



Formed in September 1991, the Midwest Equipment Dealers Association (MEDA), Inc. is the result of the merger of the Illinois Retail Farm Equipment Association and the Wisconsin Farm Equipment Association, which was founded over a century ago. MEDA represents and serves 325 agricultural, industrial-construction, dairy and farmstead mechanization, and outdoor power equipment dealers in Illinois and Wisconsin.

MEDA is a membership organization whose primary objective is to encourage, improve, promote and maintain harmonious relations between dealer-members, the manufacturers and wholesalers; and to provide proper business and legal information to dealer-members, so that through better business practices, they can best serve their agricultural customers and the agricultural equipment industry.

MEDA is one of 16 associations in the U.S. and Canada affiliated with the North American Equipment Dealers Association in St. Louis, Missouri. The Board of Directors is comprised of ten officers and directors from Illinois and Wisconsin dealerships.

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Service Motor Company
Dale, WI

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Vice President
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Waupun, WI

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Baribeau Implement Co. Inc.
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Lindstrom Equipment, Inc.
Mondovi, WI

Patty Williams

NAEDA OPE Director

Mark Williams Outdoor Equipment, Inc.
Murphyboro, IL

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