



OPERATION: RESTORATION

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.

More *informal* rehab

“the restoration of derelict housing”

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BULLETIN

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NTPDA

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Articles, letters, advertisements and comments are encouraged and should be sent to:

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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.

What can YOU do ?



Jeff Griggs - President

“Ask Not.....”

One of the most famous lines in a speech made by an American President, and certainly one of the most quoted, goes like this: “*Ask not what your country can do for you - ask what you can do for your country*”.

Of course, it was made by John F. Kennedy (his inaugural address), and it is often paraphrased with a slight change in the wording (the word ‘country’ gets replaced by a word needed to make a point.....) and for this article I’m going to do just that. Here goes:

Ask not what the NTPDA can do for you - ask what you can do for the NTPDA.

Cheesy? Perhaps. Over-used? Maybe. But here’s the deal – If this association that we’re in is worthy of keeping around, well, it’s time for others to step up.

Ask yourself the question – what can I do for the association?

Here are some opportunities:

RUN FOR THE BOARD OF DIRECTORS –
the governing body that oversees the budget, explores benefit options, and makes decisions (hopefully) for the greater good of the organization.

ATTEND THE ANNUAL CONFERENCE AND TRADE SHOW –
Interact. Mingle. Find out what our members are up to. Socialize. Learn. **BUY FROM OUR SUPPLIERS WHO SET UP AT THE SHOW.** We are working hard to make Tucson the best trade show ever – you need to be there!

VOLUNTEER FOR A COMMITTEE –
One of the things I want to accomplish over the next year is to establish committees to work on association

tasks that don’t necessarily have to only involve Board members. **Here’s a new one that you can volunteer to be on:** the **Membership Committee.** This small group will meet (conference calls) to discuss things like: How do we attract new members? Who are they? What about current members – what can we do to get them to the trade shows? The committee could have board members on it, but not necessarily.

Let me know if you are willing to serve on this upstart committee (j.griggs@tractorpartsasap.com).

USE THE BENEFITS –

Two new benefits that were added this year have reported slow but steady growth with our members. SAV Transportation offers terrific shipping discounts with a multitude of carrier options in a very easy, user friendly format but our members have been slow in jumping in. Aramark also gave us national account pricing only to see limited sign-ups for their program; but in their case we know that there are local contracts to be fulfilled before a member can make a change. We worked hard to bring these people to the table – please consider using their services.

Our benefits providers are members too, you know.

What can YOU do? Call me and I’ll help you answer that question. I would love to hear from you. And if I don’t hear from you, I’LL SEE YOU IN TUCSON!

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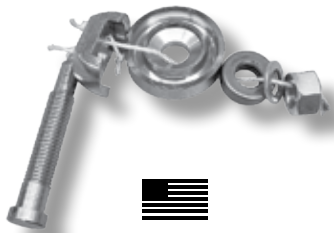
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Message from Phyllis

This is our 3rd quarterly Bulletin and as is the custom we will take this opportunity to introduce you to what we have planned in Tucson. Our theme, so to speak, is called **OPERATION: RESTORATION**. We are going to meet in Tucson and restore and bring back some of the activities that we have enjoyed in the past. On Wednesday we are offering you a golf outing and on Thursday we are offering an off-property activity that will involve all of you. We have changed the times for set-up so that all of you can join us on Thursday. Please review the Program at a Glance on Page 9 to see the time changes. The Board of Directors and staff have worked very hard to bring you a great conference and trade show and hope to see many of you there.

In keeping with our "Restoration" theme please join us on Wednesday evening for our Early Arrival Party at Hottrods. It's a great venue and you will be able to see where they restore old cars and also have a museum for you to explore. Then on Thursday we will head out to the Pima Air and Space Museum where they restore old planes and

also have an opportunity to visit their bone-yard as well as their museum.

We will be sending registration information as well as sponsorship opportunities out to you very soon. Please make plans now to join us January

Phyllis



"Connecting with those you know love, like and appreciate you *restores* the spirit and gives you energy to keep moving forward in this life."

-- Deborah Day, *BE HAPPY NOW!*

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Whatever happened to Customer Service? – Part II

By Tom Winkleblack

A CBS 60 Minutes program that aired January 13, 2013 showed how efficiently robots were already being utilized to bring product to a central shipping department for processing. A robot costing \$23,000 with a useful life of three years would cost approximately \$3.40 per hour (similar to the wages currently earned by a Chinese laborer). Secondary costs are negligible as robots do not require health insurance premiums or paid time off such as sick and vacation time.

The above reference to robots in the workplace is for contrast only. Most of the enterprises we all deal with involve people dealing with people in a sales/service atmosphere. People buy from people that they like, trust or maybe just feel comfortable with.

Good Customer Service provides solutions to a problem, breakdown, misunderstanding, or a miscommunication. Customers do NOT want to hear excuses about your computer, the phone system, the weather, your family or incompetent fellow employees.

I have posted the following chart (Author Unknown) and coached employees about these statistics for years:

Six Reasons We Lose Customers

Death	1%
Move away or out of business	3%
New friend in the business	5%
Defect to a competitor	9%
Product dissatisfaction	14%
Employee attitude of indifference	68%

I recently read an article with similar categories and different percentages, but the most important factor is that we all know it costs a lot more to find new customers than it does to maintain the relationship with ones we already have.

It's pretty scary that over two-thirds of the customers that our businesses lose are the result of an interaction with an employee (it doesn't have to be a loud or ugly situation to cause it either). An attitude of indifference by an employee simply means that someone can act like they don't care about the customer or the fact that he/she brings their business here. Most customers have many choices as to where they can purchase goods and services and this fact cannot be taken lightly by employees!

"Treat customers like you would want to be treated" is so old and cliché and yet why do so many employees feel like they need to argue with or prove a customer wrong? There is no such thing as winning an argument with a customer and it will never put any money in the bank.

Every one of your employees must understand that every customer deserves to be treated courteously and fairly every time they conduct business with your organization. Being courteous begins with being a genuinely interested listener-remember there are usually at least two sides to every story. I have coached salesman that God gave us two ears and one mouth for a reason. When a customer is upset and becomes vocal it is very beneficial to be patient and let them vent by expressing their perspective of the situation. When they have completely exhausted their verbal tirade there will be less tension and the two of you can more calmly discuss the circumstances. By not interrupting you are in no way conceding or compromising your position.

An accomplished salesman told me many years ago-repeat business requires that both parties walk away from a deal both feeling like they made a good one.

Smile when you are talking to customers over the phone- Yes, they really can tell when you are not!



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PROGRAM AT A GLANCE* **Wednesday, January 22, 2014**

8:00 a.m. – 5:00 p.m. Displayers set-up – Grand Ballroom
8:30 a.m. Golfers meet in Lobby for departure to golf course – location TBD
2:00 p.m. – 6:00 p.m. Early registration /Meeting Room B
6:30 p.m. “Early Arrival Party”/Hot Rods Old Vail
Meet in Lobby of hotel to board bus for dinner

Thursday, January 23, 2014 NOTE: BREAKFAST IS ON YOUR OWN

7:00 a.m. Displayers set up. Must be completed by 3:00 p.m. - Grand Ballroom
8:00 a.m. – 10:30 a.m. Registration – Meeting Room B
11:00 a.m. Meet in Lobby of hotel to depart for PIMA Air and Space Museum Tour and Lunch
5:00 p.m. – 7:00 p.m. Registration/Meeting Room B
5:00 p.m. – 7:00 p.m. “Welcome to Tucson” - Reception/Sneak Preview of Trade Show/Grand Ballroom
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 24, 2014

9:00 a.m. – 11:00 a.m. Registration - Meeting Room B
9:00 a.m. Trade Show Opens/Grand Ballroom
10:00 a.m. – 11 a.m. NTPDA Marketplace II – Regular members meet in small groups for potential business opportunities with exhibitors.
11:00 a.m. – 12:00 Noon General Session/Election of Officers – Grand Ballroom– All Members Please Attend
12:00 Noon Lunch/Trade Show Area
1:30 p.m. – 3:00 p.m. NTPDA Marketplace III – Grand Ballroom
3:30 p.m. –4:00 p.m. Displayers Meeting – Trade Show Area - Board Members Please Attend
4:00 p.m. Trade Show Closes – See you next year in Tucson, AZ

Please tear down promptly at 4:00 p.m. – The Ballroom is NOT available to us on Saturday

7:00 p.m. – 8:00 p.m. Cocktails/Ballroom A&B
8:00 p.m. Dinner/Ballroom A&B
Following dinner please enjoy the Casino and Entertainment

Saturday, January 25, 2014

Note: Please use your breakfast voucher Saturday morning prior to departure or before the board meeting

9:00 a.m. Board Meeting/Board Room
All day departures.

New News for NTPDA! by Michael P. Libbie

Years ago when McDonald's sold its one-billionth hamburger they didn't stop advertising. WalMart, the largest retailer in the world, continues to market themselves to consumers. Just because Coca-Cola is the most recognized trademark on the planet does not mean they quit putting up signs. Advertising and marketing are tools that successful companies use to build customers and stay successful.

That's why we're thrilled to welcome the National Tractor Parts Dealers Association back to the world of advertising and marketing. Recently the Board selected our firm to assist the association in marketing itself to perspective new members, existing members and the end users who have come to trust their after-market parts supplier associated with NTPDA.

We began this task by building a solid marketing plan designed around hundreds of conversations with current and former members. We talked to farmers the end users of your parts. We talked to organic farmers, traditional farmers and non-farmers who own acreages and antique tractors. We then compiled the data, looked at trends and recommended several action steps which the Board approved. Among them:

- **A New Responsive Website** – Back when we did the original website for NTPDA there were no “smart-phones” or “tablets”. Today over one-half of all Internet searches are done on mobile devices. If a website works on a desktop but not on a mobile device, more than often the person searching...leaves. When the new NTPDA site is launched it will work with any device and that's real power.
- **New Content** – We took the time to examine what pages people visited over the past five years and concluded some of what was on the old site needed to be tossed and some enhanced. Images, news and searching will be upgraded and made easier.
- **Social Media Enhancement** – While the association has had a BLOG it was internal to the website and while the topics were good regular posting on a wide variety of topics was lacking. We've created a new blog site, Twitter Stream, Facebook Page and more all designed to drive traffic and recognition to the association. In addition we'll be authoring much of the content which will build the NTPDA brand.



What does all of this mean for current association members? We believe people buy what they know and our goal is to increase awareness of the association we've been members of for . . . years. We're here to share the friendship and the value contained in membership and how end users can benefit by doing business with a trusted source such as NTPDA. Thank you for the opportunity and, as always, if we can help answer questions or take comments we're

here.

Michael P. Libbie
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The advertisement features the Speer Cushion Co. logo at the top left, which is a red circle with white text. To the right of the logo, it lists services: *SEATS FOR EVERYTHING YOU SIT ON*, *CAB INTERIORS*, *CUSTOM MANUFACTURING*, and *QUALITY RESTORATION*. Below this, there are several images of tractor seats and interiors. A central text box says "NTPDA Members Mention this Code 0412 for a 10% Discount on your next order". Another box says "Ship By UPS or FedEx". At the bottom, a red banner contains the company name, address (431 S INTEROCEAN AVE, HOLYOKE CO 80734), phone numbers (Toll Free 1-800-525-8156 or Fax 970-854-2917), email (speercushion@pctelcom.coop), and website (www.speercushion.com).

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DID YOU KNOW?

By Kim Carroll



As many of you know, NTPDA partnered with ARAMARK Uniform Services this past spring. ARAMARK has been named our supplier of uniform services and dust control solutions because of their wide selection of products and exceptional customer service. ARAMARK offers a national uniform service program along with a huge array of non-garment items such as mats, mops, shop towels and even a complete line of hygiene products. Best of all, ARAMARK is committed to providing all NTPDA locations with the highest level of service and great negotiated prices.

NTPDA locations with existing agreements with other rental suppliers should continue to use their services; however, we encourage you to not renew any existing agreement. Please contact ARAMARK to avoid any disruption of service prior to the 90 day expiration of any existing agreements. I wanted to remind you of this program and if you are interested in learning more, please contact me or contact ARAMARK's National Account Service Center at 1-800-332-8676.

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!

I would like to dedicate our Thursday afternoon off-property trip to the Pima Air and Space Museum to my mom, Bonnie's, husband A. D. Sexton who passed away unexpectedly in Malvern, Arkansas on Monday, September 2nd.

A.D. was a retired United States Air Force fighter pilot from 1949-1977 so this was particularly interesting to him though he had never toured the facility. He told me about the Pima Air and Space Museum when I visited with them after our trade show in Little Rock. Please remember my mom, her family and A.D.'s family in your thoughts and prayers. -- Phyllis

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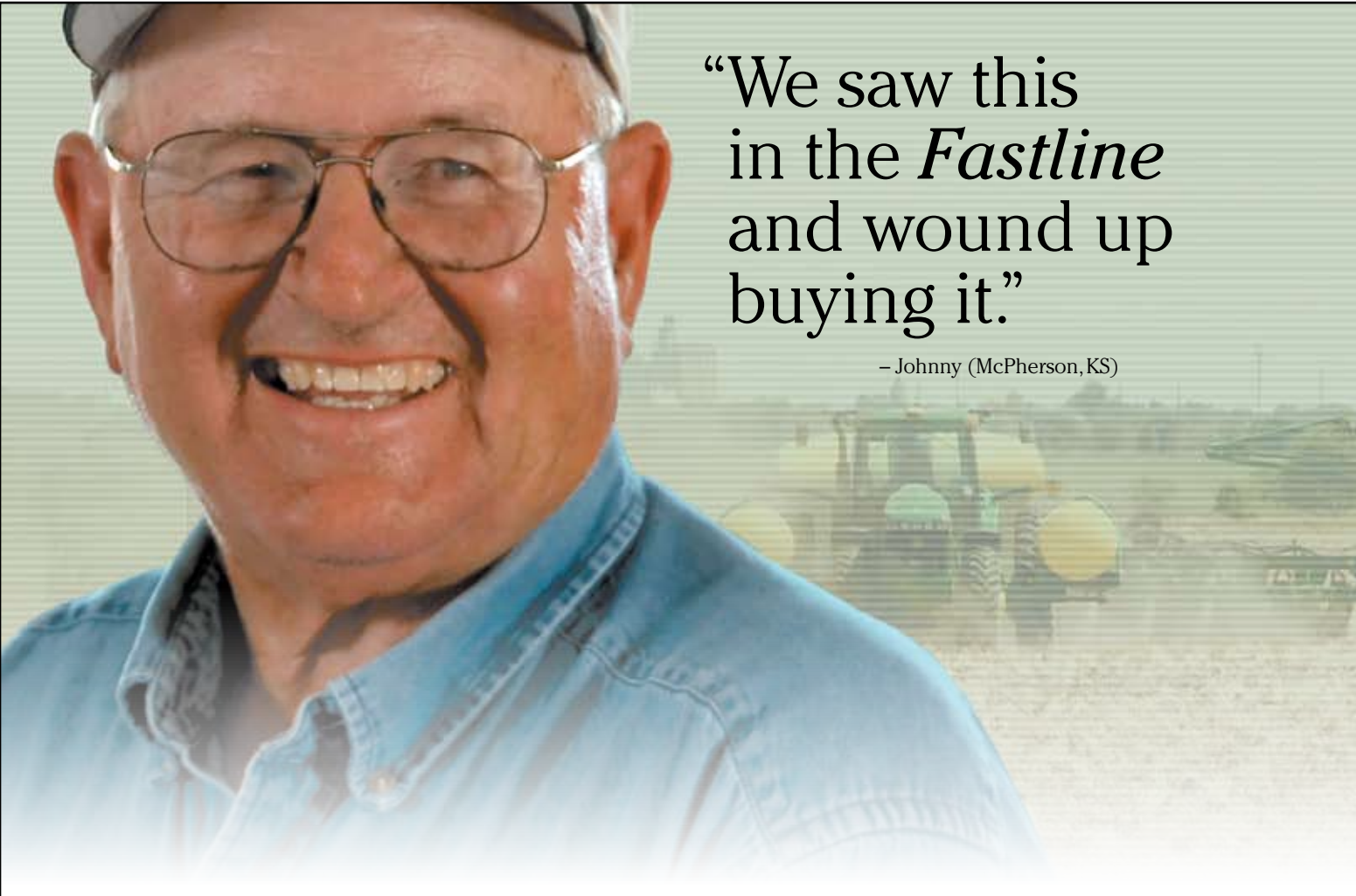
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Sympathy is extended to Carl & LaVonne Vande Weerd on the passing of Carl's father, Chester Vande Weerd.

Chester was affiliated with NTPDA in the past through Vande Weerd Combine and later with B & C Salvage in Rock Valley, IA. His son, Carl has been a long time supporter of NTPDA and has served on the board of directors, as Vice President, and as President. He is employed by K & M Mfg.



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– Johnny (McPherson, KS)

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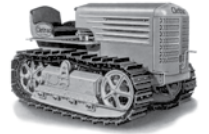


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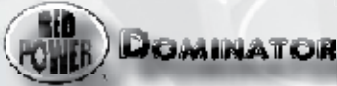
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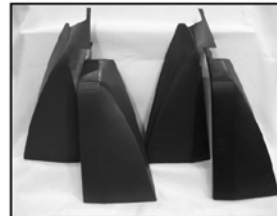
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Greetings from

Greasy Girl

By Terri Stevens

Dear Friends,

Do you ever have times where you feel like your nerves are on edge?

When I have a lot to do or get behind I really feel that way. With that being said, I had one of those moments last night. As Russ and I were driving to work this morning we had one of those moments in a married couple's life where the feathers were flying.

It made me think about what makes us have a bad attitude. I felt as if I was taking it in stride but my husband wasn't. So I say to him, "You have a wonderful life. You have very few problems and now you have an attitude. Then I thought of something I had read that was very appropriate for this situation. I said, "Attitudes are contagious. Is yours worth catching?"

Here is something I have kept for a long time and I think it is worth sharing.

"Attitude. The longer I live, the more I realize the impact of attitude on life.

Attitude, to me is more important than facts. It is more

important than the past, than education, than money, than circumstances, than failures, than successes than what other people think, say, or do.

It is more important than appearance, giftedness, or skill. It will make or break a company, a church, a home.

The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.

We cannot change our past. We cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude.

I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you. We are in charge of our attitudes."

So is your attitude contagious??

Remember life is what you make of it!

Have a great fall! Blessings to you.



Greasy

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