



# ***BULLETIN***

## **NATIONAL TRACTOR PARTS DEALER ASSOCIATION**

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



FALL 2014

VOL. 24, NO. 3

# OPERATION: RESTORATION

res•to•ra•tion

restə'rāSHen/Submit Query

*noun*

noun: **restoration**

1. 1. the action of returning something to a former owner, place or condition.  
"the restoration of Andrew's sight"  
repair, repairing, fixing, mending, refurbishment,  
reconditioning, rehabilitation, rebuilding.  
synonyms: reconstruction, overhaul, redevelopment, renovation.

*. . . Continued*

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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 . . .

### Will We See You In Memphis?

In my tenure as your President, I have encountered the following question several times: Who else can we invite to be members of our association? The question usually revolves around a discussion regarding membership, or more specifically - declining attendance at the annual Conference and Trade Show.



**Jeff Griggs - President**

The reality is that we have a lot of current members who have not been attending; and if the existing membership actually attends the show and takes advantage of a ramped up program, well then I suspect that question goes by the wayside for a while. Of course, this also falls right smack dab on the board's shoulders to provide a conference and trade show worthy of our members attending. We get that.

Knowing that (and you've heard this before) we are committed to making the upcoming Memphis experience the best you've ever had. Seriously, this is not just lip service. We think we've got a program that on paper looks worthy of that status (BEST EVER), including World-class speakers, owner and employee training sessions, and of course, our trade show highlights a busy program that covers four days..... And yes, we listened to you and have brought back Saturday as part of the event.

Will we see you in Memphis? I certainly hope you take advantage of what your association has put together to help your business, and that your answer is a definitive YES!



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# Message from Phyllis

As I write this I just realized that it's the first day of fall. Hard to believe that the summer is behind us and we're looking ahead to Halloween, Thanksgiving and Christmas. It will be here before we know it. And so will our Conference and Trade Show in Memphis, TN!!!

In this issue of the Bulletin we have tried to fill it full of information for our upcoming trade show and hopefully entice you to attend and network with your fellow NTPDA members. The board has worked very hard to bring you everything that you've requested over the past few years. We are bringing back training during the trade show as well as Saturday training. We have a keynote speaker on Friday and the Spouse Program has returned as well. We are also very fortunate that Flint Hydraulics has opened their facility to us and will be offering us a tour and reception prior to the Early Arrival Party at Graceland!!!

Please take a few minutes to look through the Bulletin and share it with your employees. You can also visit our

website where you will find the Bulletin in its entirety.

As always, Kim and I are available for any questions you might have. And our board members are only a phone call away!

Until next time,

*Phyllis*



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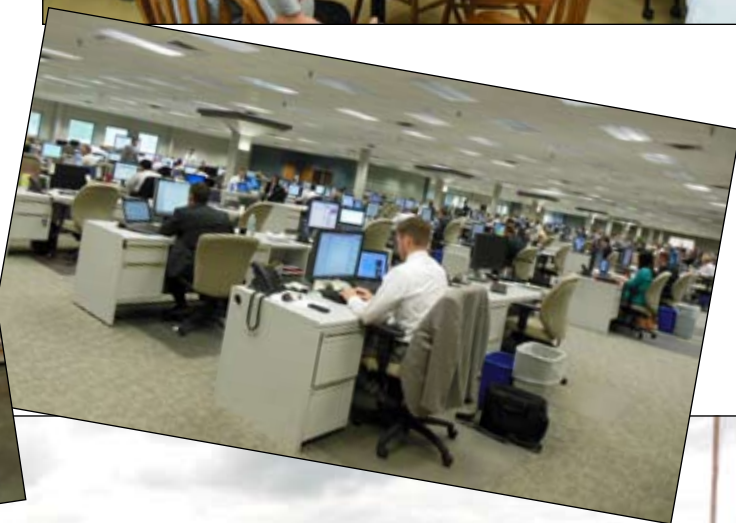


# Summer Board Meeting

Our summer board meeting was held in Omaha this past July. If you haven't visited downtown Omaha - you should. It's a great downtown area with plenty of restaurants, bars and shopping. We had a great time and as always the company was excellent. Next year we're looking at Sioux Falls where we can once again tour some of our members' facilities. More info to follow!

We also want to extend a big thanks to TractorHouse and Endurance Power Products for allowing us to tour your facilities during our summer board meeting in July. The hospitality was very much appreciated as was lunch at TractorHouse and dessert at Endurance. Thanks again for making us all feel so welcome!

Here are the pictures from our site visit tour on Friday. We started out with TractorHouse where Greg Loseke and others from the company showed us around through 4 different buildings in which they operate out of. Their operation is quite impressive. They fed us lunch after the tour. We then headed over to Endurance Power Products for a tour and dessert. Denis and Barb Herman along with their employees showed us their operation and served us home-made ice cream and sweets. Having the opportunity to see NTPDA member's facilities and operations was great!



# Congratulations to the Kieffers of Plastics Unlimited for winning the Heritage Farm Award!

DES MOINES –Iowa Secretary of Agriculture Bill Northey recognized Century and Heritage Farm families during a ceremony at the State Fair again this year. To qualify, a family must have owned at least 40 acres for 100 years or more in the case of Century Farms and 150 years or more for a Heritage Farm.

This year 344 Century Farms and 86 Heritage Farms were recognized.

“It is a great pleasure and distinct honor to help recognize these farm families that have owned the same farm for 100 or 150 years. It is a testament to the values of land stewardship, hard work, patience, dedication and perseverance that are found in Iowa’s farm families,” Northey said.

The Iowa Department of Agriculture and Land Stewardship has partnered with the Iowa Farm Bureau Federation since 1976 to recognize families that have owned and worked a farm for 100 years or more. Including this year’s recipients, 18,328 farms from across the state have been recognized.

The Heritage Farm program was started in 2006, on the 30th anniversary of the Century Farm program and now 736 farms have been recognized.

The 2014 Century and Heritage Farms Program ceremony was held at the Iowa State Fair on Tuesday, August 12.

Craig Hill, President of the Iowa Farm Bureau Federation, or Joe Heinrich, Vice President of the Iowa Farm Bureau Federation, joined Northey in recognizing the award recipients.

“The program acknowledges the deep roots of Iowa agriculture and the special bond that exists between Iowa families and the land they farm,” Northey said. “The Iowa State Fair is a celebration of Iowa and Iowa Agriculture, so it’s a great place to recognize the Century Farm and Heritage Farm recipients.”



*The gentleman on the far right in the royal blue polo is Secretary of Agriculture Bill Northey. The gentleman on the left in the light blue polo is Joe Heinrich, Vice President of the IFBF.*

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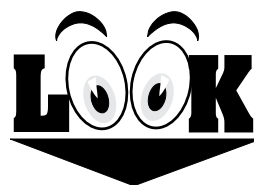
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**Attention: Dealer/Principals . . .**  
**Join us on Thursday, January 22 from**  
**1:30 - 3:00 p.m.**  
**for this informative presentation.**

## **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**

Initially founded in 1987, The SAV Transportation Group is a 3rd Party Logistics Company that provides, strategic sourcing, supply chain strategy and a variety of mode-management solutions.

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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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Dealers who are interested in inventory and business management software, existing BOSS users, and anyone who would like to get more information on how to increase sales.





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# DID YOU KNOW?

By Kim Carroll



**Did you know** NTPDA has partnered with Heartland Payment Systems to offer you a full-service payroll solution? They are the 3rd largest payroll provider in the country with many unique advantages to small and medium size business owners.

If you want to focus on growth, you'll need a few less things to worry about. So, if you need turnkey payroll service for your expanding employee base, want help with navigating the changes in health care reform, or are offering a 401k for the first time—Heartland Ovation Payroll full-service payroll processing and human resource support features ensure a solution that suits your needs.

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# Memphis- Hands on Training for Personnel

By Tom Winkleblack

Your Board of Directors has been working hard to respond to the requests about expanding the program at the upcoming NTPDA Annual Trade Show & Convention in January 2015. The subject of how to “grow the show” has been cussed and discussed extensively the last couple years and our objective is to present a program that provides enough value that most of our existing members will want to increase their participation.

Some members have suggested that we go back to a Saturday agenda to better utilize the time invested away from their stores. Hands on training will be provided on Saturday by trainers from Allied Information Networks, Inc. and Jerkins Creative Consulting.

Jerkins Creative Consulting (JCC) specializes in single-point business solutions for dealers, manufacturers, and trade associations in the US and Canada. Their range of custom solutions includes curriculum-based training courses, merger and acquisition planning, private consulting, peer-to-peer programs, and more. JCC's Specialists have extensive experience in dealership operations and provide expert consultation in such areas as financial management, dealership performance, assessment, and valuation, aftermarket operations, human resources, sales, and marketing.

JCC Specialist Tony Dunnagan has served in various dealership positions, most notably as a successful operations and general manager. While serving as a dealership manager, he diligently focused on increasing aftermarket profitability, and his training programs cover the strategies and techniques required to increase both sales and profits in this area.



**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.

Tony 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.

Through JCC, Tony assists single and multi-location operations in key areas of dealership development. His experience at aligning the systems in the dealership is an important component of developing the aftermarket business. Working hand-in-hand with dealership personnel, Tony has expertise

with employee development, sales and parts management techniques, departmental interaction, parts profitability, and utilization of technology.

On Saturday he will present a program entitled, “Who gets waited on first?” See page 24 for details.

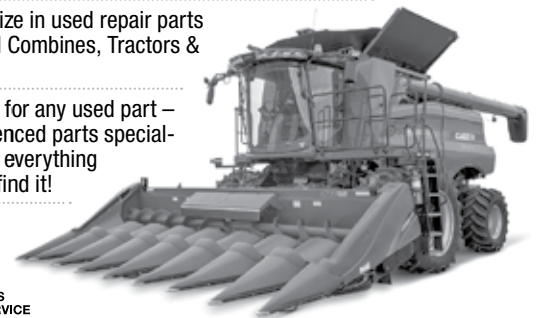
Make plans now so that you and your key employees can participate in this year's value-added Trade Show & Convention in Memphis January 21-24, 2015.

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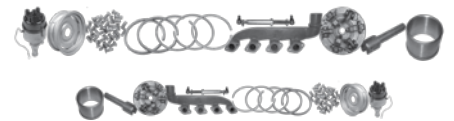
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# NTPDA 31st ANNUAL CONFERENCE & TRADE SHOW

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!



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# NO MORE SALES SEMINARS!

By Michael P. Libbie, NTPDA Member

My son, who works with us in advertising, said to me the other day, “Dad, sales people don’t need any more seminars on how to sell stuff; what we need are seminars for businesses to learn how to buy stuff.”

He’s right.

Look, we “get it” that business owners are hit up daily by sales people who have stuff to sell. Every time the phone rings or somebody walks into the building it seems they are selling something and we get tired of “The Pitch”. But, what if the next “Pitch” is the answer to whatever it is that we need? What if the next “Pitch” is a way to grow sales for us? What if the value of the next “Pitch” is 100 times greater than the investment? What...if?

However, as business owners we’re weary of spending and not getting a true value in return. That, my friends, is not the fault of the “seller of stuff” it is our fault. We didn’t know how to...buy.



Michael and Aaron Libbie on the first bike ride of 2014

Cheap is not always best and expensive is not always costly. What is costly is passing on an opportunity that is clearly loaded with value. But we’ve not trained ourselves to listen, really listen, to the value proposition of “The Pitch” and then ask the right questions and take the time to probe the seller. We don’t...and so we make costly mistakes. Mistakes that drive down our ability to....buy the right...stuff.

Next year in Memphis we’re going to talk about that as it relates to your N T P D A Member-

ship. What is the real value of being a member and how can you, as a business person, get the most out of what you have purchased.

No more Sales Seminars... Let’s buy something of value. See you in Memphis!

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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Cate 3406E	\$2,350	\$2,185	\$2,690 Ex. Loaded, Rebuilt
Cate C15	\$2,450	\$2,185	\$2,690 Ex. Loaded, New
Cummins® 4B/BT/BTA	\$450	\$470	\$495 Loaded, New
Cummins® 6B/BT/BTA	\$575	\$465	\$495 Loaded, New
Cummins® 6C/CT/CTA	\$975	\$695	\$1,250 Loaded, New
Cummins® N14	\$1,750	\$1,850	\$365 Ex. Loaded, Reman
Detroit® 60 Series	\$1,995	\$1,895	\$1,585 Ex. Loaded, Reman
Deere® 4.219	\$695 Free S&H	\$445	\$525 Ex. Loaded, Rebuilt
Deere® 4.239 & 4039	\$695 Free S&H	\$550	\$745 Ex. Loaded, Rebuilt
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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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## **WHO GETS WAITED ON FIRST?**

**By Jerkins Creative Consulting**

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How your counter people handle customers over the counter and over the telephone, through email and in person will, in the long run, determine your dealership's customer retention rating. Make no doubt about it; these are the employees in your dealership that are most important in maintaining customer relations.

Your Front Line people are the connection to growing sales. Customers today are in the "let your fingers do the talking" generation. They have more ways to search out parts and services than ever before. How your "front line" people communicate with your customers can either make or break the relationship cycle.

Bring your counter staff to this year's NTPDA annual session and be prepared to learn how to go that extra mile for your customers along with tips and strategies to increase your dealership's sales but also your profitability.

This training answers these questions:

- What are our customer's needs and expectations?
- How well are we at meeting these needs and expectations?
- How can we go beyond just meeting those needs and expectations and how can we keep the customer coming back for more of our services?
- How should we handle calls, emails and techs at the counter?
- How can we sell more in less time?

## **Let's Network**

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**Friday morning  
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## **FLINT HYDRAULICS TOUR**

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We invite you to a welcome reception and tour of our world-class facility during the NTPDA 2015 Conference. We are proud of our state-of-the-art production facility and the professionally trained staff that runs it with dedication to customer service and client needs.

On Wednesday, January 21, we'll pick you up at the hotel and drive you to our plant for the event. Afterwards, we'll take you to the 6:30 p.m. "Early Arrival Party" at Graceland, Elvis' celebrated Memphis home.

We are looking forward to hosting all our NTPDA friends at our reception and tour. See you then!



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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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