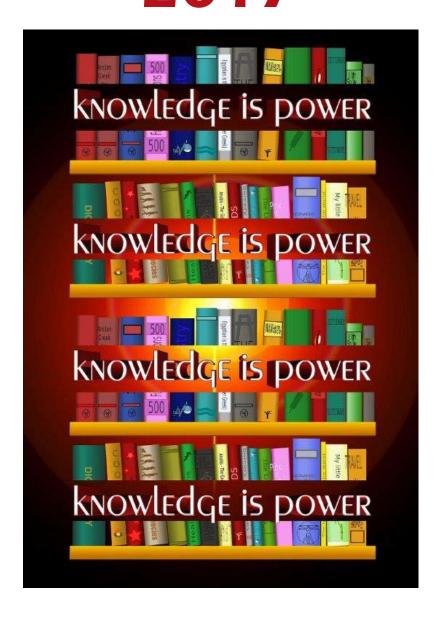


SUMMER 2017 VOL. 27, NO. 2

Congratulations 2017

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From the President's Pen...



Hello everyone!

Summer is definitely here in the plains! The heat, the storms ... the harvest and the fun ... this time of year is probably my favorite. Well, except for the heat ... and maybe the storms. But aside from that it's probably my favorite ... maybe right behind spring. ... or fall. But I definitely like it better than winter!



Just kidding I do like summer. The sounds and smells of all the various farming activities that are going on right now just have a calming effect and bring back some wonderful memories. Memories of days of field prep and planting; and of driving truck on a custom harvest crew ... all of those things that are now lost to time. Except for my memories.

ANYWAY ... This issue of the *Bulletin* is our annual Scholarship issue! And we are pleased and proud to be able to award these scholarships again this year. It's a lot of work for the committee but, hopefully, they are making a positive contribution to these young people's lives. If you or one of your children have received a scholarship from us in the past, why not drop us a note and let us know where they are and what they are doing. We love reading their stories! And before I forget, please thank the committee members if you

get the chance: Carol Russell, Linda Benton, Brian Kitch and Paul Dyke (Eric Shaul stepped aside for this year as he had a potential conflict). They did a bang-up job this year, once again!

In response to input received at the January meeting, we will be publishing a listing of the member benefits that we offer in the *Bulletin* each quarter, as a visual reminder for all our members. You can also view this information on our website at http://www.ntpda.com/member-benefits.cfm. If you have any questions concerning any of these, please feel free to contact us. Additionally, we are looking at several different potential new benefits to add to our offering. If there is something that you would like to have, please let one of the board members know and we'll try to look into it for you.

To close this out (my last edition was a little long), I'd like to remind everyone that the dates for the 2018 Conference and Trade Show in Corpus Christi, TX are Jan 17-19, 2018. Please mark your calendars now and make plans to attend.

Thank you all for your membership in, and your continued support of, the association. Please feel free to contact me at any time, if you have any suggestions or questions.

Doug



NTPDA Membership Benefits

Annual Conference and Trade Show – Held in January each year, our annual conference and trade show allows you to see what's new, immerse yourself in industry intelligence and network with like-minded professionals. In addition to this, we provide customized training sessions for owners, managers and counter professionals. Mark your calendar for the 2018 Conference and Trade Show to be held at Omni Hotel in Corpus Christi - January 17-19.

ARAMARK Uniform Services - NTPDA and ARAMARK have worked together to provide a Preferred Supplier program that's right for you. Enjoy the large variety of products and national discounted rates on everything you need to outfit your location - from uniforms and jackets to mats, towels, mops and restroom supply services.

Bank Card Processing Discount – Receive special rates for MasterCard and Visa through Wells Fargo

Cabela's Discount - our partnership with Cabela's allows Individual Discounts of 10% on gift cards, Corporate Discounts of 5-10% on general merchandise and 15-20% on Cabela's branded merchandise. NTPDA Members can also leverage this benefit to order their own company-branded apparel with no set-up fee.

Discounted forms and supplies through Iowa-Nebraska Equipment Dealers Association, Inc. (I-NEDA).

DLS Worldwide - Specializes in the expedited movement of new, used and remanufactured parts and equipment throughout the lower 48 and both to and from Canada. Their online logistics platform provides you instant access to the industries best rate from over 100 LTL (freight) carriers with nationwide range and reach and special concessions have been negotiated for NTPDA members.

ENET or TELEQUIP Discount — Members receive a \$25.00 monthly discount on ENET or TELEQUIP level 1 or 2 service through Allied Information Networks. NOTE: The \$25.00 monthly discount equals a \$300.00 per year savings that comes very close to offsetting the \$400.00 per year membership dues.

Exclusive NTPDA Worldwide Travel Discount Program -

Members receive exclusive discounts as high as 50% and averaging 10-20% savings below market on all hotels and car rental suppliers around the world. We provide the best inventory, availability and rate-type options. Any hotel, any car, anytime, anywhere.

Heartland Ovation Payroll - is the 3rd largest payroll provider in the country with many unique advantages to small and medium size business owners. They have over 10 years experience serving over 30,000 business owners. Ovation Payroll is designed for employers who need to outsource their payroll processing cost effectively, it's a single point of contact that understands your business and answers all of your payroll questions, it's a secure and flexible solution that allows you to process your payroll anytime from anywhere, and they have a UNIQUE 3-year NO Price Increase Guarantee so you can budget your costs every year.

Hertz Member Savings – Hertz Member Savings card contains discounts for NTPDA members to use at participating Hertz locations in the U.S. and around the world.

NTPDA Ad Incentive – Receive up to \$300 credit annually if using member designated NTPDA logo in your ad copy. Each time you include the NTPDA logo in any of your ads (excluding the NTPDA *Bulletin*) you will receive a \$25 credit with a limit of \$300 per year. All you need to do is send us a copy of the tear sheet showing publication and date. If those are not present on the tear sheet with the ad, then include a copy of the invoice. We will keep a tally sheet of each time you include the logo and at the end of the year we will send you a check.

NTPDA *Bulletin* – Members receive very favorable advertising rates in the *Bulletin*. Our quarterly publication is circulated to tractor parts dealers throughout the United States and Canada. It is also posted on our website now to maximize your advertising exposure!

NTPDA Library - Management tools for your business. Includes: The Social Media Bible, Embracing Change, Creating Customer Satisfaction, The Facebook Era, Measure What Matters, An Hour A Day Collection: Social Media Marketing, YouTube and Video Marketing, Facebook Marketing, Twitter Marketing, and LinkedIn Marketing, Forklift Training Program, Financial Analysis, Understanding Financial Statements, Making Work Work, and Web Copy That Sells. Contact the NTPDA office to check out material

NTPDA Member Referral Program – This program could ultimately pay for your annual membership dues. All you have to do is refer a new member to us and your membership dues for the following year are waived. It is that easy!

Continued next page

Message from Phyllis



Happy Summer to all of you! I'm not sure how happy some of you are....we have been especially hot in Texas. As I write this on a very hot June evening (it's 95 degrees)...I see that tomorrow the high is 109 degrees. I love warm weather but this is crazy!

As always...the second quarterly *Bulletin* highlights our scholarship recipients. We are proud to introduce these amazing young men and women to you. We wish them the very best in their future endeavors. And...as Doug stated in his President's Pen a big thank you for our Scholarship Committee for volunteering their time and expertise and helping to make it all come together. And...a huge thank you to Kim Carroll. She receives all the scholarships, logs them in and gets them to the Committee. She then notifies

the scholarship recipients as well as their sponsoring member. It's a huge joint effort and it couldn't be done without her help. Thanks, Kim!

Our Summer Board Meeting will be held in Corpus Christi this year...as well as our Conference and Trade Show in January. The staff and board of directors are researching speakers for January and in our next *Bulletin* we will present some of these speakers to you. Please mark your calendars for Corpus next January.

I hope everyone has a wonderful summer! Stay cool and stay hydrated!

Phyllis

Benefits continued

NTPDA Parts Database – Regular members can network together through the parts database. Individually no one dealer can carry every part for every customer, but as a group, NTPDA members are able to supply customers with an almost endless supply of new, used and rebuilt parts. Allied Information Networks has helped us in this endeavor by creating a database of the NTPDA members' inventories.

NTPDA Scholarship Program – The NTPDA Scholarship Program is offered each year to children of NTPDA members and their employees who will be full-time students at an accredited college or university in the next academic year. This is open to all members and the value of the scholarship is \$1,000. Applications are available the first of February and are due the middle of March.

NTPDA Website Listing – We receive many unique visitors to the NTPDA site on a monthly basis. Members are arranged by State/Province and the company name, contact information, link to your website, and listing of your products/services is provided for visitors of our site to see. It is a form of year-round advertising for you and your company.

Office Depot Partner Program - NTPDA members save 10% off the web price on more than 30,000 office supplies through the Office Depot Partner Program. Helping you save while working better in your office, home, school, or car.

SAV Transportation Group - SAV is a 3rd Party Logistics Company that provides a variety of domestic and international freight services. When you enroll in this benefit you'll gain

online access to SAV's Virtual Shipping Assistant which provides preferred rates from nearly fifty qualified carriers providing nationwide range and reach. NTPDA members are using SAV to move full truckload, partial truckload, less-than-truck load (LTL), flatbed and specialty shipments.

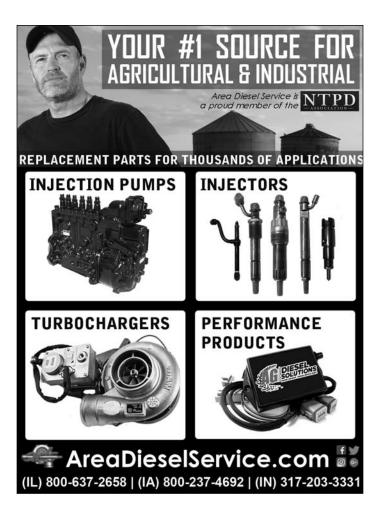
SAV Full Coverage Freight Insurance - SAV has also arranged a full-coverage zero-deductible insurance option for new, used and remanufactured parts. NTPDA members are exercising this benefit on high value replacement parts and claims are resolved (at full replacement value) in two weeks or less. Contact Mike Helseth at 763-489-4208 or at mikeh@savtrans.com to enroll.

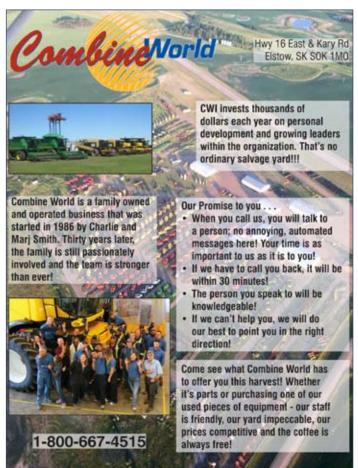
YRC Discount – Lower costs and increase margins when you ship with YRC, the heavyweight expert with the most comprehensive network. As a benefit of your NTPDA membership, you receive large discount on qualifying less-thantruckload (LTL) shipments. YRC offers flexible, efficient solutions, including comprehensive domestic and North American coverage with a full suite of guaranteed, expedited, exhibit, and custom services. More customers rely on YRC than any other provider.

As you can see...your membership investment offers your company some handsome returns. We invite you to call or write for more information.

Contact Us

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Recruiting and Retaining Members

By Michael Libbie

Over the weekend several of us were talking about membership, the life-blood of any organization including the National Tractor Parts Dealer Association. It came to us that there are three things any organization must do to recruit and retain members:

- ◆ Let Prospective Members Know You Exist
- ◆ Provide Value for Membership
- ◆ Ask

Of the three, NTPDA does a bang up job of providing members with value. Our website lists nearly two-dozen benefits. We also are pretty good at providing an opportunity to network, sell and learn during our Annual Conference and Trade Show. And, we're always here to help boost our members through our social media efforts.

Where we fall down a bit is in letting prospective members know we exist, sharing the benefits and making them ask. Sure, we share information among our existing members through a wide variety of means from blogging to emails to the quarterly NTPDA *Bulletin*. But, that is sort of like an echo chamber...we're talking among ourselves. For retention that is important but what about...growth?

The former Membership Committee had some ideas including outreach efforts, inviting potential members to our Annual Conference and reducing first year dues. Maybe it's time to ramp up the "Idea Machine" again...

Or what if each of us asked another supplier or a competitor to join our ranks. If we all committed to asking one additional person or company to join us, and clearly laid out the case for value, we could double our membership by January.

Perhaps it's something to ponder but more importantly iust...do.





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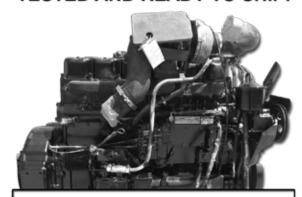
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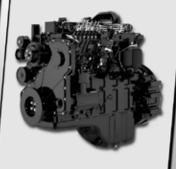
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2018 Trade Show Speakers

We're happy to announce that we have two very knowledgeable, interesting and exciting speakers joining us in Corpus. Back by popular demand is Ms. Crystal Washington whom many of you met in San Antonio. Crystal will expound on her expertise in Social Media. Bring your questions and be well entertained! Also, joining us for the first time is Mr. Richard Flint. As one of America's top personal development speakers and coaches, Richard Flint speaks over 175 times per year in the areas of Leadership, Sales, Customer Care and Self Development. Richard has been successfully mentoring and quietly helping professional organizations, large and small businesses and individuals for over 30 years. Mr. Flint will bring a dynamic presentation to our Thursday meeting as well as a powerful keynote address on Friday. We are also working on a number of other speakers so be sure and check out the next quarterly Bulletin for more information and added speakers!

Crystal Washington was recently accepted into the Certified Speaking Professional (CSP) class of 2017 in the National Speaker's Association. Only about 12% of the 5,000+ speakers worldwide currently hold this professional designation. CSP designation recognizes Crystal as one of the best in her field! Congratulations Crystal...we look forward to seeing and listening to you again at our annual conference and trade show in Corpus Christi 2018!

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NTPD SCHOLARSHIPS

Thanks to everyone involved in awarding the scholarships to a very deserving group of young people. The NTPDA board of directors would like to thank the committee members for their time and commitment to work through all of the applications and award the scholarships: Carol Russell (Abilene Machine), Brian Kitch (Bates

Academic Year 2017-18

Corp.), Linda Benton (Southeast Tractor Parts, Inc.) and Paul Dyke (All States Ag Parts). This year we want to thank the presenting companies for contributing \$250 toward the \$1,000 awarded to these recipients. We sincerely appreciate everyone involved. Also a special thanks to Kim Carroll who made sure all the applications were complete, in order and were sent to all appropriate committee members in a timely manner. We hope you enjoy this section of the *Bulletin*.



WAGGONER Washington University/ St. Louis Degree: Business Sponsoring Member: TEMCO H-M Parts Co. Parents: Robert & Julia Waggoner

ELIZABETH



JAMIN MANUS Hawkeye Community College Degree: Agriculture **Business Management** Sponsoring Member: A & I Products Parents: Dan & Sherry Manus



DOREA LAUER Fox Valley Technical College Degree: Associates Sponsoring Member: All States Ag Parts Parents: Peter Lauer and Wendy Lauer

I want to thank you all greatly for the generosity of this association to have provided me with the assistance I need to make my college education possible. Thank you warmly for your continuation to my education.



BLANKESPOOR St. Luke's College Degree: Nursing Sponsoring Member: A & I Products Parents: Loren & Phyllis Blankespoor

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ALEXIS FABIAN

University of Northern Iowa Degree: Education Sponsoring Member: Worthington Ag Parts Parents: Derrick & Jessica Rohe

Press Release:

The National Tractor Parts Dealer Association is a trade association serving the agricultural and industrial industries with members throughout the United States, Canada, U.K., India, Turkey and Taiwan. The NTPDA awards scholarships yearly to members, members' employees and their families based on academic achievement, extra-curricular and community activities, and leadership abilities. Alexis has demonstrated outstanding qualities in each of these areas, and the NTPDA is very pleased to have presented her with this scholarship. Her sponsor is Worthington Ag Parts.



Millersville University
Degree: Business Administration and Management
Sponsoring Member: Hoober, Inc.
Parents: Ed & Rhonda Good

MATTHEW KENNEDY

Indiana Purdue Fort Wayne
Degree: Civil Engineering
Sponsoring Member: TTP-Diesel Power & Machine

Parents: Kevin Kennedy and Melanie Kennedy



LEXEE LEMLER

Manchester University
Degree: Doctor of Pharmacy
Sponsoring Member: Bates Corporation
Parents: Zak & Tracy Lemler

"What comes easy won't last. What lasts won't come easy."

Greetings from

Greasy Girl

By Terri Stevens

Happy Summer to you all! The other day my insurance man came by and instructed us to watch a video about cell phones while you are driving. I

had all of my staff watch it.

We used to be worried about drunk drivers, now we have to worry about people talking on the phone and texting while they are driving. I thought... Oh my, every time I get in my car I talk on my phone. I don't text because I



can't and drive but I certainly talk. I am telling all of you this because I want you to think about it. For many years we lived without driving and talking on the phone at the same time. We survived and did just fine. There is usually nothing so important that you need to risk the lives of others and yourself.

It is a distraction and if you are distracted it only takes about 5 seconds of looking away from the road to have a serious accident. The insurance video said that 60% of the wrecks are because of distracted drivers. I am challenging all of you to put your phone up while driving and just focus on driving. Imagine that, just focusing on driving. Also what we do for a living is dangerous enough hauling dead tractors and equipment. Please go over this with your staff and make sure that they are following the rules. The video said to pull over to answer your phone or wait until you get to where you are going and then talk on the phone. I know these are not new ideas to any of you but as for me it helped me to have the reminder of what is truly important. When you are driving JUST DRIVE!!!

So as we all are on the road for summer vacation and to attend the summer board meeting please be safe.

Blessings

Greasy

A BIG THANK YOU to all of you who contributed to our St. Jude fund raiser this year! We are so grateful to all of you that participated and our contribution will continue to support the children of St. Jude Children's Hospital. And...I think we all have a lot of fun doing it!



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Beware of the Grandparent \$cam

by Sandy Niemann

It's always pleasant when a grandchild calls to talk . . .

So pleasant, in fact, that one may not question whether it is actually the grandchild calling or someone *pretending* to be the grandchild. In a friend's case, such a call almost cost him a large sum of money. I say "almost" because, fortunately, when he went to the bank to withdraw and wire the money to his "grandson" who desperately needed financial help, personnel at the bank talked him into checking the veracity of the monetary request. The call turned out to be a scam.

My friend said, "It sounded just like my grandson. He said he was in Canada and had been arrested because drugs were found in his rental car. He said the drugs must have been left there by a previous renter. I even talked to the lawyer in charge of his case."

But it was all fake. The "grandson," the "arrest," and the "lawyer" were all part of an attempt to take advantage of a grandpa's vulnerability.

This incident made a lasting impression on me. I told our family about it and suggested that we choose a "code word" in case of a real emergency that would require an outlay of money. That "code word" was chosen and is now familiar to my grandchildren.

One morning, only days after choosing our code word, my home phone rang. When I answered, a young man's voice said, "Hi Grandma." Though I didn't recognize the voice, I didn't immediately discount the call. I answered, somewhat cautiously, "Hi, how are you doing?" What followed was a very interesting conversation – especially since I was already on alert.

First, the young man begged me to keep his call confidential because he was so humiliated at what was happening to him. He explained that his voice might not sound right because he was coming down with the flu. I asked, "Which grandson is this?" The quick answer was, "Your oldest." At this point, I was certain the call was a scam. I didn't bother asking for the code word because I wanted to see what would happen.

My "grandson" told me that he had been with a friend in a borrowed car. Neither he nor his friend was feeling well and they were going to a pharmacy to get some cold medicine. His friend, distracted by coughing, ran a stop sign and was stopped by a patrolman. A "canine officer" alerted at the trunk of the car; the patrolman opened the trunk and found marijuana. Although the boys were completely innocent, they were arrested and taken to a "holding cell." They were allowed only one phone call and my "grandson" chose me, the one person he knew he could depend on.

Now I have a confession; I have a mean streak. So I decided to play along with this total stranger.

I sympathized and assured my "grandson" that I would



help in any way I could. He was so grateful that he told me he would start calling and coming to see me more often. In response, I tearfully assured him that, together, we would get through this crisis. It was sort of touching how loving we both were just then. I was sobbing so hard I could hardly talk. He said he would put his lawyer on the phone so I said an emotional goodbye to him.

The "lawyer" told me a hearing was to take place in two hours so there was no time to send money for bail. But he had a solution. I was to go to a retail store and buy a gift card; I was to use my credit card to put a specified amount of money on the gift card. Then I was to immediately go outside the store and scratch off the code on the back of the card. He would then call me on my cell phone, I would give him the code and he would use that money to post bail for my grandson. I regretfully told the "lawyer" that I had lost my cell phone the day before. He was so excited about my willingness to help that he gave me a phone number where I could reach him.

As soon as I hung up, I called our local police, told them about the call, and gave them the phone number I had been given by the "lawyer." Their response was disappointing but understandable. The number was in Canada, the scam is rampant and they could really do nothing about it. The number I was given would be a "throw-away" phone and by the time they traced it, it would no longer be in service. They congratulated me on recognizing the scam and suggested that I spread the word. So, that's what I'm doing.

If the caller had not gotten the desired response from me, he would have simply hung up and called the next elderly person on his list. Eventually someone, like my friend, would believe they were talking to a beloved grandchild and scramble to make things better.

Recently I read a news story about a grandma who went to Target to buy gift cards worth thousands of dollars. Employees there realized she was being scammed and convinced her to investigate further. They were subsequently honored for their quick thinking and preventing the grandma from losing a lot of money.

I doubt my scammer will call me again but it might be interesting to hear from him. We sort of bonded over the crisis we faced together.

Wanna Win A Cabela's Gift Card?

We would love for any of our members to write an article for us to include in the *Bulletin*.

Or send us an article that you've read that you think the membership might be interested in. If you write an article or send us an article that we use we'll send you a \$50 Cabela's gift card.



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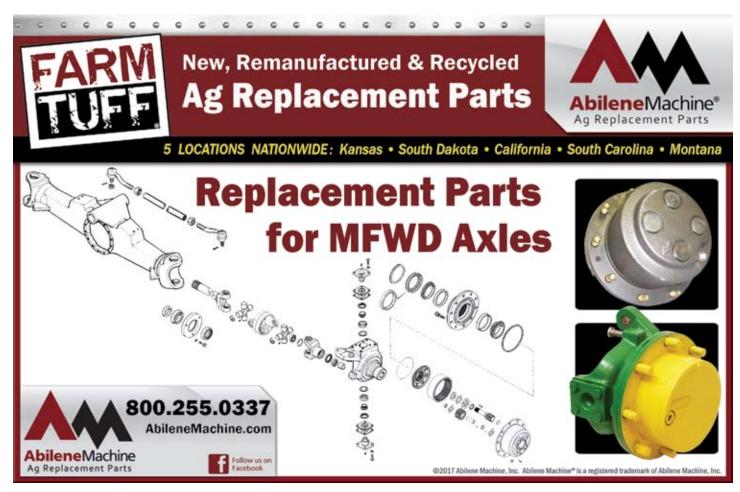


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About Our Members





Draper Tractor Parts shuts their doors after 57 years.



We received an email from Scott & Laura saying that after 57 years they have decided to close their store. There were a variety of reasons for making this difficult decision and both are moving on to other jobs. Scott said that they will continue to farm as long as they are physically able.

"We have enjoyed getting to know the folks in the Association who we once considered 'the competition' but became our friends. I especially enjoyed being on the board for a few years and enjoyed the travel and visiting other yards. We may drop in occasionally on a few of you in our travels as we have done in the past. Please visit us if you are in the Pacific Northwest."

We wish Scott and Laura the best in their future adventures.



Congratulations to Fawcett Tractor on their 40th anniversary!

1977-2017

We hope you have a banner year!

In Memory

One of our own, Mr. Billy Fowler of Broke F Farm Supply passed away recently. Billy and his wife Karen have been long-time members of NTPDA. We extend our condolences to Karen and the entire Fowler family.

Hear NTPDA + Jamily,
Thank you for the beautiful floral
arrangement in honor of Billy,
I can't thank everyone enough for
all of the flowers, Cards + Calls!
I'm going to miss him so much.
Breaks my Reat. So glad he was
older to go to the convention this year!
Karen, Amber, Buy, Taylor, Tanner
Billy (son), Denise + Massie.

Sympathy

Sympathy is extended to the Kendall Jensen Family (TR Salvage) on the recent passing of Kendall's mom, Ina Jensen. Our thoughts and prayers are with the Jensen family.

We would like to increase the information on our "Members Page." This is more like a personal information page among members. New grandchild, wedding, anniversary, etc. Send it to us...we love hearing from you!





Farmers Shop Year Round

80% of equipment purchases are made 11 months of the year.

Buckner, Ky. — April 5, 2017 — When asked about tractor or combine purchases, 20% of farmers reported that they made their equipment purchases in December, according to the Beyond Price study commissioned by Fastline Media Group and conducted by Jefferson Davis & Associates.

The 600 survey respondents were a representative group of active U.S. farmers who had purchased a large piece of equipment directly from an equipment dealership within the previous 24 months. Nearly half of the farmers, about 45%, said the actual purchase process is condensed into

one or two months, while 52% indicated they are "always looking" for equipment.

The survey revealed several other factors in dealership loyalty and purchase decision making. Learn what those essential factors are and how to leverage them within your dealership in the Beyond Price Whitepaper at:

www.FastlineMediaGroup.com/Resources

or request the full and complete data set including regional breakdown, specific responses and more.





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IHS3698 6-volt & 12-volt LED lamp only fits Cub, Cub Lo-boy, H, I4, I6, I9, M, O4, O6, Super A, Super C, Super H, Super M, Super MTA, Super W4, Super W6, Super W6TA, Super W9, W4, W400, W450, W6, W6TA, W9, 100, 130, 200, 230, 300, 330, 350, 400, 450 (All with flat back lights)

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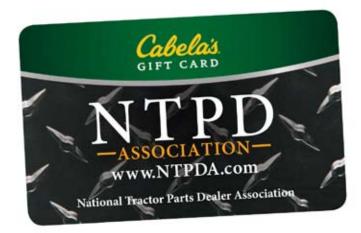
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