



BULLETIN

NATIONAL TRACTOR PARTS DEALER ASSOCIATION

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SPRING 2013

VOL. 23, NO. 1

Inside . . . a look at our

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BULLETIN

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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 . . .

I Can't Understand What Bob Dylan's Singing

I can't. I try, but nope. Well, except for that one song where he sings "the times, they are a changin' ". And my friends, for the NTPDA members - they really ARE changing.

It was my pleasure to be able to work in the NTPDA booth at the recent trade show in Little Rock along with Tom Winkleblack and Kim Carroll. We talked to members about a variety of topics (see Tom's article also in this bulletin for a more detailed account of the comments), and there's one issue that keeps rearing its head to me: It seems there are getting to be fewer and fewer true salvage members, and the question keeps coming up from both Regular and Associate members – "Why is there a separation anymore?" Seriously, that came up A LOT. And not only from Associate members! So I need your feedback on this one - Do we need to rethink our membership statuses? Knowing what's going on in the industry, do we need to "open it up" (heard this one many times too) to dealers and / or repair shops? I really need to hear from you all on this one.

More change.....and this is pretty good stuff! We have entered into an agreement with SAV Transportation Group to be our shipping partner for group rates on all methods of shipping, including LTL and small package. This is really exciting as we've used our collective membership buying power to crack a deal that will offer a seamless shipping platform under the NTPDA banner – a true BENEFIT to all members! See SAV's ad in this bulletin, and you can look forward to being contacted by them in the near future.

Still more.....by the time you're reading this article, our Association will have entered into an agreement with Aramark to be the "preferred" uniform supplier to our membership (a BENEFIT ?..... I think so!). Aramark will



Jeff Griggs - President

offer you "national account pricing", but with local service from area reps. Good stuff!

Oh, and there's one more – we're ironing out final details with a major workman's comp insurance carrier to become our partner in that arena, offering our "salvage" members an alternative insurance provider with a world class company. Another true BENEFIT!

In closing, I'm excited to be able to bring you this news, but as I said earlier in the article there are serious items to discuss that could lead to major changes in the makeup of our organization. Help me and board to know what direction we should go on the membership status question – please!

Jeff Griggs
e-mail: j.griggs@tractorpartsasap.com
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SHOW ATTENDANCE HISTORY

YEAR	LOCATION	COMPANIES	ATTENDANCE
2010	Nashville	76	217
2011	Orlando	65	175
2012	San Antonio	64	155
2013	Little Rock	59	130



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Message from Phyllis

In this issue we will be highlighting our recent conference and trade show in Little Rock. We had a great time but we were a bit disappointed at the turnout. Please look at page 6 to see what our numbers have been over the past few years. I know there are many reasons why you might not have attended...but the economy seems to be the number one reason. We hope that this year you will consider joining us in Tucson for our 2014 Conference and Trade Show. Refer to Tom Winkleblack's article for more information about our recent trade show and what to expect in Tucson. Also, our President Jeff Griggs offers up some additional information on our re-

cent trade show as well as some new member benefits we are currently working on.

And even though Terri is no longer on the board I think we have all enjoyed her articles so she will be a guest writer for us on occasion. Also in this issue our new Secretary, Kathie Witte will introduce herself to those of you who don't already know her.

We want to thank all of our attendees, displayers and host sponsors for making our trade show such a success. Our Marketplace I, II and III was once again well received and we plan



to bring it back to Tucson. Another reason we hope you'll make plans to attend.

At our summer board meeting last year it was suggested that we give the Bulletin a new "look"...and we hope this one does the trick. Please let us know what you think - good or bad...constructive criticism is always welcome.

We also want to welcome our new board members and we appreciate their time, participation and insight into making YOUR association a great one.

Until next time,

Phyllis

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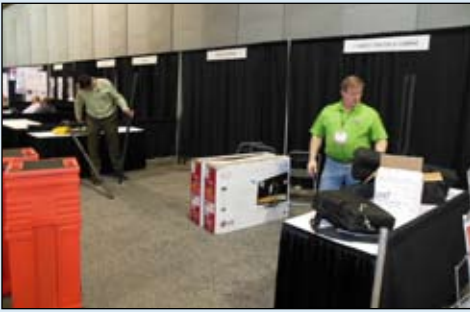
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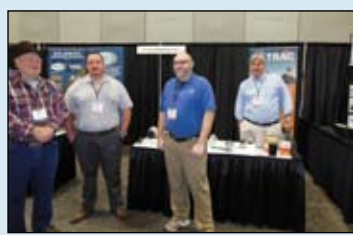
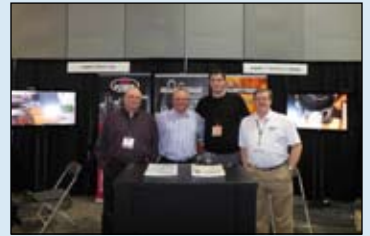
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HIGHLIGHTS FROM THE
29th ANNUAL CONFERENCE & TRADE SHOW



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29th ANNUAL CONFERENCE & TRADE SHOW



***Make plans NOW for our 30th Annual
Conference & Trade Show in Tucson,
Arizona!!***

SEE PAGE 20 FOR MORE INFORMATION

DID YOU KNOW?

By Kim Carroll



Did you know NTPDA has a library of professional tools to empower your business and employees? One of your member benefits is the NTPDA Library which includes a variety of resources that are available to members and employees of members to check-out at no charge. The resources include books, audio, DVD, and training materials on topics like

social media, financial and budgeting information, customer satisfaction, motivational on business/personal change, and fork lift training. Listed in the next column are the titles of the resources that are available. To obtain more detail information on anything listed, go to our website at www.ntpda.com, move the cursor over the Members Only tab, click on Library Resources and enter the NTPDA member password (contact me if you don't have the password). If you want to check-out any of the materials, send me an e-mail at kim@ntpda.com.

- Creating Customer Satisfaction
- Embracing Change
- The 7 Habits of Highly Effective People
- PIVOT
- Forklift Safety Training Program
- Measure What Matters
- The Facebook Era
- The Social Media Bible, Third Edition
- Marketing with Social Media – An Hour A Day Collection
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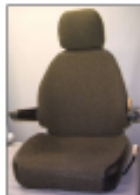
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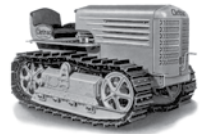


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Fun In The Sun

By Tom Winkleblack

President Jeff, Operations Manager Kim and I occupied the NTPDA booth during the Marketplace at the very successful Annual Trade Show and Convention in Little Rock. We presented a chart illustrating how the number of companies registering and total registrations for the convention has drastically declined for three consecutive years. Realizing that our industry is probably not growing, our objective was to provide a platform for face-to-face feedback on what we were doing wrong or what we needed to do different to stimulate participation from our current members. The board members realize that during the recent austerity program a lot of the frills had to be cut, but we also believe that now we must spruce it up a bit to make being a member of the National Tractor Parts Dealer Association more attractive.

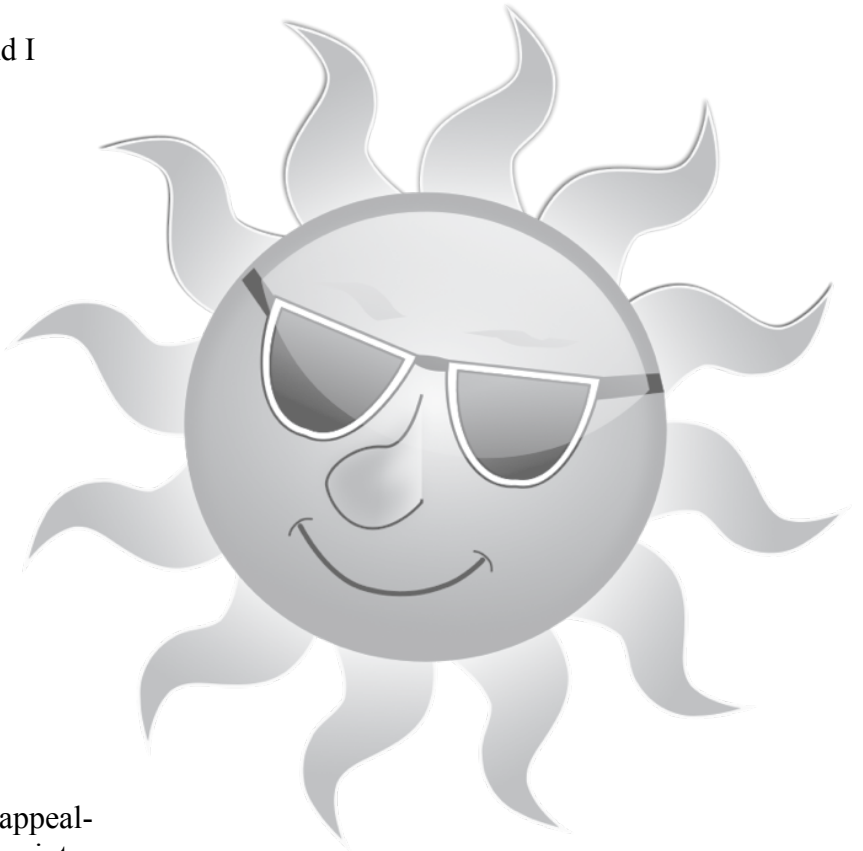
We have committed to make the 2014 Annual Trade Show & Convention much more appealing by holding it at a beautiful resort in a warm winter climate. Plans are being made to have the 2014 show January 22 - 25 in Tucson, AZ at the Casino Del Sol Resort. Some of the recent accolades enjoyed by this facility include:

- Wine Spectator 2012 Restaurant Wine List Award Winner
- AZ Lovin' Life 1st Place Reader's Choice Winner

Some of the comments we heard in the booth were the need for a golf outing and spouses program that would provide more value for attendees and Phyllis is pursuing both of these.

One comment that was made while talking with the displayers is that they always have to travel so they would just as soon go somewhere nice and the prospect of Tucson in January was well received (according to weather.com the average high temperature is 65 degrees with .97 inches of rain for the month).

Another very frequent comment from displayers pertained to the structure of the Marketplace and how it is appreciated as being a much more efficient utilization of everyone's time. The individual tally cards



were also acknowledged as a good idea and we will continue to try and look for ways to improve the displayer/attendee interface as it is one of the most important aspects of the convention.

The previously mentioned austerity program was mandated by the precipitous decline of the stock market and resultant lack of operating funds. Hopefully, discussions about the budget highlighted how sources of revenue are fairly restricted for your Association. The only other entries posted are dues, advertising, trade show, royalty and with 60 percent of the income in 2012 coming from the Trust Fund - we go the way the market goes. Critics of the budget and/or Trust balance need to weigh the cash flow necessary to operate versus preservation of the Trust Fund. The Trustees and Financial Advisor have acknowledged that we can only remove 4-5% of the Trust account on an annual basis in order to perpetuate the Trust.

Please mark your calendar now and make your plans to join us in sunny Tucson in January 2014.

We plan to have a real good time!

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Introducing . . . Kathie

I am so glad to be a part of the NTPDA board as their Secretary. I have been involved with this Association ever since I went to work for Gap Tractor Parts back in 1995. I have attended many of the trade shows and it has been very interesting plus getting to go visit many other salvage yards. I have been on the board two different times and have been on the scholarship committee for several years, as well.



Gap Tractor Parts is located in Cranfills Gap, Texas and has been in business since 1969. Gap sells new, used and rebuilt farm tractor parts. I am the Administrative Assistant here but actually do a little bit (a lot) of everything. My husband, David and I live here in Cranfills Gap and this October we will celebrate 32 years of marriage. We have 3 children Jason (29) is married to Megan and they had our first granddaughter Cadence, (shown here) who is 18 months old; middle son Justin (24) and a daughter Kari (23).



All three of my kids received scholarships from the NTPDA which is why this is such a great Association that offers many benefits to their members.

A little bit about myself - I am a very busy person.. I'm a firefighter (I drive the truck most of the time) and am also Secretary/Treasurer for the Fire Department, Secretary of the school board, Treasurer of the Central Texas Youth Fair, Chairman of Septemberfest, member of the Chamber of Commerce, President of Gap Youth Support Group and a member of the First United Methodist Church.

Some of things that my family

loves to do together is to go off-roading on our Arctic Cat 4 wheelers and we recently purchased a new travel trailer.

-- Kathie

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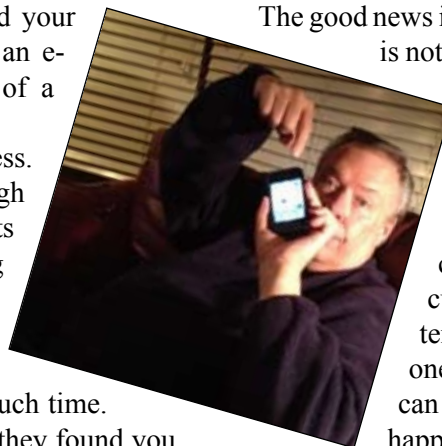
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Let's think about this for a moment. When a customer/consumer is searching for a business by using his/her smart-phone what is it they have in their...hand? A PHONE! Sure it's a computer but it's also a phone which allows the user to look you up and then call you to start the business transac-

tion. They can also find your location and send you an e-mail all with a touch of a button.

That is doing business. Not scrolling through hundreds of products or parts and digging around searching for available items. That, on a smartphone, takes time...way too much time.

Wouldn't it be better if they found you and then called your parts desk and asked if you had what they wanted? We think so and by calling or sending an email you get to be in control of the business transaction because you and your customer are now engaged.



The good news is that going Mobile is not as pricey as it once was. Mobile sites are now a fraction of what they cost five years ago. Making contact with your customer, on their terms, is critical and one of the tools you can use to make that happen is a mobile site.

If you want more information about taking your site mobile...give us a call or drop us an email. Thanks for reading.

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.

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Rural Lifestyle Equipment Dealers & 2013

By: Michael Libbie

My friends at Rural Lifestyle Dealer have just released their latest "trends and outlook" report for rural lifestyle equipment dealers and the bottom line says, "Solid & Stable".

While that headline doesn't say much about "growth" we think it is a reflection that, overall, the economy, while sluggish in some areas of the country continues to improve. Nearly 37% of the dealers who responded believe revenue in 2013 will grow by two to seven percent. Meanwhile, 35.8% see little or no change in this year's revenue projection.

So what equipment do rural lifestyle dealers see as being "sellers" in 2013? Here's a listing:

Under 40HP Tractors - Nearly 60% of the dealers see this area as being revenue positive; Rotary Cutters - 47% see increased sales here; Utility Vehicles - Nearly 48%; Tractors 40 to 100HP - Almost 40% of the dealers indicated sales of these tractors will boost their bottom line.

In addition rural lifestyle dealers are looking for new products to add to their existing floor-plan of equipment offerings. The survey indicates that one-third or more of the dealers will add compact tractors, skid steer loaders and utility tractors.

Finally "after market" parts and products are seen as revenue builders to the majority of dealers.

Our friends at Rural Lifestyle Dealer, executive editor Dave Kanicki and president Mike Lessiter have always been spot on when it comes to learning about and sharing economic data important to the growth



and sustainability of Rural America...even when that means only a couple of acres.

For the entire story about 2013 Trends & Outlook from Rural Lifestyle Dealer..here is that link.

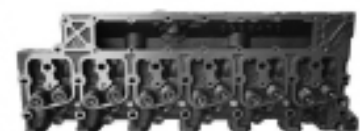
If you would like to leave a comment here, feel free or let's join up on Twitter @RuralLifeRadio. Thanks for dropping by!

Congratulations to Plastics Unlimited!!



Congratulations to the Kieffer's and Plastics Unlimited, Inc. on their 20th Anniversary. Well...it was last summer...but who's counting! We appreciate Nancy, Terry and the gang for their continued support of the NTPDA Conference and Trade show even though they haven't been able to attend in several years. Good news is that they are planning to join us in Tucson next year - hope you are too!!! Again...congrats to everyone at Plastics and have a great 2013!

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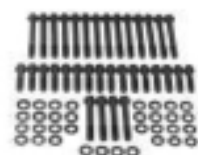
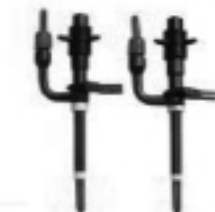
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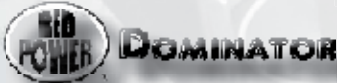
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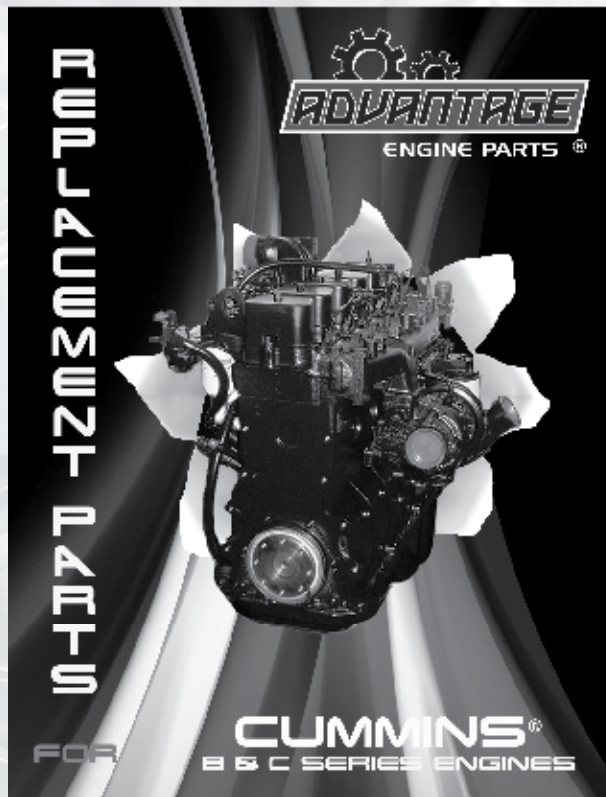
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Greetings from

Greasy Girl

By Terri Stevens

Hello Friends,

Well, as usual life isn't boring in our world. As many of you know Russ is a natural gas service man in the small town that we live in. The other day he was sent to a house for too much usage. He went to the door and a man answered the door wearing long underwear. The man informed Russ that he understood what the problem was and that he didn't need him to check anything out. In the meantime a young lady was standing behind the man and was nonverbally saying I want out of here. Russ asked if this young lady was his daughter and the man said no. Russ then told her that she needed to get out of there. She bolted and Russ told her to keep walking. There was another lady in the house but she didn't run out.

Russ then called the police and they went to the house and found out that the man had hired them to clean his house and he had just told them to go to the bedroom, take their clothes off and he had pulled a gun on them as Russ knocked on the door. So some of you may think that was good timing...and

it was. However, I believe that sometimes God uses us to protect one another. I believe Russ went at just the right time to save those ladies from harm's way. I tell you this story just to show how God protects us and watches over us. He even uses people



“... people who encourage bring unity and bring people together. People that discourage divide and bring division.”

like Russ. So

think about it the next time you have a chance to help someone out. Maybe God is wanting you to be the arms and feet of God.

This world is a crazy place to be

but we all have to rest in the fact that God is in control and He knows our every need. Russ recently had to go to court to testify against the man. So who knows what will happen but I am mighty proud of him for helping a lady out instead of just turning around and walking off. So let's be people that help one another no matter what the situation.

I recently taught a class on encouragement and it said that people who encourage bring unity and bring people together. People that discourage divide and bring division. So as you are going about your daily life ask yourself the question, “Am I an encourager or a discourager?” Let's be people that encourage and help one another out.

Happy Springtime,

Greasy

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