristen@iedagroup.com

Bo Ross, Ross Equipment Co., Director
813-657-9696 • boross@rossequipco.com

Dallas Kuhn, Kuhn Equipment Sales Co., Director
800-225-0623 • dallas@kuhnequipment.com

Jim Hills, Hills Machinery, Director
803.658.0200 • jhills@hillsmachinery.com

Chris Lohman, South Mountain Tractor Co., Director
(602) 363-2396 • southmountain@cox.net

Penn McMichael, Tar Heel Machinery, Board Member Elect •
336-510-4124 • penn@tarheelmachinery.com



At CTE, we provide exceptional value and legendary service while utilizing the highest possible ethical standards in all our business endeavors.

Construction Trucks & Equipment
Duncan Brazier
Phoenix, AZ • 602-443-8280
cotreq@gmail.com • www.cotreq.com

IEDA Member Spotlight



**IEDA Member since 2003
MARCEL EQUIPMENT LIMITED**

MARCEL EQUIPMENT LIMITED

1000 Progress Drive
London, Ontario . Canada

CONTACTS

Marcel LeHouillier, Owner
Richard LeHouillier, General Manager
John Stewart, Sales Manager

For 34 years, London-based Marcel Equipment Limited has provided thousands of customers worldwide with high quality used construction, landfill, mining and forestry machinery. Today, Marcel Equipment employs 24 skilled and knowledgeable people in its sales, service, parts and paint shop departments within 18,000 square feet of shop area. "We have a very good team of people who have been with the company for many years," says company owner and President Marcel LeHouillier.



"Most of our business is repeat. Because we stand by our products, people seem to come back again and again. Our name is on every piece of equipment that leaves our yard and we want every customer to be satisfied with their purchase."

- Marcel LeHouillier, Owner

Long-time employees like General Manager Richard LeHouillier and John Stewart, both former mechanics, strive to meet the equipment needs of customers in a comfortable and knowledgeable manner. "Richard and John know the equipment that we have for sale because they've actually been in the operator's seat and watched it being repaired in our shops," LeHouillier says. "They can explain to customers how the equipment was tested with our modern computerized diagnostic equipment and then repaired or rebuilt to the highest standards.

(Continued on page 7)



**IEDA Member since 2004
UCM, INC. & KOLORTRAX UNLIMITED**

UCM, INC. & KOLORTRAX UNLIMITED

P.O. Box 258
3280 Mulford Rd.
Mulberry, FL 33860

CONTACT:

Jamie Wurthmann, President
Phone: (863) 425-2960
E-mail: jamie@ucminc.net
Website: www.ucminc.net

Selling top quality construction equipment plus all types and sizes of water tankers all over the world are just two of the many incredible services offered by this 'one stop shop' in central Florida. In July 1993, Jamie Wurthmann and Dan Rife started UCM, Inc. and Kolor Trax Unlimited. Shortly after incorporation, they started construction of their "environmentally correct" paint facility that same year. Now, after 17 successful years in business, they have bought, sold and refurbished thousands of machines. Their satisfied customers consist of used equipment dealers, OEM equipment dealers, four of the top five international auction companies, as well as local, statewide, domestic and international contractors.

Jamie was born and raised in Lakeland, Florida. He obtained a degree in Business Administration with a major in Finance from Auburn University in 1988. In January 1989, Jamie began his career at Ring Power Corporation and in the summer of 1989, he married his high school sweetheart, Stacey. They have two great children, Lauren and Matthew.



Jamie left Ring Power in 1992 and gained some valuable sales experience in the medical supply field. Then in 1993, he teamed up with Rife and they started their used equipment business together. In 2004, Dan retired from the company and Jamie became the sole owner.

(Continued on page 7)

THE INDEPENDENT

IEDA Across America & Canada...

Advantage Construction Equipment & Parts, Inc. · Windermere, FL
Howard Abell

APCO Equipment
North Las Vegas, NV
John Carlino

Arrow-West Equipment Ltd.
Acheson, AB, Canada
Bill Briggs

Butch Frey Equipment
Archbold, OH
Roger Frey

C & K Equipment
Knoxville, TN
Keith Haynes

Central Atlanta Tractor
Austell, GA
Chuck Spooner / Marla Neise

Compaction Rentals
West Sacramento, CA
Craig Hobday

Construction Equipment Sales & Rental - Jackson, TN
David Moore

Construction Trucks & Equipment
Phoenix, AZ
Duncan Brazier

Ecco Equipment
Santa Ana, CA
David Schmid

Equipment Solutions
Bel Air, MD
George Angevine

Excel Equipment Co.
Boise, ID
Michel Cunningham

Frontline Heavy Equipment LLC
Danville, CA
Rob Nowacek

GDT Trading
Edmonton, AB, Canada
Dave Tallman

Global Equipment Services Inc.
Hobart, WA
Steve Dick

Hall Equipment
Pontoon Beach, IL
Greg Hall

Hayden Machinery & Parts, Inc.
Warrenton, MO
Justin Hayden

Headwater Equip Sales Ltd.
Lethbridge, AB, Canada
Matt Stringer

Hills Machinery Company LLC
Columbia, SC
Jim Hills

ICon Equipment, Inc.
Owego, NY
Peter Barillaro

Ideal Tractor Inc.
West Sacramento, CA
Ron Riemenschneider

Job Rentals and Sales LLC
Jeffersonville, IN
Kenny Acton

Korpan Tractor
Saskatoon, SK, Canada
Robert Korpan

Kuhn Equipment Sales Co.
Summerville, SC
Dallas Kuhn

Marcel Equipment Limited
London, ON, Canada
Marcel LeHouillier

Maxxim Rebuild Co., LLC
Wise, VA
David Mullins

McMillan Machinery Sales
Thomasville, GA
Tommy McMillan

Mega Machinery, Inc.
Knoxville, TN
Mark Dyer

Mico Cranes & Equipment,
Houston, TX
Samad Yazdani

Mico Machines
Orlando, FL
Asad Yazdani

Mideast Equipment Supply
West Springfield, MA
Youness Bakr

Mountain Equipment of Montana
Belgrade, MT
Steve Swan

Newman Tractor, LLC
Verona, KY
Rick Newman

Pacific Tri-Star
Farr West, UT
Rob Gibb

PacWest Trading
Mesa, AZ
Jim Maetzold

Peps Equipment
San Jacinto, CA
Jennifer Pokrajac

Performance Equipment
Erie, CO
Donnie Fetters

Power Motive Corp.
Denver, CO
Richard Hill

Prima International Trading
Fayetteville, NY
Jim Seale

Ross Equipment Co., LLC
Valrico, FL
Bo Ross

South Mountain Tractor
Phoenix, AZ
Chris Lohman

Southwestern Machinery
Port St. Lucie, FL
George Elkins

Star Tractor, Ltd.
Ft. Worth, TX
Don Larson

Sound Heavy Machinery
Wilmington, NC
Asher Brinson/Mark Bobo

T-K-O Equipment Co.
Irving, TX
Marlin Smith

Tar Heel Machinery
Reidsville, NC
Penn McMichael

Trophy Tractor
Grand Prairie, TX
Jeff Miller

The Tractor Company
West Virginia
Ned Connolly / Joe Ison

Thomson Equipment Co.
Portland, OR
Jack Thomson

UCM Inc.
Mulberry, FL
Jamie Wurthmann

United Equipment Company
Turlock, CA
Mitch Logsdon

USA Machinery
Marietta, GA
Buzzy Keith

Woods Equipment
Nashville, TN
Bill Woods

World Tractor & Equipment Co.
Charlotte, NC
Richard Stidham

Worldwide Machinery
Channelview, TX
Adam Greenberg

ASSOCIATE MEMBERS

Ground Clearance LLC
Lincoln, NE
Sue McKee

Hansen Shipping Agency & Parts, Inc.
Marietta, GA
David Smith

IronPlanet
Pleasanton, CA
Regina Market

Machinery Trader
Lincoln, NE
Chuck Lewis

Mascus USA
Tampa, FL
Diane Ghiglietti

Rock & Dirt
Crossville, TN
Mike Stone

Uni International
St. Petersburg, FL
Joseph Schulte

New Member Highlights...



Sound Heavy Machinery
Asher Brinson/ Mark Bobo

2840 South College Road, #337
Wilmington, NC 28412
Phone: 919-880-3225

www.soundheavymachinery.com
brinson@soundheavymachinery.com
bobo@soundheavymachinery.com



Mico Cranes & Equipment Inc.
Samad Yazdani

12025 Richmond Ave. #13301
Houston, TX 77082
Phone: 281-751-8838

www.micocranes.com
sam@micocrane.com



Trophy Tractor, INC.
Jeff Miller

602 Wildlife Blvd.
Grand Prairie, TX 75050

Phone: (972) 264-6700
Fax: (972) 264-6720

www.trophytractor.com

Associate Member...



MASCUS USA
Diane Ghiglietti
Vice President of Sales

877-7-MASCUS
www.us.mascus.com
diane@us.mascus.com

The Global Marketplace for Used Heavy Equipment & Machinery

- Member Only 3 Month Trial Pricing
- Discounted IEDA Rate Card
- Your ads displayed in over 30 countries
- Your ads translated into 35 languages
- Your logo on ad within search results
- Statistics feature showing you number of views on each piece of equipment
- Link to your website on all of your ads
- 6 photos per listing
- Automated Inventory Integration
- ... and much more!

Mascus.com is an online classified vertical for used heavy machines and trucks. Mascus operates in six sectors: Transportation Vehicles, Forklifts, Agriculture, Construction, Grounds Care and Forestry Machines. Currently, there are over 120,000 units worth \$4.46 Billion USD from dealers from 32 countries and the marketplace operates in 33 different languages. In addition, Mascus is the owner of a heavy machinery directory called Mascus Locator. Mascus gives sellers and buyers of heavy equipment the opportunity to trade used machines and trucks locally and internationally and advertise their business in worldwide heavy industry directory.

First Look At 2011 Forecast

Manfredi & Associates, October 2010 – We have been closely following the major manufacturers' second quarter results and have been talking to suppliers as well as distributors in an attempt to figure out where the market is at and where it is headed. The second quarter results for the major manufacturers have all been very positive. We expected top line revenues to be up this year, but not as much as they are. For example, Volvo's North American second quarter 2010 revenues were up 9%, but overall their business was up 67%, driven mostly by robust markets in the so-called BRIC countries (Brazil, Russia, India and China). Caterpillar's second quarter was up 31%, due in part to BRIC revenues increases, but also due to a 43% increase in its North American revenues. In addition, the company released its dealer survey results that indicate their retail deliveries are up 38% in the May/June/July period compared with the same time in 2009. Deere's construction and forestry equipment business reported a 3rd quarter (through July) revenue gain of 59%. The public rental companies, in their 2010 second quarter results announcements, are still reporting revenue declines; interestingly however, they have begun to buy new machinery, which we believe is pumping up manufacturer's U.S. sales. Deere is rumored to be aggressively selling to the rental companies.

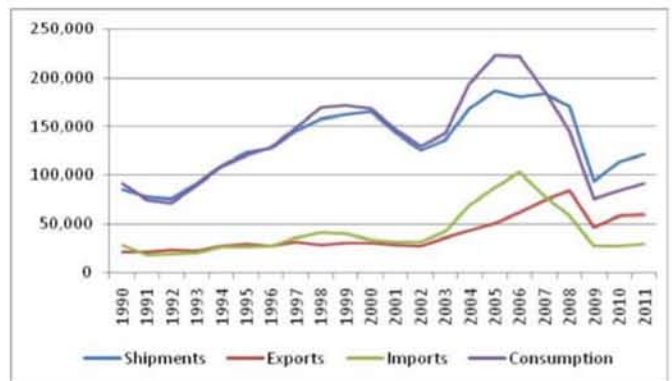
There appears to be a disconnect between the manufacturer results, which we can only describe as spectacular, with the economic news that can best be described as anemic. Second quarter U.S. GDP was up only 1.9%. Housing starts are still at their lowest level in decades and with housing permits (a leading indicator of starts) declining, it is unlikely that starts will improve this year and may take another 12 months before they pass the one million unit mark. Non-residential construction, a major leading indicator for rental companies, is predicted to decline 11% for the third year in a row. Heavy construction hasn't responded to the government's stimulus program. In fact, the stimulus program is a big disappointment for the machinery industry. The bright spot in the North American market is mining. Order backlogs for mining equipment are still growing. For example, Caterpillar is sold out for this year for the mining trucks it builds in Decatur, Illinois.

So, what's going on? We believe we are at the bottom of the current demand cycle in North America. There are four clear signs of improvement. First, manufacturers are reporting that their parts sales have increased for the first six months of 2010 by as much as 20% compared with the same period last year. Increasing parts sales usually indicate that equipment owners are reactivating their idle fleets. It is usually the first indication that markets are improving. Second, distributor inventories are at an all time low. Our market channel checks indicate that distributors are adding small and medium sized machines to replenish their depleted inventories.

Third, we believe that rental companies and some of the more sophisticated equipment owners (those that own large fleets) are buying Tier III-equipped machines ahead of the interim Tier IV equipped machines that will begin hitting the market in January 2011. Fourth, their customers have increased the amount of equipment they are renting with rental-purchase-options (RPO) transactions. In fact, we believe that most of the reported surge in retail sales demand is for RPOs. Therefore, dealers and manufacturers will not know whether the current demand improvements are permanent until the RPOs are converted to sales at the end of December.

Although the percent changes for the combined 2010/2011 period is good (up 20% overall), readers should note that U.S. retail sales are between 65% and 70% below the 2005/2006 peak. The 20% market improvement in the 2010/2011 period will bring total industry demand back to the level experienced in 1993.

U.S. Construction Machinery Retail Sales (units)



2011 IEDA MEET & GREET

Monday, February 14th
5pm – 7pm
Radisson Celebration, Orlando
Join us!

(Continued from page 3)

They have a great problem-solving approach and will try to help our customers any way they can." Visitors to the company's yard at 1000 Progress Dr., London, Ontario, can view dozens of pre-owned reconditioned machines including compactors, dozers, loaders, excavators, articulated trucks and scrapers.

Marcel Equipment has earned a solid reputation for always being honest and straightforward; this reputation has become known across the globe as the company has sold equipment to customers on all five continents and has purchased equipment all over the world.

Looking back over the last 34 years, the personable and friendly LeHouillier says he's proud of how the company has grown and is very thankful to his customers who have supported his business over the years. As for the future, the company will continue to provide the level of service and quality equipment that has gone hand-in-hand with the Marcel Equipment name since day one.

Member Testimonials

"Through the IEDA, we develop relationships with other companies in our industry that practice the same ethical business standards as we do. This provides us with the comfort of knowing who we are dealing with and helps us to form new relationships based on similar business practices. We are proud to be part of a unified voice that promotes the group interests."

**John Stewart,
Sales Manager, Marcel Equipment Limited**

South Mountain Tractor joined the IEDA because it wanted to associate and trade with other professionals having the same high degree of ethics and knowledge. Transacting with other IEDA members lowers costs by reducing the considerable risks involved in the industry.

Being able to sit on the board of the IEDA is an honor. It presents an opportunity work with other serious minded individuals to continue to define the standards we use to do business and to help design practices that can make us more effective professionals trading Heavy Equipment moving forward.

Large Corporations in our industry have attempted to use their expertise, size, and monopolistic practices to erode the Independent's market share. Further, the new breed of unethical and unprofessional brokers and dealers has cost the Independent a great deal of credibility and therefore opportunities. In order to contest these challenges and to grow our collective businesses, the IEDA is working to design better practices to allow for more efficient transactions and additional opportunities. It continues to be a knowledge base for information pertinent to decision making, and is organizing more networking events to aid in the sharing of ideas and the fostering of business relationships. Moving into the future we will need all the resources available to us to grow, and the IEDA will be there to provide the tools.

**Chris Lohman,
South Mountain Tractor**

(Continued from page 3)

Today, the five acre facility located in Mulberry, Florida includes:

- Sales offices
- Equipment yard
- Welding and mechanical shops
- Full service refurbishing facility "Kolor Trax Unlimited" with a state approved environmentally safe 20' x 50' paint booth
- 5,000 square-foot building which houses a closed wash rack system
- Enclosed sand blast room and two prep bays

They truly CAN accommodate all your refurbishing needs for just about any make, model or sized machines or equipment!

Wurthmann says, "The refurbishing and paint business compliments the equipment sales business and vice versa." When asked what the most important part of his business is, Jamie responds, "My employees" and then continues, "and of course customer service is very important as well!" All of his employees are very professional and taking care of your needs is their specialty.

UCM Inc. buys and sells high quality used construction equipment of all makes and models. Do you have equipment for sale? UCM Inc. can buy one piece or an entire package! They are also a licensed vehicle dealer in the state of Florida so they can buy and sell all types of on road vehicles as well! Need a water tanker? If they don't have what you need in stock, Jamie's shop can manufacture a water tank to fit your specific needs on your truck or scraper! Call today for assistance.



PO Box 403 • Victor • NY • 14564



MEMBERSHIP REGISTRATION FORM

FAX APPLICATION TO: 585-486-3484

Company Name _____

Principal Contact _____ Title _____

Mailing Address _____ Shipping Address (if different) _____

Main Phone # _____ Main Fax # _____

Website _____ Email Address _____

U.S. Membership Dues (Please check one)

Membership Type	Dues Per Annum
Regular	\$1000 <input type="radio"/>
Associate	\$1500 <input type="radio"/>
International	\$1000 <input type="radio"/>

Please enclose check made payable to the IEDA. Mail to: PO BOX 403, Victor, NY 14564

We hereby apply for membership in the Independent Equipment Dealers Association. We enclosed a check for one full year's membership dues in accordance with the schedule above.

Name (print) _____

Title _____

Signature _____

Date _____