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Articles, letters, advertisements and

comments are encouraged. Send to:

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### Greetings to everyone!!

Hopefully everyone is well and had plenty to be thankful for over Thanksgiving. This time of year is often a busy one for most people. Seems like Thanksgiving, Christmas and New Years are all one big blur. Mix in harvest, college football, basketball, wrestling and hunting seasons and 2023 is gone.

My hunting season got kicked off with an epic road trip hunt (not to be confused with a road hunt -



**President Trey** 

I can see where some of your minds were headed). Seven of us struck out 18 hours to the northeast corner of South Dakota in search of migrating ducks. We landed on the "X". Our guide set us up perfectly where we had hungry mallards feeding in a field. They were landing perfectly in the decoy spread.

After 2 days of that we headed about 5 hours to south central part of South Dakota in search of pheasant. We chased them for 2 days and limited out both days. Memories in the field are some of my favorites. I got to spend this trip sharing the experience with my dad and son. Three generations of bird killers made it home worn out and with no desire to travel for a while.

Speaking of travel....Are you signed up for the 2024 NTPDA Conference and Trade Show?? If you're on the edge about it, DO IT!!! Make plans now to get there. This year promises to be one you don't want to skip. I'm looking forward to seeing everyone there!

Hope everyone has a great holiday season!

--Trev Russell

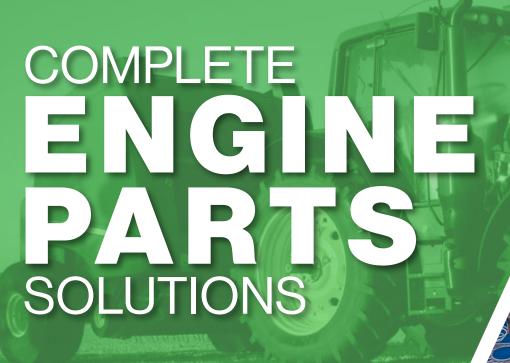




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# StaffNotes

Happy Holidays! We are in the middle of the season which means our 2024 Conference and Trade Show in Southern California is only weeks away. For those who have signed up, we are excited and look forward to seeing you. For those who haven't signed up, we want to see you there! Here are some reasons to consider attending.



Kim Carroll

- 1. Network with like-minded people and connect with NTPDA members from all over the nation in one location.
- 2. Hear top motivational speaker, Garrison Wynn, present on Generations Working Better Together. He engages and energizes his audience in an entertaining way while giving relevant, proven takeaways. He has been the speaker for corporations such as Caterpillar, Lockheed Martin, UPS, FedEx, Komatsu International, Amazon and many others. Read Testimonials shared by others.
- 3. Exclusive on-site promotions, games, and great prizes including our 2nd annual cornhole tournament with a 1st place prize of \$1,000 and 2nd place prize of \$500.
- 4. Give and support charity through our on-site live auction for St. Jude Children's Research Hospital.
- 5. Affordable registration fee! Access to all NTPDA events, food, and drinks for only \$375 per person. Member rate good through December 31st.
- 6. Credit offered to members booking rooms under the NTPDA room block. Stay at the Harrah's Resort Southern California under the NTPDA room block and receive a \$50 credit per room for up to three nights. The credit will be issued after the show to the member company to use towards membership dues or advertising. Our NTPDA exclusive rate has a reservation cut-off date of Sunday, December 17. After this date, the hotel will release the unreserved rooms.
- 7. Enjoy beautiful San Diego when there are smaller crowds, more vivid sunsets, and January average temperatures in the 60s.

There is so much to offer you in one location. Registration is available on the NTPDA website at www.ntpda.com under Events.

Wishing you all a Merry Christmas and Happy New Year with family and friends.

Kim

Then I sat down to begin writing this edition of The Bulletin I wasn't aware that we've added ten new NTPDA Members since our Summer Edition. Thank you to those of you who have referred a company. only does Association grow but your company gets your dues waived should that referral join. Besides having you refer a company we do



Michael Libbie

a bunch of searching in and around an area where we'll be having a meeting or just general Google searches. In addition, many of our new members tell me they are impressed with our depth of online content and SEO. The secret here is to always work it...always.

I remember, before coming on staff, being told that the reason our membership was declining was because there were no more salvage yards to go after. Well, that's turned out to be untrue. For example, in this issue you'll learn about BB Tractor Salvage of Wisconsin. The young owner, Brandon, has been at it for a couple of years...just him and a part-time helper. But he continues to grow and learn. Yes, they are out there. Our job is to find them and explain what great benefit there is in becoming an NTPDA Member. It does matter.

Bags packed? It's going to be a fantastic event as we head to California for our Conference and Trade Show. One of the things we're really excited about is having the chance to listen to our speaker Garrison Wynn. Every day I hear from business leaders how difficult it is to recruit and retain good employees; how different it is to understand the generational differences and goals they may have. Well, YOU are in luck because Garrison will unlock some magic when he speaks to us. This one event should be worth the entire trip. If you have not signed up, let's make it so.

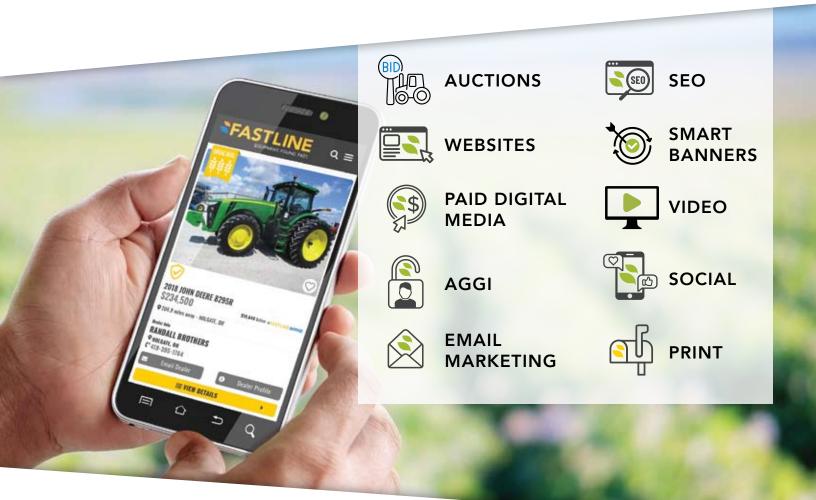
Finally this is the season of giving and showing gratitude. But, should it be just a seasonal event? There is a huge business benefit when we remember to show gratitude all year long. If you want to learn more about that, follow this QR Code.



Happy Holidays...catch you later!

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# **Seven Investment Fundamentals**

## Provided by RBC Wealth Management and Craig Shaver



Staying informed in today's market can sometimes feel like attending a three-ring circus. Between all the websites, publications and broadcasts vying for your attention, there is a lot of rapidly changing content to take in. To make smart investment decisions, sometimes it may help to tune out the white noise and just pay attention to the following investment fundamentals that have withstood the test of time:

- 1) Importance of cycles: If you look at historical records, there is strong evidence to suggest cycles repeat themselves on three different frequencies.
  - Multigenerational cycles usually run over a 60-to-80-year period. Watch for political, social and economic trends that can create four "seasons" with corresponding effects on what kind of market "weather" to expect. Demographic changes, credit availability and technological developments can also affect the trends for each season. Because of their long duration, multigenerational cycles are most helpful when viewed as background for bull/bear cycles.
  - Secular bull and bear cycles usually run over a 16-to-18-year period. Shifts in stock valuation, in terms of absolute and relative price-to-earnings ratios and broader sentiment are good indicators to watch. During bear cycles, many investors focus on risk management. Bull cycles are generally a good time to buy into the markets and stick with investments.
  - Cyclical bull and bear cycles usually run over a threeto-five-year period. The expansion and contraction of corporate business cycles, interest rate trends and ranges in historical valuation within sectors are good indicators to watch. These factors may help investors determine which industries may outperform others.
- 2) Understand investor psychology: These boom-and-bust cycles persist despite the advancement of technology because of human nature. The fear of losing when markets are down can be as strong a motivator as the fear of missing out can be when markets are going up. Another consideration is the fact that long-term experiential memory is only about three years. How did your investment behavior and feelings change after the fallout of 2008-2009? Are you back to some of your "old" habits and feelings? Let's try not to forget those hard-earned lessons.
- **3)** Emotions are contrary indicators: Managing your emotions can be the toughest part of investing. Feeling good about your portfolio could be seen as a signal to pay attention to valuation. And when you are feeling stressed about a general market slump, revisit valuations of companies worthy of consideration.

- 4) Regression to the mean is real: Sector outperformance tends to run out of steam after about three years. It rarely has a longer run than that. The first year's outperformance may come as a surprise. The second year, fundamentals emerge more clearly, and pulls in investors. By year three, expectations are high, as are inflows, but that rising confidence may sow the seed of disappointment as well. So attempting to time sectors, like timing the market in general, is often more frustrating than it is effective, in terms of long-term portfolio performance.
- 5) Perseverance pays, so pace yourself: Investing is a lot like baseball. To win, you have to swing the bat. But instead of always swinging for "home runs," focus on base hits. If you pick quality investments that are appropriate for your goals and risk tolerance, pay attention to capital preservation and maintain broadly diversified market exposure.
- 6) Dividends matter: To continue the baseball analogy, dividend stocks are ones that may help you get on base consistently. Plus, they can help you manage two key investment risks: overpaying for growth and taking too much risk. Consistent dividend growers can often spotlight superior business models offering resilience in volatile markets.
- 7) Time is your friend: Investing for the long term has value. It gives your winners more time to work and it has the power to smooth out some of the inevitable losers in your portfolio. Again, dividends can make sense. Reinvest dividends from dividend growers, and take cash from the dividend payers. This approach works best over a multiyear basis, not quarter over quarter. Proper attention to asset allocation helps maximize the benefits of time on overall portfolio performance as well.

Being mindful of these seven fundamentals can help you tune out the financial "noise" in your ears, and can also help save your sanity— especially during periods of economic uncertainty and market volatility—by helping you focus on the things you can always control: your emotions and your choices.

This article is provided by RBC Wealth Management on behalf of Craig Shaver, a Financial Advisor at RBC Wealth Management, and may not be exclusive to this publication. The information included in this article is not intended to be used as the primary basis for making investment decisions. RBC Wealth Management does not endorse this organization or publication. Consult your investment professional for additional information and guidance.

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# **MEMBER NEWS MEMBER NEWS MEMBER NEWS**

Over the past couple of months, we've added eight new NTPDA Members and a rejoin that was not expected. Here you can learn more about them and maybe even drop them a line and welcome them to our great Association.

### **TECHNOLOGIA PEREZ SA**

Technologia Perez is a family-owned manufacturing company based in Argentina. Our contact there is Hernan Perez. They manufacture world class parts and accessories for combines and cutting platforms. Compatible with John Deere®, Case-IH® and New Holland. Hernan tells me that the reason he wanted to join NTPDA is because he hopes to open up sales channels in North America and "NTPDA seems like a logical choice for us." To see a video of Technologia Perez and what they do follow this link. You will be impressed: https://youtu.be/hMl3fhvIrV8?si=VSuDA59jg\_PL9TO7 and here is their website: https://www.tecnologiaperez.com.ar/index2.html

### **GREEN SPRING TRACTOR SALVAGE**

Another family-owned salvage company this time based in Newville, PA. Our contact there is James Martin who tells me that his business is thriving, especially online sales. And once you visit their website you'll understand why. They jump right in offering new, used and rebuilt tractor parts. James said he was referred to NTPDA by Wenger's of Myerstown (Thank you!) and is anxious to learn more about how he can become connected to our Associate and Regular Members. Website: https://greenspringtractor.com/

### **CALL NOTES**

Here is another interesting company, and Associate Member, built by entrepreneur Cyris Hilty. If that last name sounds familiar it should. He is the son of our member Hilty Farm Equipment and based in New Madison, OH. Cyris tells us that he created a parts inventory system that has been used at Hilty Farm Equipment for several years and now he is ready to branch out and introduce this technology to other Regular Members. He has an ad in this edition of The Bulletin and here is his website: <a href="https://www.callnotes.net/">https://www.callnotes.net/</a>

### **COURTMACSHERRY MACHINERY**

Now let's travel across "The Pond" and get to know new Regular Member CourtMacSherry based in Ireland. Our contact there is Richard Ellis who says he found us by doing an online search and we came up right away (SEO friends!). He tells us that his goal is to use our many benefits and then "bridge the gap from North America to Europe for

tractor spare parts." I can share with you that there is a vast opportunity in Europe and even more in Africa. (More on that later...) You can visit Richard on his site: <a href="https://www.cmstractorparts.com/">https://www.cmstractorparts.com/</a>

### APC INDUSTRIES CO.

The company is located in Chino, CA and this new Associate Member manufactures agricultural, tractor, industrial and stainless food processing bearings and assemblies for all brands of equipment. Our contact there is Tony Albin who tells us his group wants to open up new distribution channels for their products as well as buy from others. Tony says that he was referred to NTPDA by another new member, Dean at Heavy Motion. (Thank you!) You'll be able to meet the folks from APC at our Annual Conference & Trade Show. Find out more about APC by visiting their website: <a href="http://automotivepartscompany.com/">http://automotivepartscompany.com/</a>

### CATALYST COMMUNICATIONS GROUP

Long ago I was part of Heartland Communications Group the publisher of Farmers Hotline as well as magazines and websites for the industrial and parts trade. In February, Catalyst Communications Network ushered in a new era by acquiring Heartland Communications Group. The company has set their sights on revolutionizing the agriculture, construction, and industrial markets in 2024 and beyond. Catalyst's ability in digital media is amazing. Often when companies are purchased there is a question about renewing their NTPDA Membership. However after discussions with Carol Harrison, the Farmer's Hotline Publisher, they renewed. The group issued a press release that you can find in this Edition. The website for Farmers is here: <a href="https://www.farmershotline.com/">https://www.farmershotline.com/</a>

### **TVH PARTS COMPANY**

Located in Olathe, KS TVH is a global company that specializes in providing quality parts and accessories for agriculture, material handling, industrial and light construction equipment. And, you can see their ad in this edition of The Bulletin. Our contact is Megan Brune who said her company joined to "continue growing our presence in the agriculture market, learn more about the customer base, and expand on our current connections within the industry." They were referred to NTPDA by our member BEPCO. Learn more about this Associate Member by heading to their site: https://www.tvh.com/

# St. Jude Auction

We will host a St. Jude Auction again this year both Live and Online. The online auction will be available for bids between January 16 through January 19 and ALL NTPDA Members will have a chance to participate to donate and bid on items. First, we need donations to build the online auction platform and are requesting members to donate items or experiences. Here are other details to know:

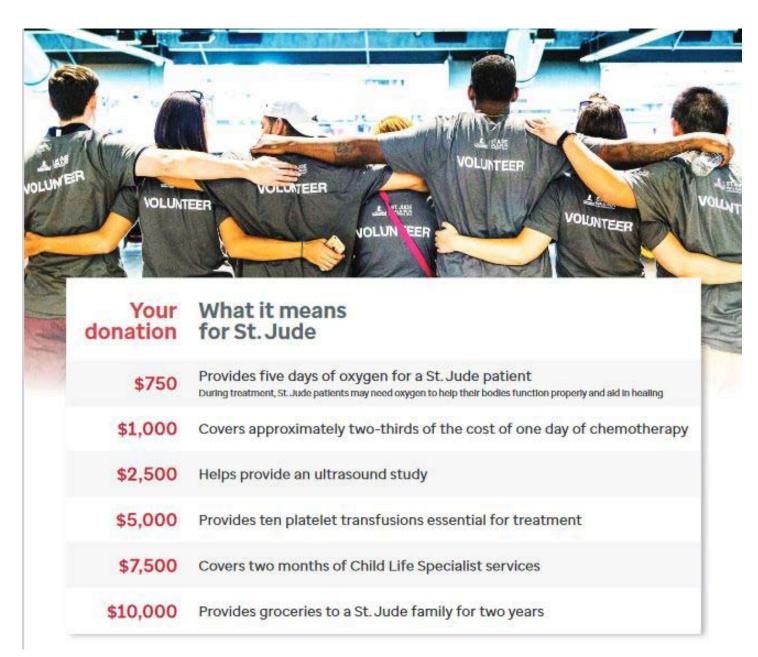
- 1. Email picture, description, and approximate value to kim@ntpda.com by Wednesday, December 27. The sooner the better!
- 2. Bidding will be online starting Tuesday, January 16 and ending Friday, January 19. A link will be shared with all members near the start of the auction.

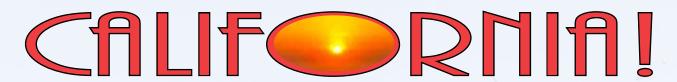
3. Donor of item will be notified and will pay to mail/ship the item to the winning bidder the week following the show.

Because of leaders like you, families never receive a bill from St. Jude for treatment,



travel, housing, or food because all a family should worry about is helping their child live. Let's come together as a community to make a difference for the kids at St. Jude!





# 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 - Generations Working Better Together – 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

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

9:00 p.m. - Midnight Top Golf

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.-



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# DID YOU KNOW...

# **Summer Mixer**

While it's cold now July is going to heat up and that's the month we hold our Summer Mixer. While this has always been the Summer Board Meeting, we've started to take it to a whole new level of FUN!

Yes, the Board does meet but we've also opened up the event to every NTPDA Member to join us for a couple of days of socializing and getting to know each other better. We recently headed to Alabama and had a great time in Scottsboro with Russell's Tractor who put on an amazing event that saw attendees make a site visit, eat some pizza and a shrimp boil that was over the top. Not to be outdone, this past year Wenger's of Myerstown hosted the Summer Mixer in Pennsylvania and what a great time we had learning about the history of the area,



dining in some really great old family restaurants and checking out their family business.

So, here is your invitation to join us for our next Summer Mixer this coming July. We'll be sharing details soon and we would love you have you with us!





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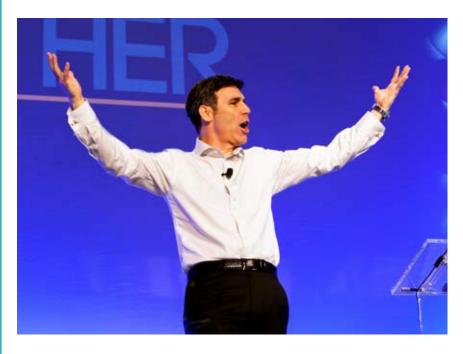


# 2024 NTPDA Conference & Trade Show January 19

Harrah's Resort Southern California

# GENERATIONS WORKING BETTER TOGETHER

KEYNOTE SPEAKER GARRISON WYNN, CSP



Top keynote speaker, Garrison Wynn, will be presenting on generations working better together. 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.

### **Biography**

With talents that established him as a Fortune 500 leader and professional stand-up comedian, Garrison Wynn, CSP, fuses comic timing and research to deliver motivational business expertise. For 26 years, he has given keynote presentations to clients (such as Bank of America, Amazon, Caterpillar, Walmart, Berkshire Hathaway, Intel, McDonalds, the NFL, and NASA) at corporate and association events. He is also an Amazon #1 bestselling author who has been featured in Forbes and Inc. Magazines. In his teens he helped debut the world's first video console gaming system (Odyssey) and as a young man spent 6 years as a pro standup touring comedy clubs with the top names in the business. He went on to become the youngest department head in a Fortune 500 company's history where he researched and designed processes for 38 company locations nationwide, and developed and marketed products still being sold in 30 countries.

Speaking Sample: <a href="https://www.youtube.com/watch?v=I3hwUA856gI">https://www.youtube.com/watch?v=I3hwUA856gI</a> Reviews: <a href="https://www.motivational-speaker-success.com/testimonials/">https://www.motivational-speaker-success.com/testimonials/</a>

# Let's Eat!

### **Mexican Meatball Soup**

From Leah Perez . Photo: Caitlin Bensel

### Ingredients

1 large yellow onion, finely chopped and divided

1 c. chopped fresh cilantro, divided, plus more to serve

1/2 c. long-grain white rice

2 large eggs

4 garlic cloves, finely chopped and divided

2 tbsp. chopped fresh mint, optional

1 tbsp. plus 1 teaspoon dried oregano, divided

1 tbsp. kosher salt, divided, plus more to taste

2 tsp. ground cumin, divided

1 tsp. ground black pepper, divided

2 lb. ground beef (80/20)

2 tbsp. vegetable oil

4 medium carrots, peeled and sliced into 1/4-inch half-moons

1 medium jalapeño, seeded and diced

2 at. beef broth

1 28-ounce can crushed tomatoes

2 dried bay leaves

3 medium russet potatoes, peeled and cut into 1/2-inch cubes

3 medium zucchini, sliced into 1/2-inch thick half-moons Cooked rice, to serve **1.** In a medium bowl, combine half the onion, ½ cup of cilantro, rice, eggs, 2 finely chopped garlic cloves, mint, if using, 2 teaspoons of oregano, 1 ½ teaspoons of salt, 1 teaspoon of cumin, and ½ teaspoon of pepper. Gently mix in the beef until well combined, making sure not to over mix. Form the mixture into meatballs, about 1



1/2 tablespoons in size. Place the formed meatballs on a sheet tray or cutting board; cover until ready to use.

- **2.** In a large pot, heat the oil over medium heat. Add the remaining onion, carrot, jalapeño, the remaining 2 finely chopped garlic cloves, 2 teaspoons of oregano, 1 ½ teaspoons of salt, 1 teaspoon of cumin, and ½ teaspoon of pepper. Saute until softened, 3 to 5 minutes. Add the beef broth, tomatoes, and bay leaves. Add 2 cups of water, increase the heat to medium-high, and bring to a boil. Add the potatoes. Slowly add the meatballs, being careful not to break them. Simmer until the meatballs float and the potatoes are tender, 10 to 15 minutes.
- **3.** Add the zucchini and the remaining  $\frac{1}{2}$  cup cilantro, cook until the zucchini has softened, 10 to 12 minutes. Remove the bay leaves and taste for salt.
- **4.** Serve hot, over cooked rice, with extra cilantro.

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#### **BB TRACTOR SALVAGE**

What a great story coming out of Glen Haven, WI! The owner, Brandon Boxrucker has been in business for just a few years but he is killing it online with his shop and as a vendor on eBay. When I spoke to Brandon he told me it's mostly him and some part-time help. We talked on a cold day in November as Brandon was out in the yard wrenching parts off of some older model tractors. He said he joined once he saw our recruiting brochure that listed so many benefits that he says will be important to his growth. Visit our new Regular Member on his site: <a href="https://bb-tractor-salvage-llc.business.site/">https://bb-tractor-salvage-llc.business.site/</a>

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We're headed north into Canada to make welcome owner Jordan Zalinka who is based in the small agricultural town of Tisdale. Jordan says he found us online (Oh, that SEO again!) and wants to be able to buy aftermarket and repair parts for his store. Jordan said that the store is new to his business and he is anxious to meet other Associate Members that can offer him products for the agricultural and industrial verticals. Visit his place here: https://tisdalefarmparts.com/

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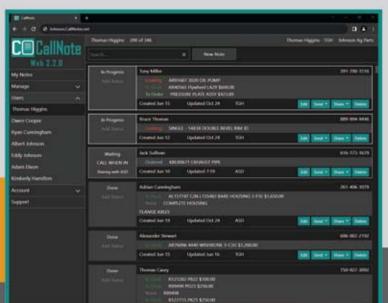


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# Catalyst Communications Network's Evolution Unveiled: A Digital Frontier for Agriculture, Industrial, and Construction Sectors

By Catalyst Communications Network

In February, Catalyst Communications Network ushered in a new era by acquiring Heartland Communications Group. As a catalyst for transformation in communication and media, we've set our sights on revolutionizing the agriculture, construction, and industrial markets in 2024 and beyond. Catalyst's prowess in digital media is set to elevate our portfolio of websites, bolster data processing capabilities, and create unprecedented opportunities for advertisers.

Heartland's extensive industry expertise in agriculture, lifting, construction, and industrial machinery seamlessly blends with Catalyst's digital strength, promising a powerful synergy. Shae McBride, CEO of Catalyst, expresses the excitement, stating, "We're looking forward to opening new growth avenues for a business that has earned the trust of readers for decades."

Expanding upon the solid groundwork laid by Heartland since 1966, Catalyst Communications Network is excited to introduce transformative updates throughout its portfolio. In addition to the recent relaunch of the Farmers Hot Line website, a leading agricultural publication, we've rolled out refreshed websites for AcreageLife, Chicken Whisperer, Crane Hot Line, and Lift & Access, marking a new era of innovation and excellence.

This is just the beginning of Catalyst's digital journey as we are fully committed to meeting the evolving needs of our readers and clients. Our multi-platform approach ensures

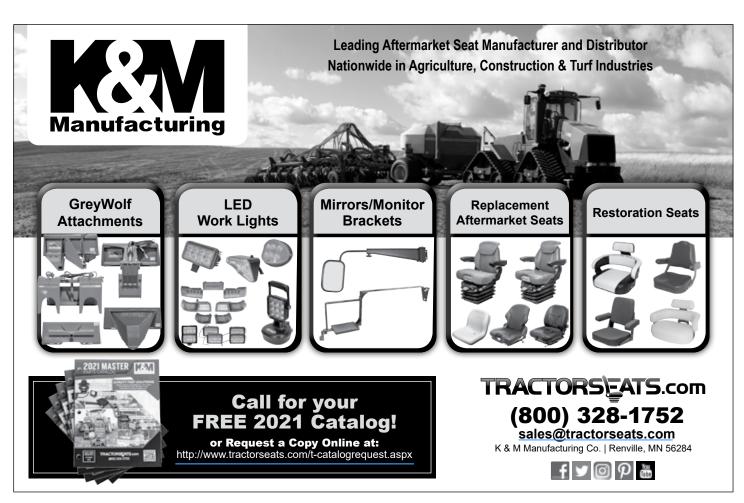
targeted messages, utilizing geo-targeted campaigns and an ad platform that offers real-time insights into marketing effectiveness.

Additional features will include integrated advertising for precision targeting, a digital hub for knowledge enhancement that will empower clients with data, and tailored solutions for individual needs. With over 57 years in the industry, Catalyst remains a steadfast partner across the agriculture, industrial, and construction sectors, dedicated to maximizing ROI and crafting customized marketing strategies.

Looking ahead, Catalyst Communications Network will continue its digital evolution in 2024 by extending our strategic efforts to grow other publications within our network by enhancing content quality and relevance, introducing interactive features, and providing tailored advertising solutions for effective audience connection. As we embark on this exciting journey, we invite our readers and our community to join us, share your thoughts, and be a part of our digitally enriched future.













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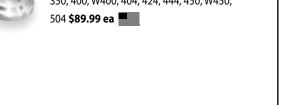
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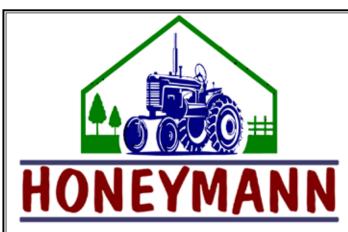
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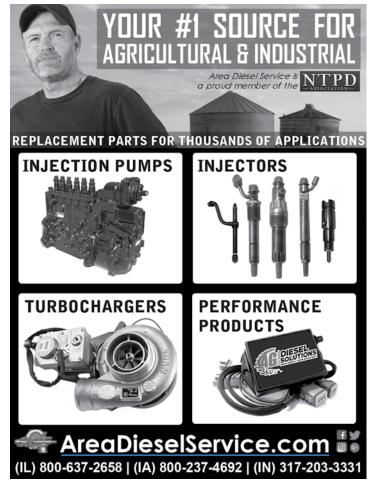
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# Advertising – Marketing Tip

by Michael Libbie

# A D D I N G VALUE

Recently a non-profit client began asking their members for donations that would go toward various programs at their upcoming event. It's sort of a new thing for them. In discussing all of this with the staff we asked the question, "What value added opportunities are you offering the donors?"

We were told there would be signage, mention in their printed magazine, social media notices and, perhaps, even a "thank you note" sent to the member company.

All good and proper but in our mind much of that is fleeting. (However, we do know that a written thank you is something many people hang on to simply because it's such a lost art.) Our next thought was, "What can we do that will really add value to that companies brand? What can they use over and over again to boost their business and explain to others who and what they are?"

It's here that we suggested doing recorded interviews with the higher level donors and adding video to the interview. Then packaging all of this up and sending the video interviews to the company following the event. They, in turn, could use those on their website, in their social media or their video platform. No additional cost but done in such a way that our "thank you" lasts and lasts.

We got the "go" and so looking forward to adding real value to these corporate donors.



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# **Greetings from**

# Greasy Girl

By Terri Stevens

Dear Friends,

Do you ever think 'Wow this world is crazy and it has changed so much?' Almost every day I think that! I think about business as well. I deal with some large companies, and they don't have representation or don't answer the phone. Everyone is encouraged to do business online. Oh, and then there is AI. Now that is crazy. Did you ever think we would live in a day when we would talk to a person that really isn't a real person?

That is the cool thing about the NTPDA. We are a group of businesses that care about our customers and want to talk to them on the phone. It is called valuing your customer. It seems our world has lost the value of people. Big companies don't value their customers and have forgotten what it is like to be a small business.

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I have been in the NTPDA for 25 years and I have always felt that I was valued when I call one of the many businesses on the phone or see them in person.

As we approach another year, may we look at our world as to how can we make it different and how can we place value on people. I think there are a lot



of people in this world that don't feel as if they make a difference or that they are important. That is a wide swope that means our spouses, our kids, our families, our coworkers, our friends. Tell people they are doing a good job.

Encourage them; kill them with kindness. We are all different but we are all the same in need of love and appreciation no matter how young or how old we are. Here are a few suggestions for you.

Spouse: Tell them you love them. Russ came across the parking lot with a long stem rose in his mouth.

Kids: Spend some time with them away from electronics.

Families: Have a game night and just have some fun talking and hanging out together.

Coworkers: Tell them they have done a good job and that you appreciate them and all their work.

Friends: Do something nice for them; make them a pie or some cookies.

Let's start this New Year off by showing value to those around us.

Blessings, Greasy



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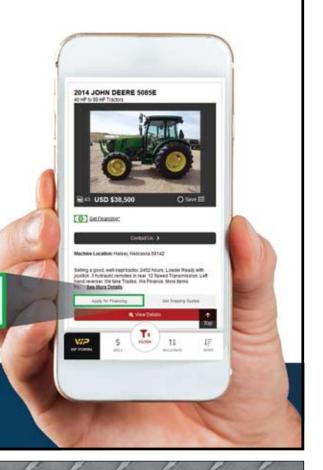


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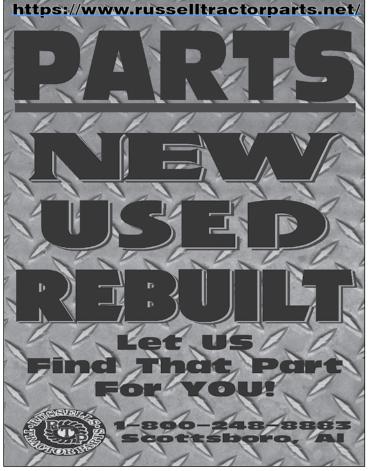






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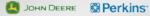
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