



# ***BULLETIN***

## **NATIONAL TRACTOR PARTS DEALER ASSOCIATION**

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

WINTER 2014

VOL. 24, NO. 4

# Happy New Year!

# 2015

The year "2015" is rendered in large, bold, red 3D numerals with black outlines. The number "4" at the end of the year is integrated into a graphic where a red tractor is pulling a trailer that forms the digit. Another similar tractor and trailer graphic is positioned below the "5". The background of this section is a snowy landscape with snow-covered evergreen trees under a clear blue sky.



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## BULLETIN

PHYLLIS COX, Editor

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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 . . .

### The homestretch

For the last year as your president and also for speaking for the Board of Directors for the NTPDA we've primarily focused in on making Memphis the best conference and trade show ever. One goal that we definitely have accomplished was to enhance the early arrival experience by going to nationally renowned famous location like Graceland AND above and beyond that one of our associate members (Flint Hydraulics) has stepped up and volunteered their facility for a site visit prior to the party, so we get to kick things off with a serious BANG! on Wednesday. And then we get into the meat and potatoes of the trade show and I have to say that the agenda, although it's full, is the most complete agenda that I've ever seen in my tenure on the board or as your president. I'm especially proud that we have scheduled training programs based on feedback from the membership over the last couple years..... training not only for owners and managers, but training for your sales teams as we'll. I also believe that you'll find the conference speakers are world-class and I'm very proud



**Jeff Griggs - President**

of the list of those that we put together to serve you with.

Now it's up to you. We hope to see you in Memphis and we hope you take advantage of the hard work that's been put into the conference and trade show. And we continue to look for feedback from the membership as always. Thank you and we will see you in Memphis!.

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# Message from Phyllis

Another year has flown by. Christmas is right around the corner, a New Year will be here soon and we will be seeing many of you in Memphis in a few weeks.

This is our Show Issue and it will highlight what we will be bringing to you in Memphis in January. The Board of Directors and staff has worked very hard to encompass all the things you as members have requested in regards to our trade show. Please take a few minutes to look through the Bulletin and meet us in Memphis for a great time of networking, training and the camaraderie we all look forward to.

At our last board meeting it was suggested that we adopt a local charity and as a group raise money for that charity. It was decided that we would support

St. Jude Children's Hospital located in Memphis, TN. I have been working with a representative from St. Jude's and will meeting with her for a tour of the hospital upon my arrival in Memphis. We will be raising money in two ways. One way will be a raffle for an art object as well as a YETI cooler and the other will be from donations. NTPDA will match up to \$2,000 for donations received. Please be prepared to open your hearts and give to this very worthwhile cause.



Looking forward to seeing you in Memphis!

*Phyllis*

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*Wishing everyone a healthy,  
properous and successful  
New Year!!*

I think many of us feel this way at one time or another during the holidays. I know Kim and I do!! But we are sending special wishes to all of you for a very Merry Christmas and a wonderful New Year. Looking forward to seeing many of you in Memphis.



Photo courtesy of Phyllis'  
granddaughter - Sweet Caroline!!!

*To be inspired is great, but to  
inspire is an honor. -- Anon*

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Welcome  
you to

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# MEMPHIS



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## Things to See:

**Memphis Rock N' Soul Museum**, 191 Beale Street (901) 205-2533, [www.memphisrocknsoul.org](http://www.memphisrocknsoul.org)  
**Orpheum Theater**, 203 South Main Street (901) 525-3000, [www.orpheum-memphis.com](http://www.orpheum-memphis.com)  
**Fire Museum of Memphis**, 118 Adams Avenue (901) 320-5650, [www.firemuseum.com](http://www.firemuseum.com)  
**Memphis Railroad & Trolley Museum**, 545 South Main Street (901) 590-3099, [www.mrtm.org](http://www.mrtm.org)  
**National Civil Rights Museum**, 450 Mulberry Street (901) 521-9699, [www.civilrightsmuseum.org](http://www.civilrightsmuseum.org)  
**Pink Palace Museum & Planetarium**, 3050 Central Avenue (901) 636-2362, [www.memphismuseums.org](http://www.memphismuseums.org)  
**Sun Studio**, 706 Union Avenue, (800) 441-6249, [www.sunstudio.com](http://www.sunstudio.com)  
**Stax Museum of American Soul Music**, 926 East McLemore Avenue (901) 942-SOUL, [www.staxmuseum.com](http://www.staxmuseum.com)  
**Beale Street Historic District**, 203 Beale Street (901) 526-0117, [www.bealestreet.com](http://www.bealestreet.com)  
**Memphis Zoo**, 2000 Prentiss Place (901) 333-6500, [www.memphiszoo.org](http://www.memphiszoo.org)  
**Peabody Hotel & Peabody Ducks**, 149 Union Avenue (901) 529-4000, [www.peabodymemphis.com](http://www.peabodymemphis.com)  
**Mud Island River Park**, 125 North Front Street (901) 576-7241, [www.mudisland.com](http://www.mudisland.com)  
**The Cotton Museum**, Memphis Cotton Exchange, 65 Union Avenue (901) 531-7826, [www.memphiscottonmuseum.org](http://www.memphiscottonmuseum.org)

## Where to Eat:

for lunch

**Bardog Tavern**, 73 Monroe Ave. 901-275-8752  
**McEwans**, 120 Monroe Ave. 901-527-7085  
**Pearl's Oyster House**, 299 S. Main St. 901-522-9070  
**Tug's** (at The River Inn), 51 Harbor Town Square  
901-260-3344  
**The Arcade Restaurant**, 540 S. Main St. 901-526-5757  
**The Majestic Grille**, 145 S. Main St. 901-522-8555  
**Gus's Fried Chicken**, 310 S. Front St. 901-527-4877  
**Huey's Downtown**, 77 S. 2nd St. 901-527-2700  
**Blues City Café**, 138 Beale St. 901-526-3637

for dinner

**Charles Vergo's Rendezvous** \$\$, 52 S. 2nd St. 901-523-2746  
**Flight Restaurant & Wine Bar** \$\$, 39 S. Main St. 901-521-8005  
**Felicia Suzanne's** \$\$\$, Brinkley Plaza, 80 Monroe Ave. 901-523-0877  
**Spindini** \$\$, 383 S. Main St. 901-578-2767  
**Mesquite Chop House** \$\$, 88 Union Ave. 901-527-5337  
**Texas de Brazil** \$\$\$, 150 Peabody Place 901-526-7600  
**Itta Bena Restaurant** \$\$, 145 Beale St. 901-578-3031  
**Paulette's** (at The River Inn) \$\$\$, 50 Harbor Town Square 901-260-3300  
**Rizzo's Diner** \$\$, 106 E. GE Patterson Ave. 901-523-2033  
**Capriccio Grill** \$\$\$, 149 Union Ave., 901-529-4199

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# Night Before Christmas - Elvis Version

'Twas the night before Christmas and all through the shack  
I could hear the distinct sounds of my Grandpappy's hack.  
We had just hung our stockings in a jubilant mood,  
In hopes that St. Elvis would bring us some food.

Daddy was nestled all snug in his bed,  
Coal dust covering his pillow and head.  
No wood in the stove, the cold numbed my feet,  
To add insult to injury, Ol' Red was in heat.

When, out on the lawn I heard the grinding of gears,  
I sprang from my bed almost frightened to tears.  
When what to my wondering eyes should appear,  
But a miniature sleigh pulled by a dark green John Deere!

With a little ol' driver shaking his pelvis,  
I instantly knew that it must be St. Elvis.  
He was dressed all in sequins from his head to his toes,  
And the top of his lip curled up to his nose.

His hips how they twitched, his gut was gigantic,  
When he leaned on the porch rail, I went into a panic.  
Huffing and puffing, his face turning red,  
Soon gave me to know he'd come back from the dead.

He sang not a note but went straight to his work,  
Filled all the stockings, and turned with a jerk.  
Then, hitching his pants, lumbered back to the sleigh,  
Fired up the tractor, and was soon on his way.

But he bid us adieu with his personal touch...  
"Merry Christmas to all and THANK-YA-VERA-MUCH!"



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**Early Arrival Party**  
**Wednesday January 21, 6:30 p.m.**  
**Meet in Lobby of hotel to board buses**

Please join us at our Early Arrival Party – Graceland – and enjoy entertainment by Eugene and The Junkman, who is none other than our own John “Junkman” Burgh and his friend Eugene Morgan.

Born in the deep, deep South of the Georgia cotton fields but raised in Western Pennsylvania, Eugene Morgan has an authentic blues/gospel voice and musicality that you will instantly recognize as being the real thing. His first CD Count on Me features his warm Georgia voice and cream colored Stratocaster guitar. Many of his original songs evoke that down-home blues feeling that comes from deep within his soul. Eugene and his friend, keyboardist John Burgh have been collaborating since high school. John’s musical roots include country, church music, pop, ragtime, jazz and classical. He has performed on stages in Europe and the US for over 40 years!



**Spouse Program**  
**Thursday January 22, 1:15 - 4:30 p.m.**  
**Meet in Lobby of hotel to board buses**



Meet in the lobby of the hotel and be transported to an ARTjamN party! It’s more than paint and canvas. It’s a fun and spontaneous canvas painting session delivered with a musical beat. You can stand or sit at your easel and let the creativity flow.

So join your NTPDA friends for a fun afternoon of painting and camaraderie. Your paintings will be delivered back to the hotel on Friday afternoon and will be presented at your own gallery showing during our Friday evening Festivities. It’s going to be a great time!!!

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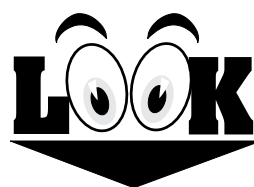
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**Attention: Dealer/Principals . . .**  
**Join us on Thursday, January 22 from**  
**1:30 - 3:00 p.m.**  
**for this informative presentation.**

## **SMART SHIPPING**

### **With the SAV Transportation Group**

For some parts facilities, shipping is viewed as an opportunity - for others a necessary evil, but no matter how you view it, the carriers that you have selected to deliver your critical commodities serve as the final point of interaction between your company and your customers.

During this informative session, Steven P. Haas (SAV Transportation Group) will reveal insights and strategies that will help you develop a "SMART SHIPPING" program. When it's all said and done, you'll be able to streamline your operation, optimize your shipping activities and free up your sales team to do much more selling!

#### **WHO SHOULD ATTEND?**

- Owners and General Managers
- Shipping and Administrative Personnel
- Commissioned or Non-commissioned Sales Professionals
- e-Commerce Parts Providers (for new, used and after-market parts)

#### **WHAT EXACTLY WILL THEY LEARN?**

- How to arrive at an effective Carrier Mix
- How to get the most out of your carrier relationships
- Where and how your carriers are making their money
- TEN critical shipping mistakes and what to do to avoid them
- How to streamline the claims process and avoid costly and unnecessary up charges
- Tools and techniques that will bring visibility, velocity and value to your supply chain

#### **ABOUT YOUR INSTRUCTOR**

Steven P. Haas serves as the Director of Business Development for the SAV Transportation Group.

He is a board-certified marketing professional, a seasoned sales trainer and holds a master's degree in electronic commerce.

#### **ABOUT THE SAV TRANSPORTATION GROUP**

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#### **On Saturday . . .** **Eric Shaul of** **Allied Information** **Networks**

will be providing training on the ABS Inventory program and the new Tractor-Part.com website...

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# DID YOU KNOW?

By Kim Carroll



Did you know NTPDA has awarded over \$430,000 over the past few decades to a multitude of scholarship recipients who have been affiliated in some fashion with the Association?

The front cover of the December 1991 Show Issue of the Bulletin announced the NTPDA Officers and Board of Directors had decided at their Summer Meeting in New Orleans to award two \$500 scholarships annually. The first scholarships were awarded in 1992 to two graduating seniors of whom were dependents of employees of member companies.

The sponsoring companies that first year were Mac Tractor Parts and Central Tractor Farm & Family Center. Throughout the years the number of recipients and scholarship awards increased. Through the generosity of your Association and sponsoring member companies, hundreds of employees and dependents of employees

affiliated with a member company have benefited.

The first of February is just around the corner and the scholarship application will be available at that time. The NTPDA Scholarship Program is open to NTPDA members, employees of members, or dependents of members or employees who are planning to enroll full-time (12 or more credit hours), at an accredited college or university for 2015 – 2016 academic year. The application will be e-mailed to members and will also be available on the NTPDA website. Mark your calendar now to be watching for the application and notify prospective applicants to be aware of the scholarship. This program has been one of the most popular benefits offered to members over the decades. The goal is to continue this worthwhile program for many years to come.

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

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TILLAGE

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TRACTOR



# Violence in Your Workplace?

By Tom Winkleblack

Does the potential for violence exist in your place of business?

Absolutely! I know this because you have people employed in your business and people have relationships with other people and sometimes they are a lot less than perfect.

According to the Department of Labor workplace violence is any act or threat of physical violence, harassment, intimidation, or other threatening disruptive behavior that occurs at the work site. It ranges from threats and verbal abuse to physical assaults and even homicide. It can affect and involve employees, clients, customers and visitors.

Data from the Bureau of Labor Statistics in 2011 revealed that violence and other injuries caused by persons or animals contributed to 17% of all occupational fatalities, with homicides contributing to 10% of the total.

I attended an "OSHA Compliance Seminar" recently and the presenter Jack Stasi stated that five years ago violence in the workplace was infrequently discussed and hardly a concern. Now it is the second highest cause of death for males working in the workplace and NUMBER 1 for WOMEN! Things have really changed in a very short period of time.

Why? Well, for one thing the estranged spouse, ex, partner or whatever may not know where their target is sleeping, but they usually know where they work. When the situation gets to this point it becomes extremely dangerous for you and all of your employees because statistics show what usually happens is they take out their target, anybody else who gets in the way and then themselves before leaving the premises.

Sometimes, not all of your employees are interested in playing well together, either. A situation or confrontation that may blow over without consequence 99 times out of 100 may turn out to be the straw that broke the camel's back today for one of them.

To protect workers, customers, visitors and anyone else who may come in contact with company personnel a zero-tolerance policy toward workplace violence should be established. This policy needs to be written and communicated to all employees so that every one of them feels confident and comfortable knowing they have someone to turn to if they feel threatened or fear for their life. They need to know that management will take action to stop aggressive words or actions, bullying, and other destructive behavior.

Supervisors need to be trained to watch out for warning signs and indications of trouble and must believe that violence and threats are not just "part of the job". They

must be coached to really listen and be sensitive to comments made by subordinates.

Behaviors and attitudes that need to be monitored include:

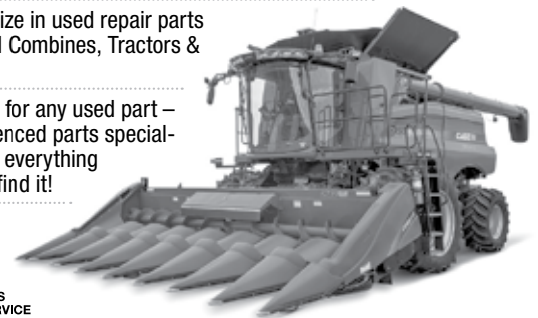
- Chronic, hypersensitive complaints of injustice
- History of mental health problems
- Adverse reactions to authority and limits
- Criminal history
- Frequent aggressive outbursts
- History of suicide attempts
- Alcohol misuse or other drug use
- Fascination with weapons and violence
- Holding grudges, inability to accept criticism, excuses, blaming others

As employers we have a responsibility to provide a safe work place for our employees. OSHA requires employers to provide their employees with working conditions that are free of known dangers. The same law prohibits employers from retaliating against employees for exercising their rights under the law (including the right to raise a health and safety concern or report an injury).

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## NATIONAL TRACTOR PARTS DEALER ASSOCIATION

*"Used, Rebuilt and New Agricultural and Industrial Repair Parts"*

TO: NTPDA Members  
FROM: Nominating Committee  
RE: 2015 Board Nominations  
DATE: November 24, 2014

The NTPDA Nominating Committee would like to present nominations for the 2015 Board of Directors, including President, Vice President, Secretary and Treasurer. This is our present slate of nominees for NTPDA Officers, Board of Directors and Associate Directors. Please be advised that we will continue to accept nominations and will accept floor nominations. The election will be held during our annual business meeting on Friday, January 23, 2015 at our 31<sup>st</sup> Annual Conference & Trade Show being held in Memphis, TN.

### **OFFICERS**

President: Jeff Griggs, All States Ag Parts, Inc., De Soto, IA  
Vice President: Doug Swanson, Abilene Machine, Inc., Abilene, KS  
Secretary: Kathie Witte, Gap Tractor Parts, Inc., Cranfills Gap, TX  
Treasurer: Tom Winkleblack, Schaefer Enterprises, Wolf Lake, IL

### **BOARD OF DIRECTORS (2 open positions)**

Kendall Jensen, TR Salvage, Inc., Thief River Falls, MN  
Sid Vanderleest, Westlock Tractor Parts, Westlock, Alberta Canada

### **ASSOCIATE DIRECTOR (1 open position)**

Eric Shaul, Allied Information Networks, Kelseyville, CA

To nominate someone or if you would like to run for a board position, please contact the office or one of the Nominating Committee members: Jeff Fawcett, Fawcett Tractor Supply; Lon Sturgeon, Sturgeon's Corner; or Lance Hamilton, Mylex International.



# NTPDA 31st ANNUAL CONFERENCE & TRADE SHOW

Sheraton/Memphis/Downtown, Memphis, TN

January 21-24, 2015

## PROGRAM AT A GLANCE

### Wednesday, January 21, 2015

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

### Thursday, January 22, 2015

- 7:00 a.m. Displayers complete set-up. Must be completed by 3 p.m. – MCCC
- 8:00 a.m. - 12 Noon Registration – MCCC
- Noon Lunch – On Your Own
- 1:00 p.m. – 5 p.m. Registration - MCCC
- 1:30 p.m. – 3:00 p.m. Dealer Principal/Manager training – SMART SHIPPING – SAV Transportation Group  
– Presented By: Steven Haas
- 1:15 p.m. – 4:30 p.m. Spouse tour – ArtJamN
- 4:00 p.m. – 5:00 p.m. All Attendees – Presentation by Jeff Griggs & Michael Libbie: “Optimizing & Maximizing Your NTPDA Partnership” – MCCC/Trade Show Area
- 5:00 p.m. – 7:00 p.m. “Welcome to Memphis” – Reception/Opening of Trade Show/MCCC
- 6:00 p.m. – 7:00 p.m. NTPDA Marketplace I – Regular members meet in small groups for potential business opportunities with exhibitors. (Details to follow.)

### Friday, January 23, 2015

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

### Saturday, January 24, 2015

Note: Please use your breakfast voucher Saturday morning prior to departure or before attending the Saturday training.

- 9:00 a.m. – 10:15 a.m. Training – Allied Business Solutions (ABS) and Tractor-Part.com
  - 10:15 a.m. – 10:30 a.m. Break
  - 10:30 a.m. – 11:45 a.m. Training - Allied Business Solutions (ABS) and Tractor-Part.com
  - 11:45 a.m. – 1:00 p.m. Lunch provided for all attendees
  - 11:45 a.m. – 1:00 p.m. Working lunch for Dealer Principals/Managers
  - 1:00 p.m. – 2:30 p.m. Training – “Who Gets Waited on First?” – Presented by Tony Dunnagan, Jerkins Creative Consulting
  - 2:30 p.m. – 2:45 p.m. Break
  - 2:45 p.m. – 4:00 p.m. Training continues with Tony Dunnagan – Jerkins Creative Consulting
  - 4:00 p.m. Reception
- Saturday evening is on your own to visit downtown Memphis

### Sunday, January 25, 2015

All day departures!

# Special Thanks!

Refreshments during Displayer Set-up  
Wednesday  
Sponsored by Mylex International, Inc.

Cocktail Reception  
Wednesday  
Sponsored by Allied Information Networks,  
Area Diesel Service, Inc., &  
Flint Hydraulics, Inc.

Early Arrival Party  
Wednesday  
Sponsored by All States Ag Parts, Inc. &  
Howard, LLC

Refreshments during Displayer Setup  
Thursday  
Sponsored by Mylex International, Inc.

Cocktail Reception  
Thursday  
Sponsored by SAV Transportation Group

Welcome Reception  
Thursday  
Sponsored by Diesel Specialties, Inc. &  
Worthington Tractor Parts, Inc.

Continental Breakfast  
Friday  
Sponsored by Atlantic Quality Parts &  
Hoover, Inc.

Refreshments during Trade Show Hours  
Friday  
Sponsored by Plastics Unlimited

Cocktail Reception  
Friday  
Sponsored by Schaefer Enterprises

Dinner  
Friday  
Sponsored by Abilene Machine, Inc.,  
Allied Information Networks &  
Cook Tractor Parts, Inc.

Breakfast Voucher  
Saturday  
Sponsored by Rock Valley Tractor Parts

Trainings/Lunch  
Saturday  
Sponsored by Allied Information Networks &  
Rock Valley Tractor Parts

---

**Dealer Principals/Managers - join us on Saturday, January 24th for a working lunch** prior to our afternoon presentation with Jerkins Creative Consultants.

You will meet with Tony Dunnagan who holds a degree with honors in Agriculture Business Management from North Carolina State University and has taught his proven techniques to numerous dealerships and college classes.

This working lunch session is specifically geared towards dealer principal/managers to gain your support of what your employees and counter staff will learn during the afternoon session with Tony.



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# NTPDA's 31st Annual Conference and Trade Show

Memphis, TN

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All States Ag Parts, Inc.
- \* Allied Information Networks
- \* Area Diesel Service, Inc.
- \* Atlantic Quality Parts  
Bowie Equipment  
Burgh Implement  
Combine World, Inc.  
Cook Tractor Parts, Inc.
- \* Diesel Specialties, Inc.  
Fawcett Tractor Supply, Ltd.
- \* Flint Hydraulics, Inc.  
Fuller Farm Equipment Repair  
Gap Tractor Parts, Inc.  
Gary Polk Equipment, Inc.  
Global Recovery Corp.  
Hoover, Inc.
- \* Howard, LLC
- \* Insight Advertising, Marketing & Communications
- \* K & M Mfg.  
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Kern County Tractor Parts  
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Mac Tractor Parts, Inc.
- \* Maxiforce, Inc.  
Meuser Material & Equipment Co.  
Mid South Salvage, Inc.
- \* Mylex International, Inc.
- \* Northern Radiator  
Nyssa Tractor & Implement
- \* Plastics Unlimited
- \* Reliable Aftermarket Parts, Inc.  
Rock Valley Tractor Parts  
Russells Tractor Parts
- \* SAV Transportation Group  
Schaefer Enterprises  
Southeast Tractor Parts, Inc.
- \* Sparex, Inc.  
Sturgeon's Corner
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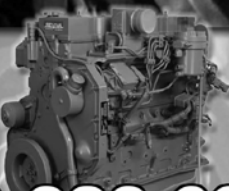
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Cummins® N14	\$1,750	\$1,850	\$365 Ex. Loaded, Reman
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Early this year our association formed a membership committee to find ways to add true value to your membership. The first thing we did was create a member survey to find out from you...what you wanted to get out of your investment in the association. That survey helped us alter the Annual Conference and Trade Show. You told us, very clearly, you wanted to learn more ways in which to grow your business, more ways to help you better know about and use the many member benefits that have been created...just for you. You also told us it was important to help you better train your staff.

We took all of those suggestions and we've made some major changes to our annual meeting. Now, don't get me wrong, the changes we've made won't take away from the

*Michael Libbie is a long time member of NTPDA and the owner of Insight Advertising, Marketing & Communications which is also the agency of record for the National Tractor Parts Dealer Association. You can reach Michael by phone at 866-331-3206 or by email Michael@InsightCubed.com and their website is www.InsightCubed.com*

fun we'll have...however they are designed to bring real value to your investment. Programs designed to help you grow your business and become more successful.

Maybe it's been awhile since you've been to the annual meeting...or maybe you've let your membership lapse. Let's change that. NTPDA is offering some exceptional training, fun and education while we're in Memphis! I hope to be able to see you there and help all of us grow our business while we build on our friendship.

See you in Memphis!

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#### ABOUT DOC BLAKELY

Doc Blakely is one of the most acclaimed humorists in the speaking world today. Author of seven books including *Keep 'Em Laughing* and *The Handbook of Wit and Pungent Humor*, regular weekly columnist of the syndicated humor column "Pokin' Fun," and member of the National Speaker's Association Hall of Fame, Doc Blakely has been wowing audiences for over 30 years. All done with good, clean humor! But don't let his humor filled style fool you. Doc (his real name) actually holds an earned Ph.D. and packs his fun presentations with great food for thought that help audiences open up, take a look at themselves, and learn new ideas that foster communication, success, and a positive outlook on life.

.....

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*to* **MEMPHIS**

*for the*  
**2015 Conference &  
Trade Show**

and YOU'RE INVITED to attend the  
reception and tour of our facility

**Wednesday, January 21, 2015  
4:30 pm**

Meet in the lobby of the Sheraton Hotel to board the bus. We'll  
drive you to **Flint Hydraulics, Inc.** for a reception and tour, and then  
on to Elvis Presley's Graceland Mansion for the Early Arrival Party  
and Mansion Tour.



**REGISTER TODAY** with  
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Friday morning  
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8:00 - 9:00 a.m.**



**NEW! IH / Farmall parts**



**IHS2931** - Steering sector gear  
Fits M, MD, Supers, MTA, 400, 450  
(32 teeth. Full circle style. Can replace  
19 tooth sector - 1/2 moon style)



**IHS2943** - Steering worm shaft  
Fits M, MV; Super M, Super MV, MTA SN: F501 -  
F52627 or SN: L500001 - L512541 gas.  
Does NOT fit diesel tractors  
(46-1/2" overall length)



**NEW! IHS2697**  
Tachometer cable connector  
housing (369692R1)



**NEW! IHS1905**  
Tachometer drive gear assembly

Fits Cub, 130, 140, 230, 240, 300, 330, (340 gas only), (350 gas, LP only), 400, 404, (424, 444 both gas only), 450, (504 gas, LP only), 600, 650 for IH distributor systems only w/ tachometer drive housing # 369692R1. Tractors w/ all nylon gear & shaft require the IHS2697 (housing) & IHS3119 (thrust stop) in order to use the IHS1905 (drive gear).

**NEW! IHS3121** Tachometer connection housing plate  
w/ gasket fits Cub thru 650 (same as IHS1905)



**NEW! IHS3119** Tachometer cable connector housing  
retainer clip (thrust stop) fits Cub thru 650  
(same as IHS1905)



**IHS3121**

**IHS3119**

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**Thursday January 22, 4:00 p.m.**

**“What’s In It For Me?”**

**by Jeff Griggs & Michael Libbie**



## **The Value of Your NTPDA Membership**

The NTPDA Board of Directors and its officers are often times challenged with the question of “what do I get out of being a member of the association”, or to be more point blank – “what’s in it for me?”

Michael Libbie (owner - Insight Advertising, Marketing and Communications) and Jeff Griggs (President – NTPDA) are going to tell you EXACTLY what you can expect to get out of it....but you should be warned ahead of time that you may not like the answers!

There are the obvious benefits that they will go over with you in Memphis, but they also plan on surprising you with some cold, hard truths about what it means to be part of an association of your peers; like – what you get out your membership directly correlates to what you put into it. What does that mean? Come to Memphis and find out! You’ll take home actionable steps that will enhance and make your NTPDA membership truly meaningful.

Jeff and Michael will present “What’s In It for Me?” during the 2015 NTPDA Conference and Trade Show which will be held January 21 – 24 in the exciting city of Memphis.

.....



**Dealer Principal/Manager Training**

**Friday January 23, 8:00 a.m.**

**“Why Salespeople Fail and**

**What You Can Do About It” -- A detailed look at  
the “People” issues and “System” issues that impact an  
organization’s sales success.” -- by Andrew Gieselmann**

**Andrew Gieselmann, Principal/Owner  
Sandler Training by Capstone Sales Performance, LLC**

Andrew Gieselmann is a Principal of Sandler Training, a national consulting firm specializing in business development strategies, sales, and sales management training.

After developing a unique selling and marketing initiative on a national basis, Andrew, as CEO, drove sales by over 300% in his Memphis based professional recruiting and staffing company. In 2006, after being a client of Sandler Training for two years, Andrew decided to become an Associate of Sandler Training. In 2012, he acquired the Memphis office of Sandler Training, becoming the Owner/Principal, in order to continue his pursuit in coaching, training, and developing sales organizations and individuals. Andrew’s specific business development consulting and training experience includes a wide range of sales management and customer service topics designed to increase the productivity and efficiency of companies in any industry.

Sandler Training has been named the number one management training program in Entrepreneur Magazine for five years, as well as the top rated sales and sales management training organization in the country by Inc. Magazine. Andrew lives in Memphis with his wife, Katherine, and their four children. Andrew is active in the community, non-profit and professional organizations.



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