



# **BULLETIN**

## **NATIONAL TRACTOR PARTS DEALER ASSOCIATION**

"USED, REBUILT AND NEW AGRICULTURAL AND INDUSTRIAL REPAIR PARTS"

SPRING 2014

VOL. 24, NO. 1

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## BULLETIN

PHYLLIS COX, Editor

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## Tucson In My Rear View Mirror



**Jeff Griggs - President**

You will read in Tom Winkleblack's article about the details of what some of you missed at the 2014 Conference and Trade Show.....and man, I have to say, if you weren't there you definitely missed a good one! And I understand that there were valid reasons for not attending, as Tucson was perhaps not the easiest place to get to for some. Any-

way, read Tom's article about the show.....and I'll take a different approach – looking ahead to Memphis!

I want to let you all know that your President and your Board of Directors listen to your comments, and will react accordingly (sometimes perhaps not to your liking, I guess). During the Tucson event (and after) I heard comments such as “we need to bring back speakers”, “we need to have some breakout training sessions” and “I would like to send more people but Wednesday through Friday does not work for me to do that” among others.

Shortly after Tucson, I convened a Membership Committee meeting to address these suggestions, and recently you all received a short questionnaire asking for your thoughts and possible changes for the Memphis Conference and Trade Show. The responses have been received and the Membership Committee will be meeting again to discuss potential changes to the Conference and Trade Show schedule. The goal is to present them to the Board at our April meeting / conference call for discussion and potential approval.



When I think about it, my tenure as your President has been kind of a wild ride. I mean, when I first took over, we had hit

a low point in our trust due to the horrible stock market conditions, which in turn caused the board's focus to be solely on getting the budget in line and avoiding a financial catastrophe. And now, three-plus years later, due to outstanding management of our trust - we find ourselves in a very positive financial condition that allows us some renewed abilities to enhance the Memphis NTPDA experience, ie: spend some money to ramp things up!

I know it's a long ways away on the calendar, but Memphis is on my mind. And your board (along with Phyllis and Kim) wants to make this the best Conference and Trade Show ever!

Let me know if you have any thoughts on making Memphis great, as contrary to what my wife says, I'm a pretty good listener!

Jeff



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# Message from Phyllis

As I write this it is officially the first day of Spring. I don't know about you - but I am so glad to be looking forward to some warmer weather. Not that we have experienced what some of you have this past winter, but it was pretty cold even in Texas. So when warm weather approaches we all seem to want to do a bit of spring cleaning, get outdoors more, clean up our yards and just be more active in general. And if being active is a good thing for you - why not be more active in YOUR association. We have an amazing board of directors who continually strive to bring new member benefits to you along with their year long planning of our conference and trade show.

Speaking of "conference and trade show"....if you weren't able to join us in Tucson you missed a great show. Our numbers were low and that was a bit disappointing but for those that attended, either as a displayer or an attendee, feedback indicated that it was money well spent. This issue of the Bulletin highlights our trade show in Tucson so please take time to check it all out.

Plans have already begun for our 2015 Conference and Trade show in Memphis, TN - January 21-25, 2015. We will be bringing back the Marketplace along with speakers and training that will benefit you and your company. So please mark your calendars and join us next year.

Also, our summer board meeting will be held in Omaha, Nebraska - July 17-20, 2014. We are in the process of planning it as well and hope to include tours of fellow members that are in the area. If you are interested in joining us please contact the NTPDA office for more details.

I hope you enjoy our first *Bulletin* issue of 2014.  
Until next time....



*Phyllis*

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Phyllis,  
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you at the Summer Board  
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*Amel*

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# We Missed You in

By Tom Winkleblack

## SUNNY TUCSON

Wednesday morning an eager group gathered to enjoy the newly opened Sewailo Golf Club just south of the Casino Del Sol Resort. It was a little cool early in the morning, but several players were comfortable wearing shorts.

Sewailo means “flower world” in the Pascua Yaqui language. The resort hired fellow Native American Notah Begay, a Navajo and Pueblo who has made his name both as a player on the PGA Tour, a commentator on NBC television and The Golf Channel, and as a noted golf course designer to blend the native landscape with picturesque lakes and streams.

The Wednesday night “Early Arrival Party” started with a short bus ride to a very unique restaurant called Hotrods that featured custom fabricated and racing inspired cars, trucks, motorcycles and boats on display. During regular business hours patrons can watch these machines being built through a 100’ glass wall as they dine. We enjoyed a Mexican buffet while sitting outside at 8:00 pm on January 22 followed by a guided tour of the whole facility.

Thursday morning we loaded onto the buses and headed to the Pima Air & Space Museum one of the world’s largest non-government funded aerospace museums. The museum features a display of nearly 300 aircraft spread out over 80 acres on a campus occupying 127 acres. Since 1991 it is also home to the Arizona Aviation Hall of Fame.

The museum is adjacent to Davis-Monthan Air Force Base. The 309th Aerospace Maintenance and Regeneration Group (AMARG), affiliated with the base, also known as the “Graveyard of Planes” or “The Boneyard”, is one of the largest aircraft storage and preservation facilities in the world.

We enjoyed the air conditioned bus tour with a retiree providing the dialogue around the whole complex. After a buffet lunch we had 90 minutes to roam the museums on our own to get up close to the displays. Many people commented that this event itself made the whole trip worthwhile.

This was the third year of utilizing the Marketplace concept where each vendor had an opportunity to present their wares to everyone attending the convention in small groups. By spreading the structured environment of Marketplace I,

II & III over a two day period all vendors and members had an allocated time to interact and additional time to return to booths of particular interest. Several vendors commented that this Trade Show had one of the nicest layouts that they had experienced. There was plenty of room for dining tables and business meeting in the middle and rows of booths on either side in a very practical arrangement.

According to a local news story January 2012 only recorded a total of seven days over 70 degrees. By Wednesday this week we were experiencing nine days in a row over 70. Unfortunately, our luck ran out on Thursday and Phyllis was forced to move the evening cocktail reception that was scheduled around the pool indoors because the wind had come up and the temperature dropped to 68.

Casino Del Sol Spa Resort & Casino is a beautiful, brand new facility with some of the most accommodating staff we have encountered. Everyone was so polite and helpful and if there was something that came up that we needed it was graciously provided without the usual high cost.

We had a wonderful time and we missed you.

We hope to see you all in Memphis!



**Herman and Jeannie Remple - Lifetime Members  
Thanks for joining us!!**

# DID YOU KNOW?

By Kim Carroll



Did you know that Iowa-Nebraska Equipment Dealers Association (I-NEDA) offers NTPDA members quality business forms and supplies at special low member prices?

I-NEDA partnered with NTPDA in 2002 and has a long history of serving dealers. The organization's roots date back to 1893. In

1980, Iowa and Nebraska dealers joined forces and the Iowa-Nebraska Farm Equipment Association was created. The current name (Iowa-Nebraska Equipment Dealers Association) was adopted in 1995 to better communicate to the public that I-NEDA represents not only agricultural equipment dealers, but also outdoor power and industrial equipment dealers. Today, I-NEDA is considered one of the strongest in the industry.

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Remember this is YOUR Association. Please feel free to contact us with questions, suggestions, or comments to assist us in making this an association that benefits you now and years to come!

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# Increased Value In Membership

by Michael P. Libbie

Recently NTPDA hired our firm to conduct a survey of the membership regarding the future of the Annual Meeting and Trade Show. Both an email survey and a fax survey was sent out to the 170 people we have on our membership list. Forty-five of you responded and we are grateful. The survey responses have been sent on to the association management and Board of Directors for their review and action so, at this time, I can't share with you the details. However, from what you told us...expect some major changes in the future that will make a positive impact on our organization.

One other thing: People buy products and services based on value. What value do your purchases deliver to you? It's something to think about when we write a check to NTPDA

for our membership. Over the winter several of us have accepted the opportunity to serve the association on a Membership Committee. Our overall goal is to create increased value in membership...so, in addition to changes from the survey, your Membership Committee has some significant suggestions that will be offered to the Board for the April meeting in Omaha.

Again, thank you for being a member and remember, change...if it results in positive action...is a good thing.

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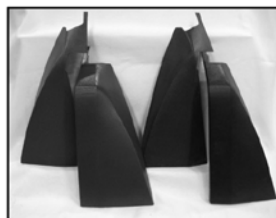
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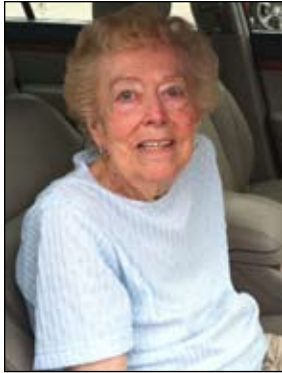


03/21/2014 – Michael Libbie's Blog

## Feeling a Little Lost...

This morning I woke up, for the first time in my nearly 64 years, without...parents. As many of you know Mom died yesterday afternoon, here, at home. It was the way she wanted it.

And she, more often than not, got exactly what she wanted.



Over the years it has been an honor to do for her. But, I have to tell you she was the "Goldilocks of Meal Time". I would take her some food and...

She would wince and say, "This is too hot!"

"I'm sorry Mom it just came out of the oven/microwave/skillet let it cool a bit."

Then, after fifteen minutes she would call out, "Michael, this food is too cold!"

And it was back and forth warming, cooling, warming again....

For nearly three years it's been "Mom Duty" sort of just like that. Never regretting but always trying.

Today, I've got some extra time and feeling a little lost.

Not quite sure what to do with this blog...now that her voice is silent.

We'll bury Mom in the National Cemetery in Battle Creek, Michigan...next to my Father. It's what she wanted. And, as you know...she most often got exactly what she wanted.

And...so it goes.-



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# Tucson & Tractors - Memories

Tucson welcomed the National Tractor Parts Dealer Association with open arms and we had a fantastic time. From the welcome party right on through the board meeting on Saturday. Friends meeting with friends and all of us promoting the association, each other and looking forward to creating more business in 2014 and more success. Being a member of NTPDA is not only rewarding, from a business standpoint, but also we bring a world of relationships to each of our active members.

On behalf of everybody who worked so hard to put together a successful event in Tucson thank you, thank you, thank you!  
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What your customer is thinking but won't tell you:

## *If I am paying you my money, then I'm your boss!*

Almost every weekend I hand my credit card to some rental car company for the privilege of using one of their cars for a day or two. A couple of months ago, I showed up at a rental car location to pick up a car I had reserved.

When I arrived, it turned out that there was a huge disconnect between the car size that I had reserved on their website and the car that the rental location actually had for me. It was important that I get a larger car because I had my family with me, and the only cars that the rental car company had available were smaller models.

By the way, since I'm about to say some bad stuff about this particular company, I don't feel comfortable mention-

the company from within.

After a great while, I finally got the vehicle I had reserved and I was once again on my way, no thanks to my Rock-N-Roll-Wanna-Be friend.

I couldn't begin to imagine that the manager of that rental location knew his employees were dispensing this type of:

A - Customer non-service, and

B - Fairy-Tale notions about where money comes from.

So, I called their regional office and related the story to their manager who didn't sound happy to hear from me.

Handy Customer Service

Tip #213:

If, per chance, an unhappy customer complains to you about your company's product or service, get down on your knees and thank them profusely. Whether you know it or not, they are doing you a huge favor. For every customer who actually speaks up and tells you what he is thinking, there

are hundreds who will walk out the door and keep their own counsel.

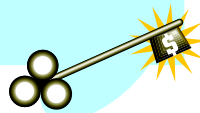
And I don't mean to pick on poor Schmudget Rental Car. I've rented from them scores of times and have been perfectly satisfied with the experience.

My point in relating this particular situation is that if a customer is standing in front of you, you must tacitly concede that they are the reason that you have a job. They are the ones that allow you to provide food, shelter, transportation and healthcare for your family. They are the ones that allow you to go on vacation, go out to eat, or do whatever it is that really flips your switch.

In short, the customer is your boss and should be treated with all the deference, respect, and loyalty that is due to the person handing you your paycheck.

In a struggling economy, this one principle might be all that stands between a prosperous business and one that is forced to close up shop.

**... the customer is your boss and should be treated with all the deference, respect, and loyalty that is due to the person handing you your paycheck.**



ing their name, so let's just say the name of the company was Schmudget Rental Car. There. That's obscure enough. No one will ever crack my code and figure out who I really mean.

In response to my problem, the customer service rep at this Schmudget Rental Car location opted for the I'm-Just-Working-Here-Until-My-Band-Gets-A-Record-Deal customer service method. It did not inspire great confidence in me.

Two hours after I arrived, I was still at the same location trying to get the right size car, and my patience was wearing thin. When I suggested to Beavis that maybe this matter is important to him since I am the reason he has a job, he made the incredible statement, "the customer doesn't pay my paycheck. The company does."

Wow. If you don't see the complete inanity of this remark, then you might also be occupying the same strange universe as Beavis: a strange world where money mysteriously appears in the company bank account and then is distributed to employees who seem determined to destroy



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## Sympathy

Carol Chalupa, wife of Len Chalupa passed away unexpectedly the first of the year. Len is President of Arrow-West Equipment Ltd in Alberta, Canada. Our thoughts and prayers go out to Len and his family.

Our thoughts and prayers go out to Michael Libbie in the death of his mother, June.

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