

FALL 2023

## **BULLETIN** NATIONAL TRACTOR PARTS DEALER ASSOCIATION

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



VOL. 33, NO. 3

## Member News San Diego Preview Summer In Pennsylvania





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### Summer Road Tripin'

I just came off the best family road trip yet. It was long but well worth the drive. We started out with some white water rafting on the Ocoee River in Tennessee. (First time for the kids and they loved it). We made our way to Washington D.C. and spent a couple days taking in all the sights. Left there and spent a few days at the Hershey Park in Pa. We rode roller coasters and rode water rides until I was worn out. Of course no road trip is complete without stopping at a few salvage yards.



President Trey

So what is coming up down the road? 2024 Conference & Trade Show in Valley Center, CA (San Diego). I admit I wasn't excited about this. I had mixed emotions about how well it would be attended and thus the success of it. Kim has knocked it out of the park with the itinerary. Definitely make plans soon to attend and get signed up for the excursions as some of them have limited availability. Hope to see everyone there!!

Trey

Huge thanks to Jake Walmer and the rest of the crew at Wenger's of Myerstown for hosting the 2023 Summer Mixer. No detail was overlooked. The dining, entertainment and site tours were all top notch. The Myerstown area is definitely one you want to make plans to visit.

In local news, fall is just around the corner. Cooler nights and days are a welcome sight. Harvest has just gotten underway and crops are looking good. Farmers are optimistic for high yields.





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## StaffNotes

Southern California has become one of my favorite locations to visit. Prior to the site visit for the 2024 Conference and Trade Show, I had never visited California. But let me tell you, the 2024 Conference and Trade Show will be a treat for those who attend. The Southern California location provides the best of both worlds. We will start out near the ocean and end up in the mountains. January



Kim Carroll

2024 will be a little different in that we are providing a Pre-Conference Networking opportunity in San Diego. January temperatures near the downtown area average from 50s at night to 60s during the day and it has SO much to offer. For those who plan to arrive early and enjoy the area, make sure you do your homework ahead of time to know what you want to see. NTPDA has a limited room block at the Wyndham San Diego Bayside. The location is perfect and across the street from the Maritime Museum and the USS Midway. The Maritime Museum also offers a Harbor History Cruise that is great. The Broadway Ferry is within walking distance and is a great way to get to Coronado Island. If you haven't heard of the island, Google it. There are restaurants and shops on the Coronado side of the ferry landing. You can also rent bikes, walk, or take transportation to the other side of the island. The island offers fantastic views of the San Diego skyline on the ferry side. Sun Deck is located at the famous Hotel del Coronado and is a must to check out to have drinks or a meal while overlooking the Pacific Ocean. The Wyndham is also nearby to locations such as Old Town, Little Italy, Gaslamp Quarters, Balboa Park, San Diego Zoo, and Seaport Village. The area offers a little bit for everyone regardless of your interests. Organized events include deep sea fishing, a fun interactive tour of the popular downtown attractions, a teambuilding scavenger hunt in scenic La Jolla, dinner overlooking the San Diego Bay, and a lunch near the bay prior to leaving for Harrah's.

On Thursday, transportation will be provided to the Harrah's Southern California Resort which is about an hour from the Wyndham San Diego Bayside. There we will kick off the conference and trade show activities. It is a hotel up in the mountains but still provides a tropical feel. Thursday evening, we will be at the Rincon Road Brewery where you can enjoy California local wine, seltzer, and beer. You can expect some great music with an opportunity to show off your karaoke skills and a festive vibe to kick off our time By the time you read this I'll have traveled to Phoenix, Arizona for the Annual Convention of the Independent Distributors Association (IDA) where I've been invited to speak and mingle with their membership. This came about from our visit in Henderson, Nevada in June where I met their Executive Director, Tiffany Cabral. And, because several of our members are also



Michael Libbie

members of IDA it seemed like a good fit. In addition, this will give us another opportunity to visit with our current members as well as scout the area for new companies. Thanks to our Board of Directors for allowing this travel request and be looking for a report on that activity.

California in January...what could be better? Every week in our staff meeting we talk about what to expect when we hold our Annual Conference and Trade Show in the San Diego area January 16 - 20 of 2024. There is so much planning that goes into an event like this and you can find detail elsewhere in this edition.

Also in this edition check out our Member News with conversations we've had over the past several months that also have made it to the national airwaves. Again, if you've got news about your company share it with us. We'd love to brag on you.

Finally, we've been sending out membership items to those of you who have recently joined NTPDA or have renewed your membership. They include our new desk or wall plaque, stickers for your doors and our new brochure that details many of the benefits of membership. We haven't had marketing materials like this for a very long time and it's great to use for not only existing members but also those we've targeted for membership. And, on that note: Keep those membership suggestions coming. We always reach out to them and it's great when we can reference you and your company as a referral. Plus there is a great benefit to you.

Catch you later!

Michael

Continued on Page 23





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### Best practices to help with family legacy planning



Provided by RBC Wealth Management and Craig Shaver

You work hard, plan carefully and invest diligently so you and the people you care about can experience the quality of life that you enjoy. But you may want to provide for your family after you are gone as well. This is one reason estate planning is an important wealth management goal for many Americans.

Yet for an increasing number of people, it is no longer enough to just provide financial help to the next generation. You may want to join with that generation to create a legacy that uses the family's wealth to benefit society.

Several factors are behind this shift in thinking, but one of the most important is simply the desire to see legacy planning in action. For many, planning to give money at estate settlement is simply not as exciting, and perhaps not as meaningful, as sharing their wealth while they are able to experience the impact of their generosity and connect with the individuals and organizations being helped.

Here are three best practices to help you and your family create a legacy for generations to come.

#### **DEVELOP A SHARED FAMILY PHILOSOPHY**

If you want your legacy planning to cross generational lines, you should identify the shared values and ideals that help define what your family stands for. This means you and your children (and possibly even your grandchildren) need to agree upon why, when and how to use the family's wealth for the greater good. A shared family philosophy on philanthropy may help create a framework for legacy-related conversations and decisions.

## IMPLEMENT A CAREFULLY PLANNED STRUCTURE

For a legacy to be productive and enduring, it is necessary to develop a structure for it — one that has the support of your family and that can meet your needs for decades. One possible solution is the creation of a trust. While you might think that trusts are suitable only for the ultra-rich, they have been used effectively by many high-net-worth families to accomplish philanthropic goals, create income and transfer wealth. Structured correctly, a trust can serve as a formal manifestation of a family's legacy.

#### PLAN AROUND YOUR OTHER GOALS

Your legacy planning will affect your overall investment strategies — and vice versa. For example, how much you put toward your legacy plans could partially determine how much you choose to withdraw from your retirement account(s) for

your daily expenses when you retire.

Also, your ability to help

fund your legacy plans can affect how aggressively you invest and how much risk you can tolerate from your investment portfolio.

#### CREATE THE FAMILY LEGACY YOU ENVISION

Proper legacy planning requires guidance from your wealth manager, accountant and attorney, as well as a commitment from you to complete the necessary tasks. It's also an ongoing process — something you will want to revisit periodically to evaluate its effectiveness and update as your life and family changes. However, the results of your efforts may be worthwhile in terms of financial peace of mind, personal happiness for your loved ones, and a sense that you and your family have chosen to use your wealth wisely for purposes that benefit others as well as enriching your own lives.

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## **MEMBER NEWS**

#### WENGERS OF MYERSTOWN

In July NTPDA held our Summer Board Meeting and Social in Lancaster County in Pennsylvania. It was an amazing trip. So much history there and things to see and do (like dining at an inn that George Washington frequented). Our

host was Wengers of Myerstown, a multi-generation company that is seriously crushing it when it comes to construction and agricultural parts. Here we sit down with Jake Walmer and talk about the family business. Enjoy!



#### FREIGHT PARTNERS GROUP

While we were in Pennsylvania for our Summer Board

Meeting and Mixer we had the opportunity to sit down with the President and CEO of Freight Partners Group, Tom Burke and the Director of Sales, Drew Ramos. Enjoy the conversation and learn more about their technology and mission.



Scan me

#### **DC HEAVY HYDRAULICS**

Join us as we travel to the small community of Union,

South Carolina where we visit with one of NTPDA's newest members and what has become a very fastgrowing small business. Ann Kerr is the General Manager of DC Heavy Hydraulics. We love showcasing growing small businesses and more than that we so enjoy visiting with new NTPDA members! Listen in to our conversation.



Scan me



#### MISSION TRIPS WITH TRAVIS KADDATZ

Travis Kaddatz, of Kaddatz Auction and Equipment, went in 2022 to Warsaw Poland to work with Ukrainian refugees. This year Travis went on another mission trip this time to Antioch, Turkey where they served 4,000 meals each day. The city is home to roughly one million people and was in total devastation. Along with feeding the people, they set up tents and brought comfort to so many. All of us at Kaddatz appreciate your prayers and support. And, Antioch is where Christ's followers were first called Christians. America's Auction Academy & TAA members assisted Travis in covering his expenses.





## NEXT STOP 2024

# CALIF RIIA!

#### NATIONAL TRACTOR PARTS DEALER ASSOCIATION 39th ANNUAL CONFERENCE & TRADE SHOW Harrah's Resort Southern California

#### **TUESDAY, JANUARY 16, 2024**

*Pre-Conference Arrivals* - Room Block at Wyndham San Diego Bayside @ \$199 per night (complimentary airport shuttle). Hotel is across from USS Midway & Star of India/Maritime Museum of San Diego.

Suggestion for Tuesday arrivals – take the Broadway Pier Ferry to Coronado to have dinner and see the spectacular San Diego skyline at night. Ferry \$8 each way.

Online St. Jude Auction Opens (open to All NTPDA Members)

#### WEDNESDAY, JANUARY 17, 2024

#### Pre-Conference Networking

**6:30 a.m. – 12 Noon** - Deep Sea Fishing – **Brothers Sport Fishing** (Coastal Region – Fish for Mexican Rock Fish) **(Limited Space – Sign Up Required)** 

*Includes:* SEEKER Rods / SHIMANO Reels, Tackle, Live Bait (Sardines), Ice, Waters & Gatorades, Fish Cleaning at end of trip. *Not Included:* You will need Mexican fishing license (approx. \$20) and must be purchased morning of trip.

**Optional:** You may use a local Fish Processor to fillet, vacuum seal, and label your catch. \$1.20-\$1.80/lb Fish Processing fees applicable. Vacuum sealing your fish is highly recommended to keep the quality of your table fare. Fish Processors may hold your processed fillets in their freezer storage, by your request. Brothers Sport Fishing can arrange transport of your catch, from the boat to the Fish Processing Facility, Delivery Charges applicable.

#### 9:00 a.m. – 11:00 a.m. Explore San Diego – Old Town Trolley Private City Tour (Limited Space – Sign Up Required)

Exclusive, fully narrated, historic tour of San Diego and Coronado aboard the original orange and green Old Town Trolley! Complimentary (local) pick-up and drop-off service. Private tour covers approximately 26 miles and over 100 fantastic San Diego attractions in a fastpaced narrative that's two hours. Tour includes Old Town, Maritime Museum/Star of India, USS Midway, Embarcadero, Seaport Village, Gaslamp Quarter, Petco Park, Barrio Logan, Coronado, Balboa Park, and Little Italy. The Old Town Trolley San Diego tour combines colorful anecdotes, humorous stories and well researched historical information! It is an excellent way to explore San Diego! 6:00 p.m. – 9:00 p.m. Drinks & Dinner – Brigantine (across the street from Wyndham overlooking the San Diego Bay)

The Brigantine is more than just home to some of San Diego's finest seafood. It's a place where locals and visitors alike go to share a lively atmosphere and authentic sense of community. Since the Morton family opened the first restaurant on Shelter Island in 1969, The Brigantine has brought together their passion for quality seafood, family values, and seasoned restaurant experience. Every time you eat with them, you're tasting years of hard work, innovation, and good food.

#### **THURSDAY, JANUARY 18, 2024**

#### 9:15 a.m. – Board shuttle/bus to depart from Wyndham San Diego Bayside to La Jolla

**10:00 a.m. – 12:00 noon La Jolla Scavenger Hunt** (Sign-Up Required) Explore La Jolla, "The Jewel" of San Diego, on this incredible Team Building activity. Groups of 10 will be formed and your team will take a fun stroll through the most gorgeous neighborhood in San Diego while participating in an experience that will not only inform but will provide a great bonding experience throughout. In La Jolla, your team will see famous restaurants, cafes, art galleries, boutiques, shops, wildlife and more while competing for points and bragging rights. This hunt is a favorite outdoor event and the setting in La Jolla offers a great mix of sunny streets, landmarks, local businesses, and dramatic ocean views. Water and snacks provided.

**12:30 p.m. – 2:00 p.m. Lunch – Claim Jumper** (at Wyndham) Claim Jumper Steakhouse & Bar is a premier dining destination where indulgence meets comfort. This restaurant is attached to Wyndham San Diego Bayside and the perfect spot to meet for lunch. If this is your arrival date and you have luggage, there will be room for it.

**2:30 p.m.** Bus Departs from Wyndham San Diego Bayside to Harrah's Resort (Sign-Up Required)

**4:00 p.m. – 6:00 p.m.** Displayers set-up – TEC 10

**5:00 p.m.** – **6:00 p.m.** Happy Hour – Enjoy CA local wine, seltzer, & brewed beer @ Rincon Reservation Road Brewery.

**5:00 p.m.** – **9:00 p.m.** Early Registration – Rincon Reservation Road Brewery (building outside hotel front doors).

**6:00 p.m. – 9:00 p.m.** "Early Arrival" Party – Music, Karaoke & Cornhole Practice.

**9:00 p.m. – 11:00 p.m.** The "After Party" Party – The party continues; brewery closes at 11 p.m.

#### FRIDAY, JANUARY 19, 2024

7:30 a.m. – 8:45 a.m. Breakfast – TEC 13.

8:00 a.m. – 4:30 p.m. Displayers set-up – TEC 10.

8:00 a.m. – 5:00 p.m. Registration – TEC 10 Foyer

9 a.m. - 10:30 a.m. Speed Networking - TEC 13

The Speed Networking event is a series of fun, challenging activities that are combined with interactive get-to-know-you discussions to promote camaraderie and enhance relationships. Participants will network their way through exciting challenges, rotating to new table groups and completing new tasks all while engaging in activities and reporting to new table groups as they go. Each activity creates energy in the room, as all the tables are alive with conversation. Each rotation opens doors to new relationship building and the strengthening of existing bonds. It is speed networking at its best!

#### 10:30 a.m. – 10:45 a.m. Break

10:45 a.m. – 11:45 a.m. Speaker – Garrison Wynn -Generational Differences – TEC 13

This extremely informative, entertaining, solutions-based keynote explores why younger and older people don't see eye to eye and what to do about it in the workplace. From pointers on motivating, managing and retaining younger employees to ways of preventing older managers from losing their minds, this research-based program shows it's possible for baby boomers and Gen X, Y, & Z employees to work well together.

#### 11:45 a.m. Break

12:00 p.m. Lunch – TEC 13

#### 1:00 p.m. - 2:30 p.m. Best Corporate Feud - TEC 13

The Best Corporate Feud brings you all the high-spirited fun and excitement of a live game show and is perfect as an engaging networking event. With all the atmosphere and fun of the real Feud, the show kicks off at the face-off podium where contestants compete to take control of the game and continues with guessing the most popular answers to survey questions with teams competing to move onto the final round. Our unique design keeps everyone involved throughout the game!

**2:30 p.m.** – **5:00 p.m. Break** – Time for meetings or Enjoy activities at the hotel - Casino, Pool, Spa, Shops, etc.

**5:00 p.m. – 6:00 p.m. Trade Show Opens** – "Welcome to Southern California" Happy Hour & Reception - **TEC 10** 

**6:00 p.m. Online St. Jude Auction Closes** (open to All NTPDA Members)

6:00 p.m. – 9:00 p.m. Business Exchange/Casino Challenge/ Cornhole Tournament – TEC 10

9:00 p.m. – Midnight Top Golf (Sign-Up Required – Limited Spots)

9:00 p.m. - Midnight Hospitality Suite - Oh So Suite

#### SATURDAY, JANUARY 20, 2024

Activities are in TEC 10 through 2:30 p.m.

7:30 a.m. – 9:00 a.m. Networking – Breakfast & Conversation

9:00 a.m. – 11:30 a.m. Business Exchange/Casino Challenge/ Cornhole Tournament

11:30 a.m. – 11:45 a.m. Break

11:45 a.m. General Session/Election of Officers

12:15 p.m. Lunch/Trade Show Area

1:00 p.m. – Booth Drawings

1:00 p.m. Business Exchange/Casino Challenge/Cornhole Tournament continues

2:00 p.m. Displayer's Meeting

2:30 p.m. Trade Show Closes

2:45 p.m. Board Meeting – TEC Board Room

6:00 p.m. Happy Hour/Dinner/Live Auction (4 or 5 items)/ Awards & Online Auction Winners Announced/Cornhole Tournament Finals – Bordeaux Room (2nd floor)

#### SUNDAY, JANUARY 21, 2024

Rotating Bus from Harrah's to San Diego Airport – Terminal 1 & Terminal 2 (Sign-Up Required)

3:30 a.m. leave Harrah's - approximate drop off at San Diego Airport - 4:30 a.m. to 5:00 a.m.

6:30 a.m. leave Harrah's - approximate drop off at San Diego Airport - 7:30 a.m. to 8:00 a.m.

9:30 a.m. leave Harrah's - approximate drop off at San Diego Airport - 10:30 a.m. to 11:00 a.m.

12:30 p.m. leave Harrah's - approximate drop off at San Diego Airport - 1:30 p.m. to 2:00 p.m.

**Theme:** Generations in the Workplace: Building Bridges Decorate booth the year the company began and/or representing person(s) birth decade(s).

-Program subject to change.-



## DID YOU KNOW ....

#### **Our Membership Referral Program**

How about us paying for your annual membership fee? Sounds like a deal and all you need to do to have us pay for your membership is to refer a New Member to us! How does it work? You simply forward on to us the name of the company and a contact person and we'll take it from there.



Should the company join NTPDA, either as an Associate Member or a Regular Member we will waive your next year's membership fee.

Over the past two years several of our Regular and Associate Members have done this and we've been able to reward them. So, who do you know that might make for an excellent NTPDA Member? Come on, think about it and let us know. Shoot me an email Michael@NTPDA.com or call us at 877-668-0900 and we're on it. And, thank you for being a member...it does matter.

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## Let's Eat!

Get ready to dip! Your French Fries that is. This dip, usually made with a mayonnaise base gets tangy with some whipped cottage cheese and spice perfect for fall or anytime.

#### **INGREDIENTS:**

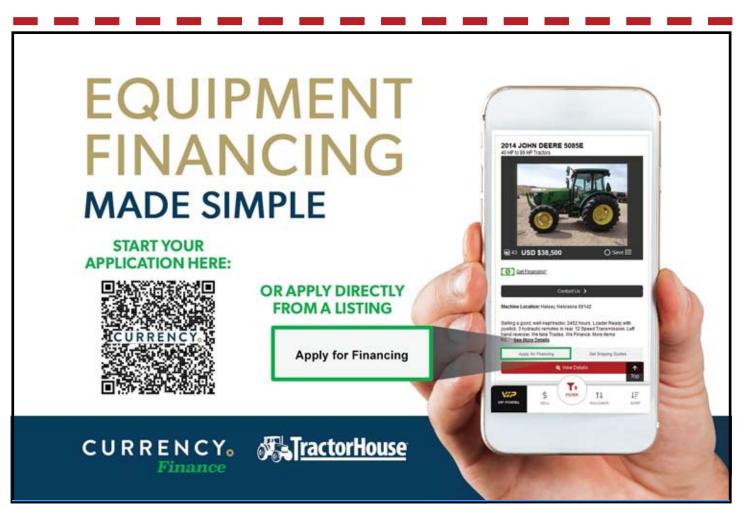
cup full-fat cottage cheese
ounces Neufchatel cheese
teaspoons of Worcestershire sauce
teaspoons of ketchup
teaspoons of apple cider vinegar
teaspoon of garlic powder
teaspoon of chili powder
teaspoon of paprika
Salt to taste



#### **DIRECTIONS:**

Add all ingredients into a blender or food processer, and blend until smooth.

YUM!





## What You Can Expect In January!

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## NEWS NEWS NEWS NEWS NEWS

### **TikToc Fine**

The Associated Press is reporting that European regulators slapped TikTok with a \$368 million fine on Friday for failing to protect children's privacy, the first time that the popular, short, video-sharing app has been punished for breaching Europe's strict data privacy rules. The investigation found that the sign-up process for teen users resulted in settings that made their accounts public by default, allowing anyone to view and comment on their videos. Those default settings also posed a risk to children under 13 who gained access to the platform even though they're not allowed.

### **Starbucks Cups**

Citing sustainability the iconic Starbucks cup...is going to change. The AP is reporting that by 2030, Starbucks wants to move away completely from disposable cups, which represent big portions of the company's overall waste and greenhouse gas emissions. The stated reason is that it's the right thing to do for the environment, and Starbucks has a history of lofty sustainability goals around various aspects of their global operations. Some have been met, such as new stores being certified for energy efficiency; others have been revised or scrapped entirely. For example, in 2008 the company said that by 2015 it wanted 100% of its cups to be recyclable or reusable. Today, that's still a long way away.

### **Retail Shrink**

Almost \$100 billion a year: That's how much the retail industry is losing to theft, according to the National Retail Federation. The CEO of Nordstrom — which in August lost \$300,000 in merchandise during a "flash rob" in at a Los Angeles store — said it's at "historical highs."

And those crimes are hitting local economies hard as they scare shoppers away from stores, hurt sales tax revenues and sometimes force shops to close. Retailers say the widespread looting is big and small in scale, ranging from from "small-time pilfering to Mafia-type cargo heists." Meanwhle, American Eagle Outfitters sued mall operator Westfield, saying it let its San Francisco mall "deteriorate into disarray," leaving its workers exposed to violence and robberies.

### **Daylight Saving Time**

On November 5, 2023, clocks will "fall back" in all but two States, Hawaii and Arizona. The "Sunshine Protection Act" has been introduced to Congress by Senator Marco Rubio and is stalled at present. If enacted, the law would require that the winter DST would become the de facto new Standard Time. As a result, Hawaii, Arizona and all of the US island territories would have to make a one time change to their time by an hour, which they have not done in the past. Ironically, this is the same form of DST that was so unpopular during WWII.

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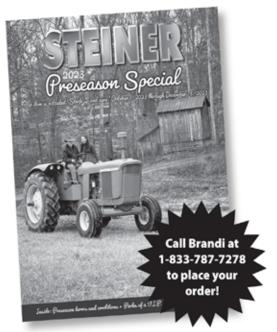
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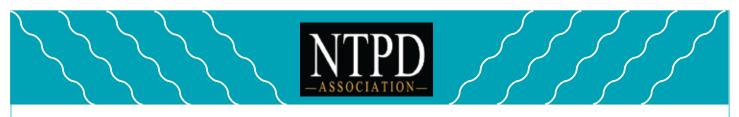
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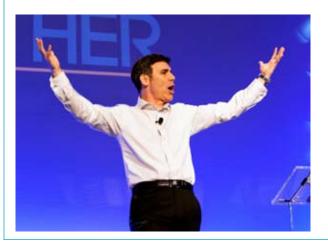
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### 2024 NTPDA Conference & Trade Show January 19 Harrah's Resort Southern California



#### GENERATIONAL DIFFERENCES KEYNOTE SPEAKER GARRISON WYNN, CSP

Mark your calendar to join us in Southern California in January 2024. Our keynote speaker will be Garrison Wynn speaking on generational differences. This extremely informative, entertaining, solutions-based keynote explores why younger and older people don't see eye to eye and what to do about it in the workplace. From pointers on motivating, managing, and retaining younger employees to ways of preventing older managers from losing their minds, this research-based program shows it's possible for baby boomers and Gen X, Y, & Z employees to work well together.

https://youtu.be/iKnlL80z3Yw





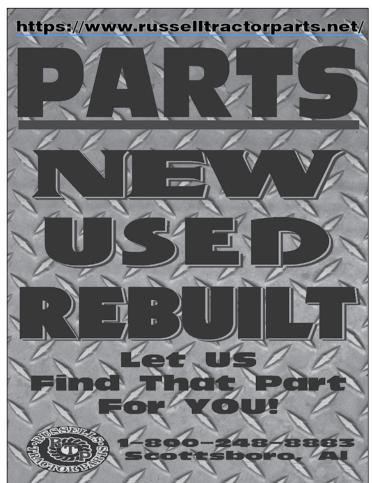
#### Staff Notes continued from page 5

there. The survey results last January told us more networking and educational opportunities were desired. We listened and the schedule has been built around what was requested. The theme this year is Generations in the Workplace: Building Bridges and our speaker, Garrison Wyn, will capture your attention as he combines comedy with researched facts on this topic. Friday night and Saturday will provide the same great trade show time with fun challenges at each booth. We are also incorporating an online St. Jude auction where ALL NTPDA members can participate regardless of attending the show or not. Oh, and we can't forget the corn hole tournament! For those who enjoyed Nashville, I guarantee that 2024 Southern California won't disappoint.

There is too much to list here but check out the Program at a Glance for more detailed information and feel free to ask if you have specific questions. Some of the events have limited space so those will be filled in the order as registrations are received. As soon as registration is ready, you will receive an email notification and it will also be available on the NTPDA website. Register early and make those hotel reservations so you don't miss out. Southern California is a popular destination and the place to be in the winter!

Until next time,

Kim





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Hello Friends,

Well, here we are in September! Russ and I are building a new house! So that means moving! Moving is so much fun and when you are in the middle of it you think, 'how in the world did I get so much stuff?' It makes you wonder why we have so many things.

I am trying to realize that what we have doesn't matter; it is about who we are as a person. I have been asking the guys that work for me, "What drives you?" It has been interesting that none of them have said "money." We all love money and it makes our lives easier or more fun but it isn't the most important thing. One of the guys said he loves to work; he finds satisfaction when he works. I loved that and I would have to agree that a hard day at work is fulfilling.

I think our world has lost its way when it comes to work. It seems either people have lost the skill of hard work, or they never had it. I think we do kids a great injustice when we don't teach them how to work.

When you are in the tractor business there is nothing but hard work. I admire all the people in this Association for all the many years they have spent working hard. It is like farming; it isn't easy but very rewarding. Anything worthwhile takes work. Some of the best times in my life were spent at my Grandma's house and guess what we did? We worked. We picked blackberries, we canned, we even dressed chickens. She didn't say, "What would you like to do today?" She said, "This is what we are going to do." At the end of the day, they would pull a watermelon out of the cistern and we would sit out in the yard



By Terri Stevens

and visit and eat watermelon. Those were the days.

Let's be people who help people learn the value of a hard day's work. The Bible says in Galatians 6:7, "We reap what we sow." Let's sow seeds of integrity, honesty and hard work to the next generation.

Blessings, Greasy



### ADVERTISING – MARKETING TIP Burying the QR Code? by Michael Libbie

Several years ago B.L. Orchman wrote a piece for Ad Age Digital with this headline and tagline: QR Codes Are Dead, Trampled by Easier-to-Use Apps - New Technology Can Make Almost Any Product Interactive, No Download Needed." Whew! That would make you think investing in a smart campaign that correctly uses QR Codes might be a waste of time. But hold on there...all is not as it seems.

The article makes a big deal out of how new technology can make products "come alive" by simply "touching your smartphone to a product". Trouble is...each of the tech items mentioned requires a download. And, because there are three different technologies highlighted...that is three downloads. (Never mind that the tag line says you don't need to download...you do.)

QR Codes are far from "dead". While many consumers still

have not figured out what they are and how to activate them, QR Code use continues to increase. And, if you are smart about explaining what they are and how to use them they will make a difference in driving traffic to where you want consumers to go.

And, that is the key. Just having a QR code on something without telling the consumer where it goes is a big mistake. People will not access the information the QR Code points to if they are going in blind.

If you click on this QR Code you'll be taken to our daily business newscast.

Before you order flowers for the QR Code funeral it might be a good time to re-think QR Code use.





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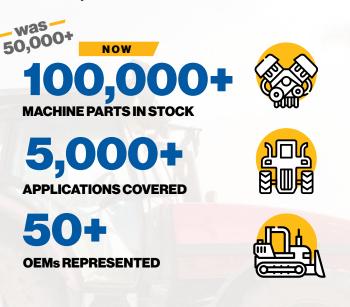
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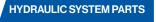


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