



BULLETIN

NATIONAL TRACTOR PARTS DEALER ASSOCIATION

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



SUMMER 2015

VOL. 25, NO. 2



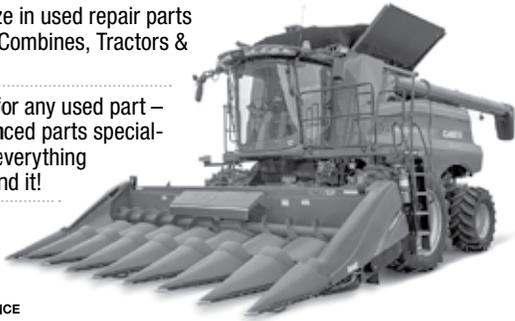
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BULLETIN

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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.

Home Stretch

I'm in the home stretch of my tenure as your President, and quite honestly I'm kind of panicking because there's still so much to accomplish..... and yet there's so little time.



Jeff Griggs - President

When I took this on five years ago (thanks again, Carl!) our trust fund was at a point where drastic, game-changing measures were just around the corner (please understand this was the fault of no one on the board, especially the former Prez!). We re-grouped quickly to reduce expenses without affecting the day-to-day operations of the organization, and with the help of intelligent investments made by Craig Shaver (and a friendly stock market) we have recovered to a point where we have been able to spend some money in marketing to: a) attract new members, b) get our non-participating active again, and c) reach out to former members who had dropped out.

We've had a couple of different marketing programs in place now for two years, and guess what – so far, they're not working. Why?

Are we doomed as an organization? Is it inevitable that we are headed toward just simply fading away over time? I've worked with the premise that the answer to both of these questions is NO! But now I'm beginning to second guess myself.

Here's what it's down to – are you willing to just let this go away? If so, we can head down that

path. But if you're not willing to let it fade away, then help us do something about it. Attend the conference and trade show. Talk to companies who used to be members and invite them to Kansas City next January. Run for the board. **BUY FROM THE SUPPLIERS WHO SUPPORT THE ORGANIZATION.**

We'll continue to reach out to these people, but I can't do it all.....and neither can the board. It's your turn now.

Jeff

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Message from Phyllis

Spring has sprung, fall has fell, summer's here and it's hotter than...usual!!! Looks like we're in for another very warm summer. Hope you are all staying cool and enjoying time with family and friends.

As I write this we are preparing for our Summer Board Meeting in Sioux Falls, SD. We have a fun program planned along with, of course, our board meeting. We have several "non" board members attending this year and it looks like we're going to have a great time. We will have full details and pictures in our next issue. Also, our next issue will contain detailed information about our upcoming conference and trade show in Kansas City...January 20-22, 2016.

In this issue we will be highlighting our Scholarship Recipients. We are always pleased to present you with these amazing students and we feel privileged to help them pursue their educational endeavors. A special thanks to

our committee for volunteering their time for this very worthwhile program and member benefit.

Please be sure and check out Page 10 and read all about Danny Beyer who will kick-off our conference and trade show in Kansas City at our Early Arrival Party. You won't want to miss it!



Kim and I will be sending email blasts out throughout the rest of the year to let you know more about our upcoming conference and trade show. So...please mark your calendars for January 20-22, 2016.

Stay cool...

Phyllis

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Calling All Members



It was decided at the last conference call board meeting that we would like to utilize the knowledge that our members have at our next trade show. We would like to put some break-out sessions together so that you can share that information with the rest of the attendees. If you are interested in participating in this please call the NTPDA office at 940-668-0900 or Phyllis directly at 940-783-3118 or send an email to phyllis@ntpda.com. We look forward to hearing from you and putting an informative and educational program together... Member2Member.



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My four-year-old is a better networker than me

Danny Beyer

One of the greatest things about having kids, especially little kids, are the life lessons they inadvertently reteach us. We unlearn so many crucial skills in dealing with people as we are taught about political correctness or the history of underwater basket weaving. Don't get me wrong, I'm all for higher education and learning; my wife is a teacher after all. However, most of the time the skills that people find the most difficult to learn (soft skills, people skills) are simply forgotten as all of this new information is presented. Don't believe me? Sit back and watch a group of four-year-olds. You'll be amazed at how easy it is for them to meet new people, build quick bonds, and get to know someone with no actual effort on their part.

Why is it so easy for kids to do this? I think it comes down to three simple things:

1. They smile, a lot. Kids are typically pretty happy and all they want to do is have fun. They play, they run, they tell ridiculous jokes that make no sense, and, most of all, they smile. They are happy to meet new people and are even happier when old friends return. Their smile is genuine and heartfelt. It's impossible to be in a bad mood when the person you are with is constantly happy and smiling.

2. They notice the little things and are quick to compliment. My daughters notice when I get a haircut before anyone else and they tell me how nice it looks every time. All of the little things I take for granted, they notice. New socks get as much attention as if I just brought home a puppy. Their praise may be over the top but they mean every word.

3. They have a real curiosity about each person they meet. Young kids haven't discovered the urge or desire to talk about themselves. They are much more interested in what everyone else around them is doing or saying to let their egos get in the way. And if they don't understand something they are quick to ask "why" for clarification. The more they know about you, the better.

The next time you think networking isn't for you or it's too hard to meet new people, think back to that group of kids interacting on the playground. We all used to be really good at getting to know strangers until the world got in the way. We are all built to build relationships. Put a smile on your face, give a genuine compliment, and listen more than you talk. It really is that simple.



Danny Beyer
Networking Ninja & Author

Danny Beyer is a networking specialist and bow tie aficionado. Through his network he has achieved success in both his professional and personal life. He helped organize the Des Moines Area LinkedIn Social – an event that draws hundreds of professionals from throughout the Greater Des Moines area to build real life connections. In 2013 he co-founded the Bow Tie Ball, a charity event centered on bow ties and networking that has raised tens of thousands of dollars for Young Variety. His book, Ties that Bind: Networking with Style is available at www.dannybeyer.com.

Danny is a keynote speaker on networking and building real connections and frequently blogs on those topics for the Des Moines Business Record. In 2013 he was chosen as the Amy Jennings Young Professional of the Year through the Greater Des Moines Partnership's Young Professionals Connection and was selected to the 2014 Business Record 40 Under 40 group.

Car or truck in the shop?

Do you find yourself needing a rental car at times? There are various instances where you might be on vacation in the U.S. or abroad and need a car to get around, or fly into a trade show location and will want to call on customers while you are in the area, or simply your car or truck is in the shop for a few days and you need a temporary replacement. Did you know that NTPDA has a discount program with Hertz that can save you some money during those times?



Hertz has more than 8,100 rental locations in over 147 countries worldwide. The Hertz Discount Savings Program is available through corporate locations only. There are independent licensee locations and corporate locations but the discount is only valid at corporate locations. I started to list on this page all of the corporate locations in the U.S. but quickly realized there are too many to list here. For a

complete listing of locations visit the Hertz website at www.hertz.com. Once you are on the site you can select locations and then the country, state, and city. The location type (corporate or independent licensee) will be indicated for each Hertz location in each city.

I wanted to test out the savings so I selected 7 days in the month of December and received a pricing of \$307.49 to Pay Later and \$230.62 to Pay Now without our discount. When I put in the NTPDA discount code those same 7 days and car came back with \$204.01 to Pay Later and \$181.33 to Pay Now. So you can see the type of savings you might expect and of course every little bit helps these days. So the next time you need a rental car remember to check out Hertz. E-mail me at kim@ntpda.com or call the office at 877-668-0900 if you need the CDP code or a copy of the Hertz membership card.

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 for years to come!

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Genetically Modified for our Benefit

By Tom Winkleblack

According to the World Health Organization genetically modified organisms



(GMOs) can be defined as organisms (i.e. plants, animals or microorganisms) in which the genetic material (DNA) has been altered in a way that does not occur naturally by mating and/or natural recombination. The technology is often called “modern biotechnology” or “gene technology”, sometimes also “recombinant DNA technology” or “genetic engineering”. It allows selected individual genes to be transferred from one organism into another, also between nonrelated species.

GMOs are the source of genetically modified foods and are also widely used in scientific research and to produce goods other than food.

The term GMO is very close to the technical legal term, ‘living modified organism’, defined in the Cartagena Protocol on Biosafety, which regulates international trade in living GMOs (specifically, “any living organism that possesses a novel combination of genetic material obtained through the use of modern biotechnology”).

Genetic modification involves the mutation, insertion, or deletion of genes. Inserted genes usually come from a different species in a form of horizontal gene-transfer. In nature this can occur when exogenous DNA penetrates the cell membrane for any reason.

Humans have domesticated plants and animals since around 12,000 BCE, using selective breeding or artificial selection. The only difference between natural selection and artificial selection is whether the difference in reproductive success is driven by naturally occurring processes, or whether the selection is imposed by humans. The process of selective breeding, in which organisms with desired traits (and thus with the desired genes) are used to breed the next generation and organisms lacking the trait are not bred, is the oldest form of genetic modification by humans.

Because of the simplicity of their genetics bacteria were the first organisms to be modified in the laboratory. Genetically modified bacteria are used to produce the protein insulin to treat diabetes. Similar bacteria have been used to produce rapidly growing poplars and other forms of organic mass known as biofuels.

There is controversy over GMOs, especially with regard to their use in producing food. The dispute involves consumers, biotechnology companies, governmental regulators, non-governmental organizations, and scientists. The key areas of controversy related to GMO food are whether GM food should be labeled, the role of government regulators, the effect of GM crops on health and the environment, the effect on pesticide resistance, the impact of GM crops for farmers, and the role of GM crops in feeding

the world population.

The FDA.gov/consumers website notes that food products made from GE microbial and plant sources have been in the food supply since the 1990s. The first food product from a GE microbe was an enzyme preparation used in the production of many cheeses.

Cotton, corn and soybeans are the most common GE crops in the U.S., according to USDA. In 2012, GE cotton accounted for 94 percent of all cotton planted, GE soybeans accounted for 93 percent of soybeans planted, and GE corn accounted for 88 percent of corn planted.

While hosting the U.S. Farm Report Orion Samuelson stated that some fanatical group had labeled him a murderer for supporting GMO’s and he challenged his audience to “Show me the Bodies”.

There have been no reports of ill effects proven in the human population and there is broad scientific consensus that food on the market derived from GM crops poses no greater risk than conventional food.

Let’s disregard the liberal media induced consumer hysteria and focus our attention on feeding the world!

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SCHOLARSHIP

Recipients

Academic Year
2015-16

Thanks to everyone involved in awarding the scholarships to a very deserving group of young people. The NTPDA board of directors would like to thank the committee members for their time and commitment to work through all of the applications and award the scholarships: Jeff Fawcett (Fawcett Tractor Supply), Carol Russell (Abilene Machine), Brian Kitch (Bates Corp.), Eric Shaul (Allied Information Networks) and Bob Waggoner (TEMCO H-M Parts Co.) This year we want to thank the presenting companies for contributing \$250 toward the \$1,000 awarded to these recipients. We sincerely appreciate everyone involved. Also a special thanks to Kim Carroll who made sure all the applications were complete, in order and were sent to all appropriate committee members in a timely manner. We hope you enjoy this section of the Bulletin.

COLLEGIATE SCHOLARSHIPS

KATELYN RAEANNE ASMUS

Yale University
Degree: English
Sponsoring Member: All States Ag Parts
Parents: Stephen & Sarah Asmus

ERIN BRADLEY

Converse College
Degree: Music
Sponsoring Member: Hooper, Inc.
Parents: George Bradley & Melissa Bradley

CONNOR CURTIN

Marquette University
Degree: Biomedical Engineering
Sponsoring Member: Fastline Publications
Parents: Mike & Michaelen Curtin



K. JANA E HERR

TAYLOR SWINSON

SHANNON PUSEY

CONNOR CURTIN

I am sending this email to tell you that it is very much appreciated that you chose me for this scholarship. I am also sending you a pdf of my class schedule for next fall (2015) and a picture of me.



CASEY J. VERMEER

Thanks again,
Casey J. Vermeer

TANNER DICKERHOFF

Purdue University
Degree: Mechanical Engineering Tech
Sponsoring Member: TTP – Diesel Power & Machine
Parents: Doug & Kelly Dickerhoff

Continued . . .

SARAH DYKE

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

CASEY GRABOW

University of Wisconsin
Degree: Industrial and Systems Engineering
Sponsoring Member: Farm Equipment
Parents: Brian Grabow and Susan Grabow

K. JANA E HERR

Penn State University
Degree: Agriculture & Extension Education
Sponsoring Member: Hooper, Inc.
Parents: Eric & Melissa Herr

SHANNON PUSEY

Delaware Technical Community College
Degree: Agribusiness
Sponsoring Member: Hooper, Inc.
Parents: Wayne & Sharon Pusey

KELSEY LAINE SCHNOREBERG

University of Central Missouri
Degree: Exercise Science
Sponsoring Member: Cooke Tractor Parts
Parents: Dave Schnorenberg and Jennifer Owens

TAYLOR SWINSON

Texas Tech University
Degree: Agricultural Business
Sponsoring Member: Broke F Farm Supply
Parents: Guy & Amber Norris

CASEY VERMEER

Northwest Iowa Community College
Degree: Associate of Arts
Sponsoring Member: VH Manufacturing
Parents: Chris & Cara Vermeer

KAYLA VAN BEEK

University Center/University of South Dakota
Degree: Dental Hygiene
Sponsoring Member: A&I Products
Parents: Randall & Karen Van Beek

CALEB WYNIA

University of Sioux Falls
Degree: Criminal Justice
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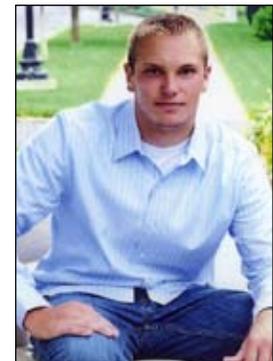
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Wouldn't you like to say "I've been published."?

We would love to have you write an article for the Bulletin. Write a human interest story, something that's happened in your community, an experience at work that members can relate to, or maybe something you're passionate about. Not only would we like you to share your summer experiences and pictures with us, we would be glad to highlight you in one of our quarterly issues.

I keep being told by the "powers that be"....that we need more "meat" in our Bulletin. But I would like that to come from you...our members. You are the ones with expertise and experience in the "used, rebuilt and new agricultural and industrial repair parts" world...so share it with all of us. We would like to hear about you...your family...and friends.

Please send information, pictures, etc. and you and your family will be recognized in our next issue. Deadline for submission is August 31, 2015. Have a great summer!

If your article is printed (and you must send me the author's name and permission to print the article)...unless that person is you...then I will send you a \$50 gift card from Cabela's.

Be well...

Phyllis

PAST AND PRESENT GENERATIONS OF SCHOLARSHIP RECIPIENTS

Tractors are not just a business, but a way of life!

By Amber Fowler Norris

For as long as I can remember I have been involved in some aspect of the tractor business. As a young child I helped my father restore my grandfather's Ford 9N, raked hay on a tricycle Farmall and later went on to sell tractor parts in our family business.

My parents believed in teaching their children the value of hard work along with appreciation for industrialized agricultural mechanics. My father, Bill Fowler has been in the tractor business for over 45 years. During that time he bought, sold and repaired tractors. Today Bill and Karen Fowler own and operate Broke F Farm Supply and Salvage which provides new, used and rebuilt parts to the public. Broke F has been a member of NTPDA since 1992. As a child working for my parents in our family business, I can recall the sincere

interest they had for helping others repair or troubleshoot their tractor problems. I quickly learned that a customer's problem became our problem, and to this day believe that is the heart and soul of what makes Broke F so successful. I was fortunate enough to be awarded the NTPDA scholarship in 1994 which helped fund my college education at Texas A&M-Commerce and Texas Tech University.

I continued working through college at Broke F Farm Supply to earn a degree in agriculture. After college I married and had two children. My husband jokingly tells others that I knew more about his tractor than he did and that's why he married me.

Today we breed and raise club lamb sheep in Northeast Texas. I have taught agricultural science for 15 years, but continued to work during the holidays and summer months at our family salvage business. Over the years, I have grown to appreciate the interaction with customers and take pride in helping get them back into the field.



Left to right - Guy Norris, Tanner, Taylor and Amber Fowler Norris.

My parents and I both wanted to see my children learn the family business and develop a strong work ethic so they did not bat an eye when my daughter Taylor asked for a job. Taylor was quick to develop a love and understanding for the agricultural industry. I take pride in knowing that working at Broke F Farm Supply and Salvage allowed Taylor to acquire an agriculture knowledge base and improve her communication skills.

This year Taylor was awarded the 2015 NTPDA scholarship. Taylor will begin college this fall judging livestock for Clarendon College in Amarillo. She will finish her education at Texas A&M College Station and major in Agribusiness. Taylor hopes to one day return to Commerce and help run the family business at Broke F Farm Supply and Salvage. Scholarship opportunities that NTPDA and salvage dealers support are essential to helping today's agricultural youth fulfill their dreams. My family is grateful to have benefited from this opportunity two fold!

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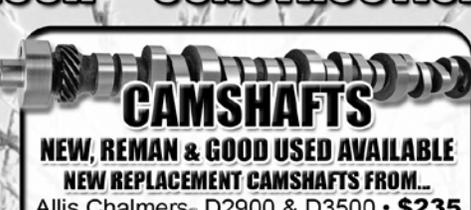
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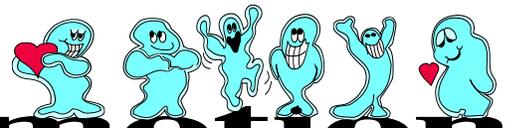
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Advertising Your Product's **Emotion**

by Michael Libbie

I'm an advertising guy. Our goal is to create messages, images, videos, audio and more that drive consumers to our clients' products and services. We create desire...it's what we do. It is our craft. We're not guessing.

So, we create advertising that is effective. And if you are creating your own advertising messages you should focus on effective messaging.

Here is a tip:

Emotional advertising is more effective than "fact-based" creative. Why? No matter what you are selling; people still (and I know this is wacky talk) buy from people. And because that's still the way we conduct our business, building on those relationships by using emotion works...every time.

It's how you build the creative that is important.

If your business is focused on how technologically superior your product is, or if you are dealing in a commodity such as agricultural/construction parts, the marketing will often focus on the hard-core nuts and bolts of your "Frapinstat" and not on the human outcomes of actually using it.

Yet your "Frapinstat" might change lives, might save lives, might make work easier, might change the way people live, might alter production, might save money so that going about life is easier.

Get it?

And, this doesn't mean you scrap all the "high-tech" jargon but you should use a mix that is effective. It doesn't mean your message has to be tearful or sappy but it should move something in the viewer that connects with the human vs. the cold, hard facts of why you think your company/product is...superior.

Hope that helps and thanks for reading!

One more thing...want to see how Whirlpool made cold hard steel...emotional? The result was a 6.6% increase in sales which, in this crowded market, is huge. Use your smartphone and QR Code Reader to watch this video or head to YouTube and search for Whirlpool Every Day Care.



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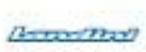
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DON'T PANIC!

By Michael R. James

Don't Panic, June 1, 2015 is the next deadline in a series of deadlines as the world changes from MSDS to the new Safety Data Sheet. Beginning June 1, 2015 the manufacturers must start providing the New Safety Data Sheets for all shipments of hazardous chemicals to the downstream customer.

When the Hazard Communication Standard (HCS) was published some years ago, it included the requirement for the new GHS (Global Harmonization Standard) format we will all come to know as SDS to be shipped with the chemical.

I talked with one of my fellow safety buddies today and so far neither of us has seen the new SDS shipped with a chemical. If you are getting them already, please send a few in to let us know the system is working or not.

What does this mean to you the employer of folks that use those chemicals?

OSHA states that all employers must make available to employees the most recent MSDS or SDS for each hazardous chemical in the workplace, regardless of the format. If you do not have either the MSDS or the SDS at this time, you should be concerned and should be taking corrective action to get them in place at your facility. Many of you have already heard me say, don't wait for somebody else to do this for you. Pull out your Chemical List and contact each of the manufacturers for the SDS. If you are not sure what the Chemical List should look like, read next month's Environmental Guyde newsletter and we will show you.

However, OSHA says it will not be issuing citations for maintenance of MSDSs when SDSs have not yet been received. Employers may, but are not required to, contact manufacturers or distributors of products they have previously ordered to request new SDSs, and the SDSs must be provided. Folks, I personally believe the only way to make sure this is done is for you to actively pursue the information from the vendors. Ultimately it is my intention that James Environmental will put together a composite of the most common SDS you will need and then you will have a reliable source to start your search.

Where an employer is maintaining MSDSs in addition to SDSs, the employer's Hazard Communication program and information and training program must reflect this. This ensures that employees are aware of potential differences between MSDSs and SDSs and how to utilize both the MSDSs and SDSs. What this says is that both of us have some work to do to make sure your HazCom Program is accurate and reflects what you have, even if it is a blended SDS and MSDS program.

By the time we get to June 2016, you will have to have all of these SDS in your book on the wall and available for use by your employees. So, start now. For those we are working safety programs with collectively we must start rewriting your HazCom Written Plan to reflect all of this.

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