



BULLETIN

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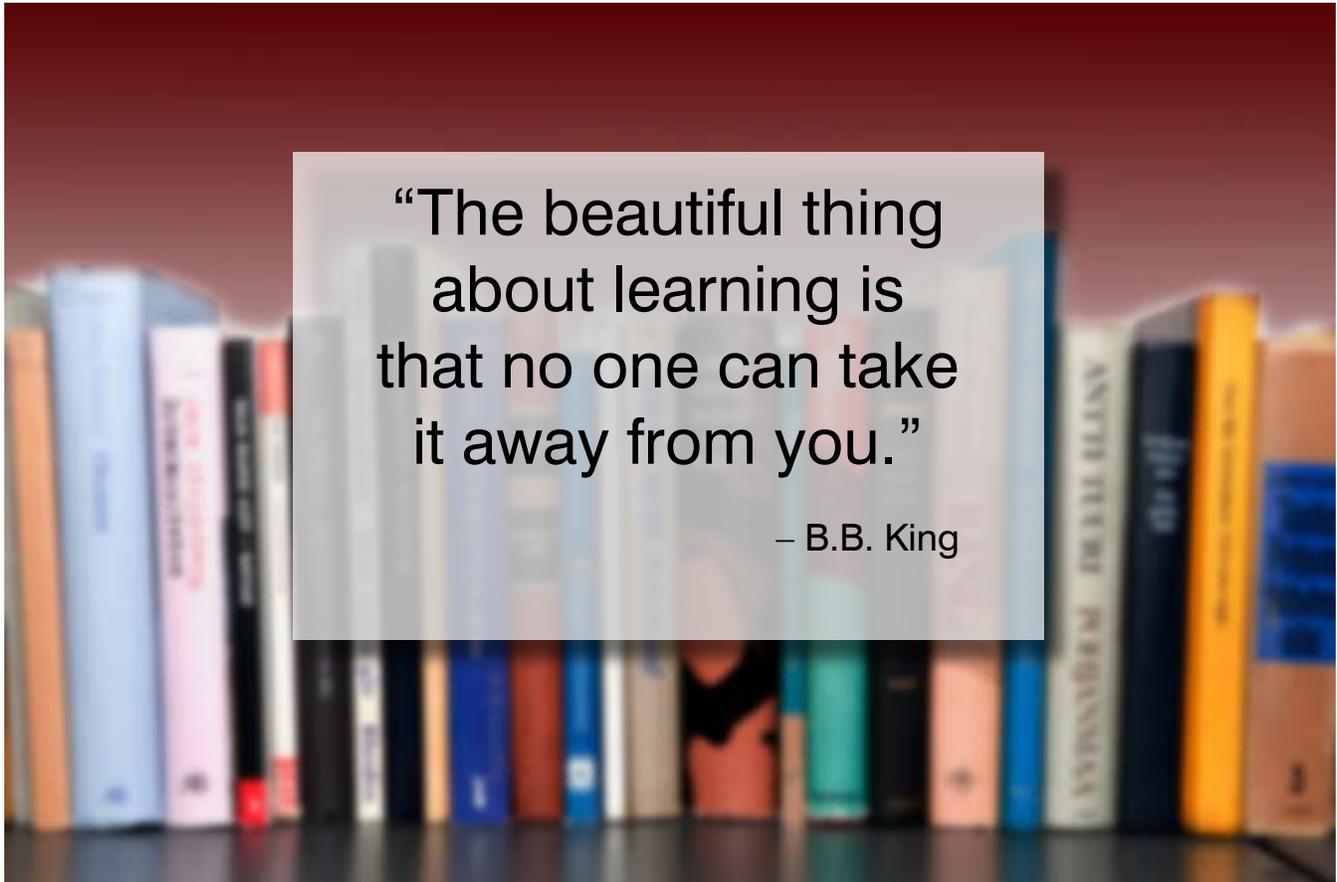
SUMMER 2014

VOL. 24, NO. 2

Congratulations

2014

Scholarship Winners!!

The background of the lower half of the page is a photograph of a bookshelf. The books are of various colors and sizes, and the image is slightly blurred to create a soft, atmospheric effect. A semi-transparent white box is overlaid on the center of the image, containing a quote.

"The beautiful thing
about learning is
that no one can take
it away from you."

– B.B. King

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BULLETIN

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NTPDA

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Articles, letters, advertisements and comments are encouraged and should be sent to:

The National Tractor Parts Dealer Association makes every reasonable effort to ensure accuracy of information contained in the *Bulletin* and to give credit to original authors where applicable. NTPDA and/or its agents are not responsible for errors or omissions.

From the President's Pen ...

My Shortest Article Yet

We have listened. Your board, I mean.

You told us that you wanted Saturday back on the schedule.

You told us that you wanted employee training.

You told us that you wanted owner / principle training.

You told us to bring back a keynote speaker.

You told us that the Vendor Showcase works.

You told us you wanted to cut out some of the free time.

A lot to pack in and organize for.....but we did it (or are working on it).

You spoke, we listened. You NEED to come to Memphis. And bring some of your key staff members. This could be the best Conference and Trade Show ever. Seriously. See you there,



Jeff Griggs - President

Jeff



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Members

Your most important resource

If you're in the association business, you don't have to think twice about what is your most important asset. It's your members. And how about your most important resource? Would that be your database? Your website? Your staff? Your volunteers? They are all valuable and vital to the success of your association. As it turns out, your most important resource is, yes, your members. So why aren't associations doing more to capitalize on this resource?

When you stop to think about it, there's a good reason why members are

harder not only to show your value but also to build trust. This is where your members come in as your most valuable resource.

If you ask members why they joined a particular association or choose to volunteer with a particular organization, chances are they will tell you it's because someone asked them or invited them — someone who was already a member or volunteer. Embedded in that ask or invitation are two very powerful and persuasive selling points: identity and trust. It takes a member to get, or keep, a member.

In the Marketing General survey, nearly 9 out of 10 (86 percent) of associations said that word of mouth was the most common way members initially discover their association. Again, 8 in 10 (79 percent) said word of mouth was their primary means of raising

brand awareness. And more than half (54 percent) said word of mouth was their most effective recruitment tool. In other words, your members are your top sales force, your top marketing team and your top communications channel.

These findings are important to bear in mind, especially in the light of some of the other data in the Marketing General survey report. About three-fourths (74 percent) of the association executives responding to the survey listed "increasing member engagement" and "increasing both membership acquisition and retention" as their top membership goals.

Yet when asked what they were doing to increase member engagement, these same executives said they were boosting their onboarding efforts through email (79 percent), or by mailing a welcome kit (60 percent) or a

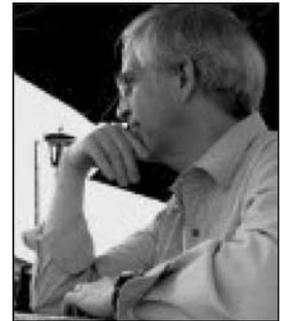
membership card or certificate (51 percent). Only about 20 percent even mentioned inviting the member to an event where they could meet other members, and only 9 percent mentioned making a phone call — and that was a telemarketing welcome call, not another member calling a new member.

Similarly, only a third of respondents listed their association's website as a top recruitment tool, yet three-fourths said they were investing in their websites to try to increase member engagement. Other tactics included doing more with social media and providing member apps. These are all necessary steps to keep members up-to-date on information, but they won't build engagement or a sense of connectedness to the association. That requires a human touch.

Not all members are going to attend a conference, chapter meeting or other event, but there are other types of social engagement. It's not the event that makes the member, but rather the other way around. It may be enough for a member to associate occasionally with one or two other members to maintain that feeling of belonging. You want to encourage those types of informal interactions among members, not just the formal, branded ones. Make the most of your most important resource.

About the Author

Michael J. Berens is a freelance researcher and writer with more than 30 years of experience in association communication and management. He can be reached at: mjberens@mjberensresearch.net.



Michael J. Berens



your most valuable resource. You're in the relationship business. You're selling "association," belonging, camaraderie, peer approval and recognition. According to Marketing General Inc.'s 2013 Membership Marketing Benchmarking Report, association executives state that the top reason members join their organization is — and has been — networking. Of course, members have other reasons and needs for joining, including information resources, continuing education, professional standards or certification, advocacy and so on. But what makes associations stand out from other types of providers is the feeling of belonging to an identifiable group. Members turn to their association not for the transaction, but for the interaction.

Because you are in the relationship business, you have to work a bit

Message from Phyllis

Happy Summer! I hope everyone is having a great summer and enjoying spending time with family and friends. In this issue of the Bulletin we are highlighting our Scholarship recipients. This is always a great time for us to be able to present you with these amazing students that are well deserved of this honor. Also...a big thank you to the scholarship committee for volunteering their time for this worthwhile program.

Seems like the year is flying by and before you know it we will be seeing one another in Memphis. In this issue of the Bulletin we have included our Program at a Glance for our Annual Conference and Trade Show in January 2015. We haven't finalized the entire program but this will give you a great idea of what the board of directors has planned for you. Please make your plans now to join us in Memphis.

We are going to give you every opportunity to network, learn more about your fellow regular and associate members, present educational programs for you, continue our Marketplace as well as the business and social fellowship we've come to enjoy.



Kim and I will be following up with all of you with e-mail blasts throughout the rest of the year to let you know more about the trade show and what we are going to offer you! So please mark your calendars for January 21-25, 2015.

Stay cool,

Phyllis



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Welcome



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e-mail: garywilson@romaineelectric.com

website: www.romaineelectric.com

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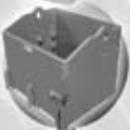
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SCHOLARSHIP

Recipients

Academic Year
2014-15

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 to these students: Jeff Fawcett (Fawcett Tractor Supply), Carol Russell (Abilene Machine), Brian Kitch (Bates Corp.) and Bob Waggoner (TEMCO H-M Parts Co.) 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.

RILEY VIRGINIA COOK

Truman State University
Degree: Exercise Science
Sponsoring Member: Cook Tractor Parts
Parents: Stanley Cook & Anita Cook

MATTHEW A. DYKE

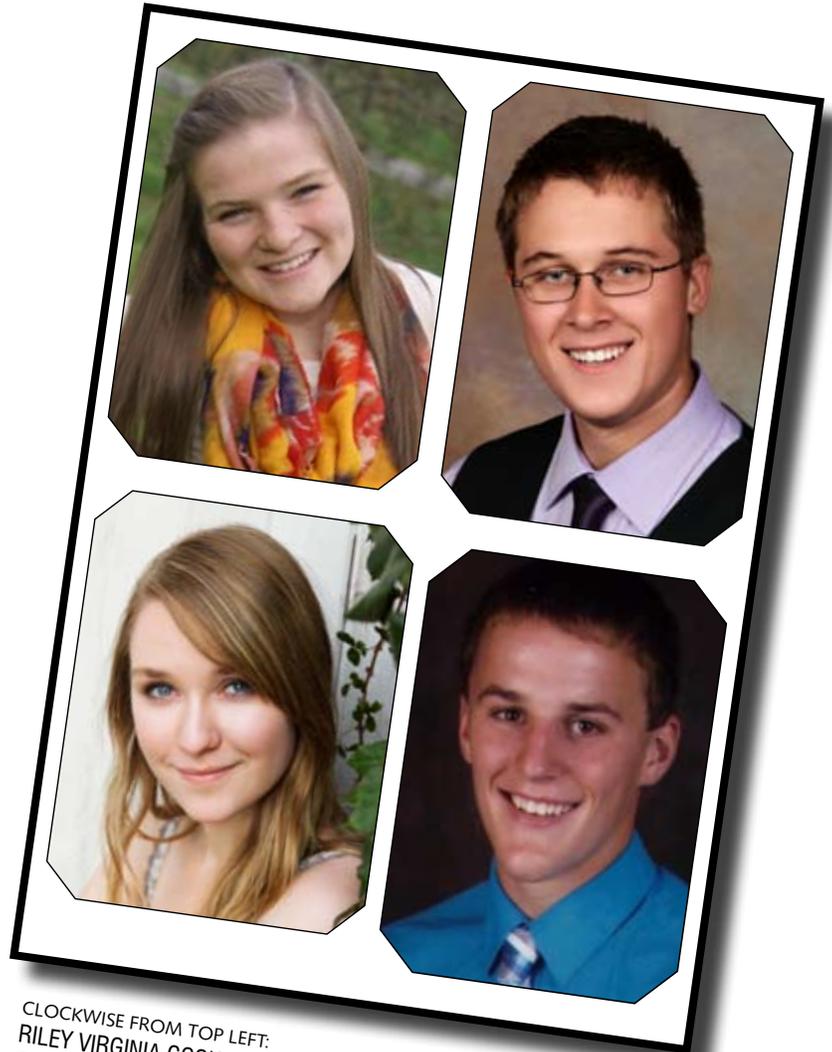
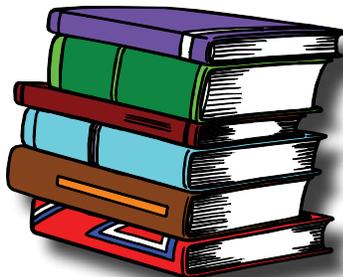
South Dakota School of Mines and Technology
Degree: Mathematics
Sponsoring Member: All States Ag Parts
Parents: Paul & Lori Dyke

SARAH DYKE

Concordia College
Degree: English Literature/Minor - Spanish
Sponsoring Member: All State Ag Parts
Parents: Paul & Lori Dyke

BLAKE EISENMANN

Northeast Community College
Degree: Pre-Engineering
Sponsoring Member:
Eisenmann Supplies Inc.
Parents: Bob & Mary Eisenmann



CLOCKWISE FROM TOP LEFT:
RILEY VIRGINIA COOK, MATTHEW A. DYKE, SARAH DYKE, BLAKE
EISENMANN

CHRISTIN ESTES

Saint Mary's College of California
Degree: Psychology/Minor – Business
Sponsoring Member: F. P. Smith Parts & Equipment Co.
Parents: Chris & Traci Estes

AMANDA KIEFFER

Kirkwood Community College
Degree: Business Management
Sponsoring Member: Plastics Unlimited/
Fiber Glass Composites
Parents: Terry & Nancy Kieffer

IAN QUINN KOLATA

University of Chicago
Degree: Economics
Sponsoring Member: Heartland Clutch
Parents: Alan K. Kolata & Sandra M. Kolata

MORGAN KATHERINE LAUER

University of Iowa
Degree: Pre-Medical
Sponsoring Member: Herschel
Parents: Brett & Molly Lauer

ROBERT T. PERRY

Siena Heights University
Degree: Business Sports Management/
Minor – Accounting
Sponsoring Member:
Reliable Aftermarket Parts
Parents: Robert Perry & Kaytie Palmiter

ELIZABETH WARNTJES

AIB College of Business
Degree: Business Administration
Sponsoring Member: A&I Products
Parent: Sherianne Horstman

ATALIE WINTERS

Penn State University
Degree: Agribusiness Management
Sponsoring Member: Hooper, Inc.
Parents: Ken & Michelle Winters

ALLISON M. WINTER

University of Nebraska
Degree: Pre-Med
Sponsoring Member: Worthington Ag Parts
Parents: Michael & Karen Winter

CALEB WYNIA

University of Sioux Falls
Degree: Criminal Justice
Sponsoring Member: A & I Products
Parents: Jerrold & Rhonda Wynia



CLOCKWISE FROM TOP LEFT:
CHRISTIN ESTES, AMANDA
KIEFFER, IAN QUINN KO-
LATA, MORGAN KATHERINE
LAUER, ROBERT T. PERRY,
ELIZABETH WARNTJES,
ATALIE WINTERS, ALLISON
M. WINTER. CALEB WYNIA
is not shown.

Thank you NTPDA!!

National Tractor Parts Dealer Association:

I am writing to express my sincere gratitude for making the National Tractor Parts Dealer Association Scholarship Award possible. I was thrilled to learn of my selection for this honor, and I am deeply appreciative of your support.

I plan on attending Truman State University in Kirksville, Missouri, in order to pursue a degree in Exercise Science while also playing softball for the university. I then hope to get my doctorate of Physical Therapy so I can work in a children's hospital. The financial assistance you provided will be a great aid to me in paying my educational expenses, and it will allow me to dedicate my time and focus to my educational endeavors.

Thank you again for your generosity and support. It is my goal to use the knowledge I gain in order to give back to others in the future.

Sincerely,
Riley Cook



National Tractor Parts Dealer Association
Attn: Scholarship Committee,

Thank you and your committee so much for selecting me to receive the generous \$1,000 NTPDA scholarship. I feel so honored to be selected for this award. I wish I could personally thank everyone at the NTPDA for my scholarship award. It means so much to me.

I wanted to inform you and your committee that I have enrolled and will attend Saint Mary's College of California starting in the Fall 2014, where I plan to major in Psychology and minor in Business.

Thank You Again,
Christin Estes

NTPDA Scholarship Committee,

Thank you for selecting me to receive this special scholarship. Being provided with this scholarship enables me to focus 100% on my academics. Thank you again for considering and choosing me for this scholarship.

Blake Eisenmann

You Need a Vacation

by Michael Dalton Johnson

You deserve a vacation....but not just any vacation. You need one that will restore your spirit, enthusiasm and energy.

Spend your time far away from cell phones, computers, newspapers, radio and television. These are electronic leashes which bind you to a complicated and stressful world. Simply leave them all at home. It's easier to do than you may think.

Get close to nature. Take walks. Enjoy sunsets. Sleep in. Read a good book. Nap. Laugh. Have a long soak. Go for a drive in the countryside with no destination in mind. Have a slice of pie. Smile. Breathe. Unwind.

Forget deadlines and obligations. Forget the clock. Eat only when you're hungry. Go to bed only when you're tired.

Don't stand in line. Steer clear of casinos, amusement parks and big cities.

People who have disconnected for a week or two describe the experience as heaven.

Dropping out of your workaday life is not only good for you, it's also good for business. When you return to your work rejuvenated, you will enjoy new energy, enthusiasm, creativity and far better productivity.

At first, Type A personalities (like myself) have difficulty understanding and accepting this advice. Anxiety rises in them just thinking about disconnecting. However, when they get past the anxiety and think a bit further down the road, they see a big business benefit. When they consider the possibility of perhaps doubling their productivity, it all starts making sense.

Michael Dalton Johnson is the publisher and founder of SalesDog.com.

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DID YOU KNOW?

By Kim Carroll



Do you know the benefits NTPDA has to offer you? In this day and age everyone is looking to save money, and we can get busy and tend to forget what is available to us. A full listing of your NTPDA benefits is mailed each year with your membership invoice. It is also available on our website at www.ntpda.com for you to review

at any time. Below is a summary listing of benefits available:

- Advertising Incentive
- Annual Trade Show & Trainings
- Credit Card Processing
- E-Net/Telequip Discount
- Favorable Advertising Rates
- Free Membership Offer

- Library Resources
- Office Forms & Supplies Discount
- Parts Database
- Payroll Processing
- Rental Car Discount
- Scholarship Program
- Shipping Discount
- Uniform Services

If utilized, NTPDA benefits can easily offset your annual membership dues. If there is a benefit you want us to check into and you think would benefit several members in the Association, send in your suggestion. 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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Share Your Summer Activities

In the next Bulletin, we will highlight news from our members about their summer vacation, activities, etc. Did you do something fun? something unique? something entertaining? Whatever it is, we would like to share

it with the membership. Please send information, pictures, etc. and YOU and/or your family members will be recognized in our next issue. Deadline for submission is August 31, 2014.

Definiteness of purpose is the starting point of all achievement.

--Clement Stone

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By Tom Winkleblack

OK, we've heard a lot of comments that members prefer to drive to the Annual Meeting & Convention so centrally located Memphis, Tennessee should be perfect.

Memphis is a city in the southwestern corner of Tennessee just south of the confluence of the Wolf and Mississippi rivers.

The city's central location is responsible for much of its business development. Located on the Mississippi River and intersected by five major freight railroads and two Interstate Highways, I-40 and I-55, Memphis is ideally located for commerce in the transportation and shipping industry. A third interstate, I-69, is under construction, and a fourth, I-22, has recently been designated from the former High Priority Corridor X. River barges are unloaded onto trucks and trains. Memphis International Airport is the world's second busiest cargo airport (following Hong Kong), which serves as a primary hub for FedEx Express shipping. Memphis is home to three Fortune 500 companies: FedEx, AutoZone, and International Paper.

Wikipedia notes that Memphis had a population of 655,155 in 2012, making it the largest city in the state of Tennessee, the largest city on the Mississippi River, the third largest in the Southeastern United States, and the 20th largest in the United States. The greater Memphis metropolitan area, including adjacent counties in Mississippi and Arkansas, had a 2010 population of 1,316,100. This makes Memphis the second-largest metropolitan area in Tennessee, surpassed only by metropolitan Nashville. Memphis is the youngest of Tennessee's major cities.

According to tripadvisor.com a pilgrimage to Memphis should be mandatory for anyone wanting to visit the birthplace of the blues, of soul and of rock 'n' roll.

Memphis is the home of founders and pioneers of various American music genres, including Memphis soul, Memphis blues, gospel, rock n' roll, Buck, crunk, and "sharecropper" country music (in contrast to the "rhinestone" country sound of Nashville).

Musicians like Jerry Lee Lewis, Johnny Cash, Elvis Presley, Carl Perkins, Roy Orbison, Booker T. & the

M.G.'s, Otis Redding, Isaac Hayes, Shawn Lane, Sam & Dave and B.B. King, all got their start in Memphis in the 1950s/'60s.

Beale Street is a national historical landmark, and shows the impact Memphis has had on American blues, particularly after World War II as electric guitars took precedence. Sam Phillips' Sun Studio, the most seminal recording studio in American popular music, still stands, and is open for tours. Elvis, Johnny Cash, Jerry Lee Lewis, Carl Perkins and Roy Orbison all made their first recordings there and were "discovered" by Phillips. Many great blues artists recorded there, such as W. C. Handy, Father of the Blues who has been credited as the first person to record blues on paper.

Stax Records created a classic '60s soul music, much grittier and horn-based than Motown. Booker T. and the M.G.s were the label's backing band for most of the classic hits that came out of Stax, by Sam and Dave, Otis Redding, Wilson Pickett, and many more. The sound still lives on in the Blues Brothers movie, in which many of the musicians starred as themselves.

Several notable performers from the Memphis area include contemporaries Justin Timberlake and Aretha Franklin as well as opera singers Ruth Welting and Kallen Esperian.

Graceland, the former home of music legend Elvis Presley, is one of the most visited houses in the United States (second only to the White House), attracting over 600,000 visitors a year. Featured at Graceland are two of Presley's private airplanes, his extensive automobile and motorcycle collection and other Elvis memorabilia. On November 7, 1991, Graceland was listed in the National Register of Historic Places.

Beyond the music, Tennessee's largest city also offers much more.

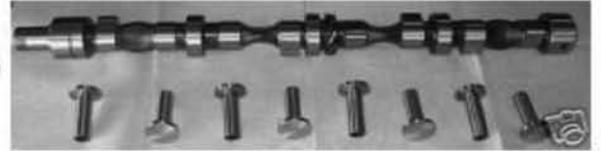
It has more sunny days each year than Miami, and combines southern tradition and hospitality.

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January 21-24, 2015

PROGRAM AT A GLANCE

Wednesday, January 21, 2015

- 2:00 p.m. – 5 p.m. Displayers early set-up – Memphis Cook Convention Center (MCCC)
2:30 – 5:30 p.m. Early registration – MCCC
4:30 p.m. Meet in lobby of hotel to board bus for tour of Flint Hydraulics*
6:30 p.m. “Early Arrival Party”/TBD -- Meet in Lobby of hotel to board buses
*Those attendees going to Flint Hydraulics will be transported to Early Arrival Party after tour.

Thursday, January 22, 2015

- 7:00 a.m. Displayers complete set-up. Must be completed by 3 p.m. – MCCC
8:00 a.m. - 12 Noon Registration – MCCC
Noon Lunch – On Your Own
1:00 p.m. – 5 p.m. Registration - MCCC
1:30 p.m. – 3:00 p.m. Dealer Principles/Manager training – SMART SHIPPING – SAV Transportation Group –
Presented By: Steven Haas
1:30 p.m. – 4:30 p.m. Spouse tour – TBD
4:00 p.m. – 5:00 p.m. Associate Members – Presentation by Jeff Griggs & Michael Libbie: “Optimizing & Maximizing
Your NTPDA Partnership”
5:00 p.m. – 7:00 p.m. “Welcome to Memphis” – Reception/Opening of Trade Show/MCCC
6:00 p.m. – 7:00 p.m. NTPDA Marketplace I – Regular members meet in small groups for potential business opportuni-
ties with exhibitors. (Details to follow.)

Friday, January 23, 2015

- 8:00 a.m. – 9:30 a.m. Dealer Principle/Manager Training – “Why Salespeople Fail and What You Can Do About It”
Andrew Giselman - Sandler Training – Continental Breakfast served
8:00 a.m. – 2:00 p.m. Registration – MCCC
8:00 a.m. -9:00 a.m. “Let’s Network - Coffee & Conversation” – Spend some one on one time with your NTPDA
friends and colleagues.
9:00 a.m. Trade Show Opens – MCCC
10:00 a.m. – 11:00 a.m. NTPDA Marketplace II
11:00 a.m. – 12 Noon General Session/Election of Officers – MCCC – All members please attend.
12 Noon Lunch/Trade Show Area
12:30 p.m. Keynote Speaker – “Indispensable Habits” - Doc Blakely
1:30 p.m. – 3:00 p.m. NTPDA Marketplace III
3:30 p.m. – 4:00 p.m. Displayers Meeting – Trade Show Area – Board members please attend.
4:00 p.m. Trade Show Closes
7:00 p.m. – 8:00 p.m. Cocktails/MCCC
8:00 p.m. Dinner/Entertainment by Hudson & Saleeby
The rest of the evening is on your own to tour and enjoy downtown Memphis.

Saturday, January 24, 2015

- Note: Please use your breakfast voucher Saturday morning prior to departure or before attending the Saturday training.
9:00 a.m. – 10:15 a.m. Training – Allied Business Solutions (ABS) and Tractor-Part.com
10:15 a.m. – 10:30 a.m. Break
10:30 a.m. – 11:45 a.m. Training - Allied Business Solutions (ABS) and Tractor-Part.com
11:45 a.m. – 1:00 p.m. Lunch
1:00 p.m. – 2: 30 p.m. Training – TBD
2:30 p.m. – 2:45 p.m. Break
2:45 p.m. – 4:00 p.m. Training – TBD
4:00 p.m. Reception
Saturday evening is on your own to visit downtown Memphis

Sunday, January 25, 2015 All day departures!



Regular Member Listing 2014

Member	Phone	Website
Abilene Machine, Inc.	785-655-9455	www.abilenemachine.com
Alexander Tractor Parts	903-342-3551	www.alexanderstractorparts.com
All States Ag Parts, Inc.	877-530-1010	www.tractorpartsasap.com
Anderson Tractor Supply, Inc.	419-358-3015	www.andersontractorinc.com
Arrow-West Equipment Ltd.	780-962-4490	www.arrowwest.com
B & M Tractor Parts, Inc.	512-352-8515	www.bmtractorparts.com
Baker Abilene Machine, Inc.	803-428-5497	www.bakerabilenemachine.com
Bates Corporation	574-342-2955	www.batescorp.com
Bennett Tractor Parts	870-295-6059	www.bennett-tractorparts.com
Blount Parts & Equipment	912-458-3111	www.blountparts.com
Bootheel Tractor Parts, Inc.	573-649-3489	www.bootheeltractorparts.com
Bowie Equipment, Inc.	563-886-6946	
Bozeman Machinery, L.P.	806-763-5614	www.bozemanmachinery.com
Broke F Farm Supply	903-886-8779	www.brokef.com
Broken Tractor LLC	225-612-3966	www.brokentractor.com
Burgh Implement	724-452-6880	
C & L Tractor Parts, Inc.	865-397-2495	www.cltractor.com
Caywood Tractor, Inc.	859-266-5819	www.caywoodtractor.com
Colfax Tractor Parts, Inc.	515-674-3001	www.colfaxtractorparts.com
Combine World, Inc.	306-257-3800	www.combineworld.com
Component Services	317-501-3766	www.csiparts.com
Conroe Truck & Tractor, Inc.	936-756-4464	www.conroetractor.com
Cook Tractor Parts, Inc.	660-885-2287	www.cooktractorparts.com
Draper Tractor Parts	509-397-2666	www.drapertractor.com
Eisenmann Supplies Inc.	402-454-3306	www.esiallmakespartscenter.com
F. P. Smith Parts & Equipment Co.	707-864-1122	www.fpsmitheq.com
Farmland Tractor Supply, Inc.	541-928-1646	
Fawcett Tractor Supply, LTD.	519-284-2379	www.fawcett.cc
Finney Equipment & Parts	205-849-5555	www.finneycorp.com
Fuller Farm Equipment & Repair, Inc.	334-541-3192	
Gap Tractor Parts, Inc.	254-597-2217	www.gaptractor.com
Gary Polk Equipment Inc.	574-453-4865	www.garypolkequipment.com
Global Recovery Corp.	417-631-1615	www.globalrecoveryco.com
Goodrich Tractor Parts	607-642-3293	www.goodrichauctionservice.com
Gratton Coulee Agri Parts, Ltd.	780-754-2303	www.gcparts.com
Groves Brothers Machinery, Inc.	956-428-6464	www.grovesbrothersmachinery.com
Gulf South Equipment Sales, LLC	225-357-3757	www.gulfsouthequip.com
Harvest Salvage Co., Ltd.	204-727-2761	www.harvestsalvage.ca
Head Equipment, Inc.	931-258-3653	www.headequipment.com
Helms Farm Machinery,LLP	803-428-3460	www.helmsequipment.com



The Value of membership

Being part of the new Membership Committee has been a fantastic experience. Our main goal has been to create more value for our members, all our members. We figure value = a strong association.

Over the past several months we've created new opportunities, shared the spotlight on our members and we're big on turning out a large crowd in Memphis.

But, there is so much more to being a member of the NTPDA.

Recently our nation has seen its share of natural disasters. There have been tornados in the south, draught in the west, along with heavy rain and flooding in the north. With each of those challenges our office reaches out to members, just to check on them and offer our thoughts and prayers.

It's more than business...being a member of NTPDA is sort of like family, complete with that weird uncle. (I'll let

you try to figure out who that is!) We may not always get along. Heck, even though we do business together we may, at some point during the day, be competitors. It's the nature of our business.

But, in the end there are folks out here that really care about the future of the association and each of you. That becomes the true value of membership.

One other piece of business: If you haven't seen the new website and the articles that spotlight our members...go! If you would like to have the spotlight turned on your business visit with Kim. We'll get you hooked up.

Michael P. Libbie is the owner of Insight Advertising, Marketing and Communications and a longtime member of NTPDA. You can learn more about the world of advertising, marketing and consumer trends by following his advertising agency on Facebook or Twitter @InsightADV. Michael@InsightCubed.com www.InsightCubed.com



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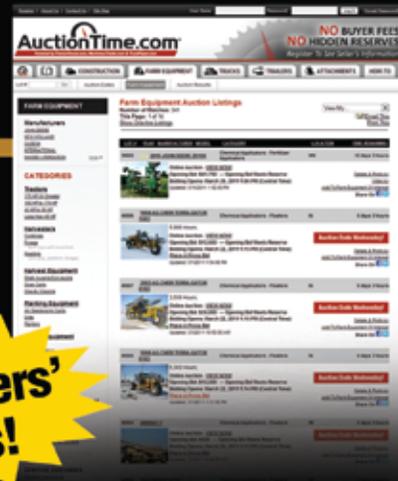
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