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

#### **NTPDA**

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email: kim@ntpda.com

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...

It's hard to believe that fall is almost here already! There has been a couple of days where there has even been an ever so slight chill in the morning air! Before you know it, it will be time for the annual conference and tradeshow again ... I hope everyone has set aside the dates and is planning on



attending. I think we've got a pretty good event planned for everyone!

They say that the only thing that you can truly plan on nowadays is change, and that change is the one true constant in life. I have come to believe that ... it has proven itself time and time again in my life, as it continues to today. Unfortunately, change is not always what is wanted or needed, but we have to deal with it regardless ... and that is what I am doing today.

Sadly, effective immediately, I am stepping down as President to deal with new health concerns. It has been a very difficult decision for me to make, because of people that I work with and the things we are trying to accomplish. But I feel that, at the end of the day, it is the best thing

for both the NTPDA as well as myself. I have enjoyed my time in the organization and on the board ... I have learned a lot and worked with some truly wonderful people ... which has not made this decision any easier. But I feel that the organization is in more than capable hands with Scott Schelling taking over the helm.

To those members of the board of directors that I had the honor of serving with over all these years, I say thank you and it has truly been an honor. You all have made so many positive influences in my life that I cannot even begin to thank each of you enough.

To Phyllis and Kim, I wish to thank you for the patience and kindness that you've shown me as I've tried to learn the various systems ... I hope I didn't disrupt your world too much over the past couple of years.

Lastly, I'd like to thank all of the members of this wonderful association, for allowing me to serve you these past few years. It has truly been an interesting ride.

Please take care and I look forward to see you all a little ways down the road.

Doug



# Message from Phyllis



Happy Fall Y'all!!! As I write this it is the first day of fall and here in Texas we are looking at triple digits for the day! I am not a fan of cold weather but neither am I a fan of hot and humid weather. I recently experienced triple digits in Port Aransas when a group of us journeyed there after Hurricane Harvey. With the the generous donation from NTPDA and many, many people here in my amazing town of San Angelo (and surrounding areas) we took a semi and a 30 foot box truck full of much needed supplies. The money donated by NTPDA was used to buy generators, oil for the generators, gas cans and tools. We purchased 37 generators and they were gone in less than an hour. So....thank you to the Board of Directors for helping out the coastal cities so devastated by the hurricanes. See page 18 for pics of the trip to Port A.

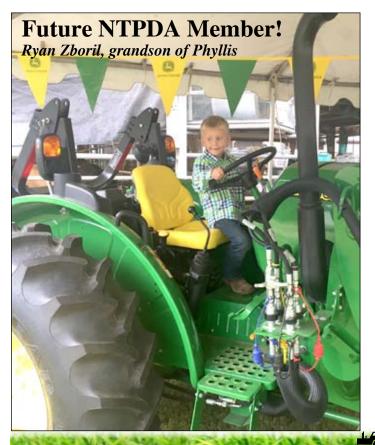
In this issue of the Bulletin we will be highlighting our conference and trade show in Corpus Christi, TX. We have two great speakers presenting in January - Crystal Washington (back by popular demand) and Richard Flint. You will find registration information in this issue and you can also find it on our website. As always should you have questions you can email me at phyllis@ntpda.com or call the office at 940-668-0900.

As you read the President's Pen you will see that Doug Swanson has resigned due to health issues. We want to keep Doug and his family in our thoughts and prayers and we wish him love, prayers and wellness!

Phyllis

# **About Our Members**

We would like to increase the information on our "Members Page." This is more like a personal information page among members. New grandchild, wedding, anniversary, etc. Send it to us...we love hearing from you!



## T-Shirts for sale! \$20.00 ea

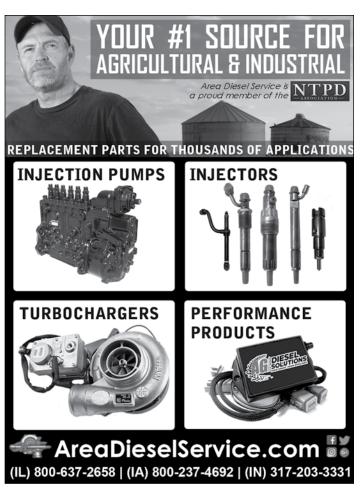
All proceeds go towards a fund to aid Doug Swanson during his fight.

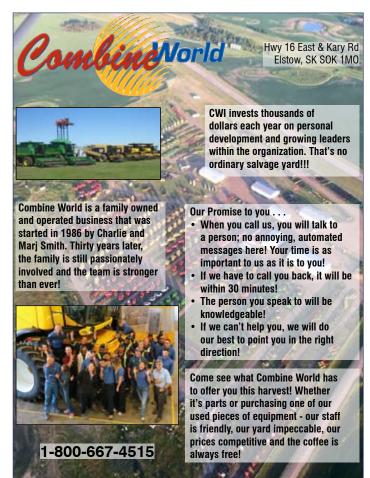


See Misty or Stacey to order yours today!

-Team Swanson

Checks can be made payable to Abilene Machine. Send them to PO Box 129, Abilene, KS 67410 -- Attn: Misty Collins. Shipping available. Just need to know the quantity and sizes.







www.parts-exp.com

# The Power of Repeating Repeating by Michael P. Libbie

Tho doesn't like repeat customers? Who doesn't like being told...a couple of times...that you've got a great logo or uniform or...heck a great haircut? Just as much as we enjoy repeat customers and repeated complements so too should we learn that when we repeat something over and over it has real power.

In marketing and advertising it is what is called "Top of Mind Awareness". Making sure your product or service is at the top of mind when it comes to somebody buying what you are selling. In other words, "One and DONE" doesn't cut it. It takes an effort to make sure you repeat your message over and over.

Here are some examples and, while they are for national brands, we think you'll get the message:

"Winston Tastes Good Like a Cigarette Should" - Winston has been out of television and radio for decades...yet we remember the tag line;

"The Champagne of Bottled Beer" - Miller used this slogan for years, abandoned it and this year brought it back...for good reason;

"A Diamond is Forever" - DeBeers debuted this way back in 1948 and they are still using it because...it works;

"Breakfast of Champions" - Who doesn't know this 1930's Wheaties slogan;

"It's the Real Thing" - CocaCola hit it out of the park with this from 1970;

"Say it With Flowers" - This will surprise you, the slogan dates back to 1917!

You get the idea... True, each one of these slogans had real dollars behind them to push the idea and the brand. Maybe your business doesn't have that sort of advertising budget but you don't need all that cash to accomplish much the same thing.

Think of your value proposition and what you bring to your customers and then put that in words. Not a bunch of words but short and sweet. We know of a law firm that has the tag line, "We get things done!" because the number one complaint among legal clients is that far too often law firms don't get things done and clients have to wait...and wait. The firm went so far as to register the slogan and they use it...everywhere.

Find your value proposition and then repeat it...often and everywhere. The goal is to have your customers hear or see those words and identify you and your unique value. It very well could bring you...repeat customers.

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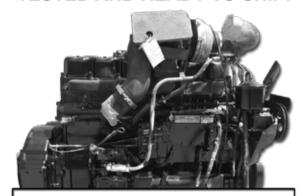
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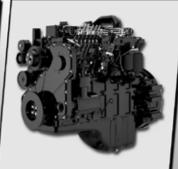
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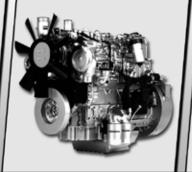
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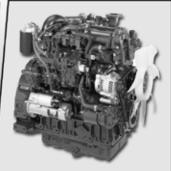
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# Greetings from

# Greasy Girl

By Terri Stevens

Dear Friends

Have you all noticed all the changes that are going on? Yesterday we had the eclipse and my cousin called and said, "Can you imagine what it was like when our Grandma experienced something like that?" They had no warning; no way of even knowing what was happening. I hadn't thought about that but today's technology is something.



At the Tractor Barn we sell

the Husqvarna brand and they have a robot to mow your yard. It is called the auto mower. When I was a kid I watched a cartoon called the Jetsons and I thought I would never see the day that would happen. Now I am selling robots to mow people's yards.

Then there are the people that, if it is old, they want it. I doubt my Grandpa would have ever dreamed that he could sell old barn tin and wood. It is a different time!

So that makes me think how important it is in business to change. If we stay the same we won't survive. Our customers are different and they don't buy anything the way that a lot of us have done it for years.

It is an exciting time. I went to a conference the other day for leaders and one of the people speaking said don't be a critic be a student. That is so important! Just because people do things differently doesn't mean that it is wrong. Try and be open minded when it comes to your business and the products that are being presented for you to sell.

Let's try and be people that embrace change and look forward to the future. God has got it covered. Just like the eclipse everyone stopped to look at it, and was amazed at how awesome it was. It was a reminder of how true the bible is. Ezekiel 39:21 says, "I will display my glory among the nations."

So the next time you are driving around and you see a robot mower mowing some one's yard and it is bumping into an antique tractor or a tiny house or a vintage camper you will know that you are truly seeing a sign of the times.

Greasy

A BIG THANK YOU to all of you who contributed to our St. Jude fund raiser this year! We are so grateful to all of you that participated and our contribution will continue to support the children of St. Jude Children's Hospital. And...I think we all have a lot of fun doing it!



Finding cures. Saving children.



We welcome Crystal Washington back to present - Advanced Digital Marketing for the Tractor Parts Industry - Over 80% of Americans are online; your next generation of clients are definitely there. However, it's not enough to simply show up on social media or send a mass email every holiday season--you need a plan! In this high-energy session, Crystal will break down advanced social media, web, and email strategies in plain English.

#### **OBJECTIVES:**

- Discover how to use YouTube to attract everyone from shop foremen to farmers
- Understand how Facebook Ads fit into your marketing strategy
- Uncover how to use Email Marketing to create valuable sales funnels Crystal Washington works with organizations that want to leverage technology to increase profits and productivity. She is known as the "technology translator." infusing humor, she shares only the practical applications of social media, apps, and the Web.

Crystal's clients comprise Fortune 500 companies including Google, Microsoft, and GE. As a sought-after keynote speaker, she has educated and entertained

audiences across North America, Africa, and Europe. She regularly appears on major television networks and in business publications for her expertise.

Crystal is the author of the books One Tech Action and The Social Media Why.

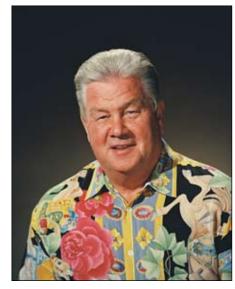
Outside of technology, Crystal considers herself to be a travel fanatic and afro-puff aficionado.



As one of America's top personal development speakers and coaches (he travels and speaks over 210 times per year and personally coaches many businesses and individuals from on the road), Richard has been successfully mentoring and quietly helping professional organizations, large and small businesses and individuals for over 30 years.

Considered a well guarded secret by companies and organizations due to his results, Richard Flint motivates, inspires, teaches and helps people and companies metamorphosize into their 'Power To Be', so they can Do or Have anything they want. Interestingly, he does it without you having to set goals.

With his decades-long professional experience in counseling and teaching at the University Level, he knows business organizations (both large and small) are made of individuals. He has the unique ability to 'see' and then train each person to perform to their strengths, while each one synergistically creates the momentum for the group to move forward. Many entrepreneurs, individuals and organizations have found his individual coaching exactly what they needed to propel them to the next level, both personally and professionally.



Richard Flint is on a mission (he calls it a Crusade) to help people have their best life possible. He knows how through his own experience.

After lunch, Mr. Flint will again present to us... Finding the Right People for Your Company. This is the #1 issue any business faces today. One of the results of a company not "Embracing Change" is its inability to attract people who are looking for a company that is committed to growing. Quality people aren't attracted to companies that are stuck in their yesterday. Finding The Right People For Your Company demands you prepare the environment for moving forward. These people are out there for your company, but you must be ready for them. This program will show you whom you have, whom you need and how to find those Right People for your company.

# CORPUS CHRISTI SPOUSE PROGRAM

## ART TOUR WITH LUNCH

We will pick up our guests at the Omni Bayfront Hotel at 10:00 AM.

Tour will include seeing and hearing about a number of public art pieces on our tour route, stops at several unique art galleries and art studios, and lunch at the Citrus Bistro at the Art Center of Corpus Christi.

During our tour we will visit K-Space (contemporary art) and Holland/Wilhelmi Studio and Gallery.

Additionally, we will stop at Water Street Market where each guest will be able to select for themselves which gallery or museum to visit. There will be an opportunity to view and purchase art at all stops.

We will end our tour at the Art Center of Corpus Christi, and our guests will have a chance to see local artists at work and to view local and regional exhibitions. The Citrus Bistro is located at the Art Center and will have lunch ready for us.

We will return to the Omni at the end of our tour (around 1:00 PM).

# Top 10 Ways to Motivate People

By Mel Kleiman

- 1. Make them feel appreciated.
- 2. Let them in on what is really going on.
- 3. Create a family-friendly work environment.
- 4. Ask for and listen to their input.
- 5. Challenge them and give them opportunities to grow; make them stretch.
- 6. Give them only other great people to work with.
- 7. Show them how their job fits into overall company objectives and why it is important.
- 8. Don't train them; educate them.
- 9. Give them feedback on their performance (both positive and corrective) on a timely basis. (Don't wait for performance reviews.)
- 10. Reward them for the great job they are doing. ("Reward" isn't just money. Every employer issues paychecks. What can you do to stand out from the crowd?)

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# Program At A Glance

# NATIONAL TRACTOR PARTS DEALER ASSOCIATION 34<sup>nd</sup> ANNUAL CONFERENCE & TRADE SHOW Omni Hotel/Corpus Christi, TX January 17-20, 2018

#### Wednesday, January 17, 2018

2:00 p.m. – 5:00 p.m. Displayers - early set-up – Corpus Christi Ballroom

6:30 p.m. "Early Arrival Party" – TBD

\*Please NOTE there is NO Early Registration on Wednesday. Please register on Thursday morning beginning at 8:00 a.m. There will be information for you at check-in regarding Wednesday's Early Arrival Party and Thursday morning opportunities.

#### Thursday, January 18, 2018

7:00 a.m. Displayers continue set-up. Must be completed by 3 p.m. – CC Ballroom

8:00 a.m. - 12 Noon Registration – Outside CC Ballroom

8:00 a.m. Please use your Thursday Breakfast Voucher

9:00 a.m. - 10:00 a.m. "6 Steps to Embracing Change" - Richard Flint - Nueces B

10:00 a.m. - 10:30 a.m. Break

10:00 a.m. – 1:00 p.m. Spouse Program – Art Tour with Lunch

10:30 a.m. – 12 Noon "Advanced Digital Marketing for the Tractor Parts Industry" – Crystal Washington

12 Noon Lunch – On Your Own

1:00 p.m. – 5:00 p.m. Registration – Outside CC Ballroom

2:00 p.m. – 3:00 p.m. "Finding the Right People for Your Company" – Richard Flint – Nueces B 5:00 p.m. – 6:00 p.m. "Welcome to Corpus Christi" – Reception/Trade Show Opens/CC 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.)

7:00 p.m. –8:00 p.m. Reception Continues

#### Friday, January 19, 2018

8:00 a.m. – 9:00 a.m. Networking – "Coffee & Conversation" – Spend some time one on one with your

NTPDA friends and colleagues. CC Ballroom - Breakfast Served

9:00 a.m. – 11:00 a.m. Registration - Outside CC Ballroom 9:00 a.m. Trade Show Opens – CC Ballroom

10:00 a.m. – 11:00 a.m. NTPDA Marketplace II

11:00 a.m. – 12 Noon General Session/Election of Officers – CC Ballroom – All members

please attend.

12 Noon Lunch/Trade Show Area

1:00 p.m. – 1:30 p.m. Keynote Address – "Mastering the 5 Skills for Effective Leadership" – Richard Flint

1:30 p.m. – 3:30 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. Cocktails/Dinner/Entertainment – Bayview Room

Entertainment by: Jackie Myers Band

#### Saturday, January 20, 2018

Please use your Saturday breakfast voucher.

Have a safe trip home or enjoy your weekend Corpus Christi!!!



# 34<sup>th</sup> Annual Conference & Trade Show January 17 – 20, 2018 Omni Corpus Christi Hotel

#### 10 x 10 DISPLAY SPACE \$500 per space

Each display space is professionally draped and lined out and includes a 6' skirted table, 2 chairs, wastebasket, and ID sign.

The cost of electricity and Internet connection is an

The cost of electricity and Internet connection is an additional cost.

# Display Application & Liability Form

Company	Contact Person
Number of 10 x 10 Display spaces needed	@ \$500 each = \$
I DO/DO NOT (please circle one) need electricity i	in my booth. I DO/DO NOT (please circle one) need internet.
Internet and/or Electricity order form will be	e-mailed to you. E-mail address:
	the conference and trade show must have at least 1 display booth.  MBUSTIBLE LIQUIDS!
Set up will start at 2 p.m. on Wednesday, Janu 3 p.m. on Thursday. Reception/Opening of Tra	pary 17. You must be finished setting up no later than ade Show is Thursday at 5 p.m. with the Marketplace m. on Friday, January 19. Tear down will follow Displayers
PLEASE SIGN AND RETURN TO NTPDA	
damages, and claims for displays and equipme agents, and the NTPDA for any losses, damage	nd that exhibitor assumes responsibility for all losses, ent, and shall indemnify the hotel, convention center, es and claims.  rized personnel must sign!
	TALLY SHEET AND REGISTRATION FORM TO THE NTPDA



# 34<sup>th</sup> Annual Conference & Trade Show Corpus Christi, TX Tally Sheet

Registration(s) @ \$300 (	(thru 11/30) \$375 (12/1-12/31)	\$450 (after 12/31) =	\$	
One Day Pass (see One I	Day Pass form for details) @ \$3	100 =	\$	
Display Booth(s) @ \$500 *Booth Registration DeadlineSpouse Program – Art To Thursday, January 19 – 10 a.	12/31/17 our with Lunch @ \$25 per per	son	\$ \$	
	TOTAL I	OUE TO NTPDA	\$	
*No booth/registration refunds	after December 31, 2017.	**********	****	
Please indicate the number of pe	ersons attending to help with t	food/beverage planning:		
Will attend the "Early An	<u>Wednesday, January</u> rrival" Party	<u>17</u>		
Thursday, January 18  Will attend "6 Steps to Embracing Change" – Richard Flint Will attend "Advanced Digital Marketing for the Tractor Parts Industry" – Crystal Washington Will attend "Finding the Right People for Your Company" – Richard Flint Will attend "Welcome to Corpus Christi" Reception/Sneak Preview of Trade Show/ NTPDA Marketplace I  Friday, January 19 Will attend "Coffee & Conversation" (breakfast served) Will attend lunch in trade show area Will attend Keynote "Mastering the 5 Skills for Effective Leadership" – Richard Flint Will attend cocktails/dinner at Hotel  COMPANY NAME:  COMPANY NAME:				
	PAYMENT OPTION	NS		
☐ Check # OR  Make payable to NTPDA	☐ Credit Card — MasterCard, Visa, Disc We can call to process credit card p		ollowing:	
	Name to Call:			
	Phone Number:			

# Return to NTPDA



# 34<sup>th</sup> Annual Conference & Trade Show January 17 – 20, 2018 Omni Corpus Christi Hotel

### REGISTRATION FORM

#### **Register Early For the Best Deal!**

\$300 per person (thru 11/30) \$375 per person (12/1 – 12/31) \$450 per person (after 12/31)

Prices above are for NTPDA Members

Registration includes: Early Arrival Party, trainings and keynote address, reception on Thursday, breakfast and lunch on Friday, refreshments, trade show and Marketplace events, dinner banquet on Friday night and Thursday & Saturday morning breakfast vouchers.

Company\_\_\_\_\_\_ Contact Person\_\_\_\_\_

Mailing Address\_\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_ Zip\_\_\_\_

Please type or print a complete list of people attending. Be sure to show the names as you want them to appear on the nametags.

1.\_\_\_\_\_\_ 6.\_\_\_\_\_

2.\_\_\_\_ 7.\_\_\_\_\_

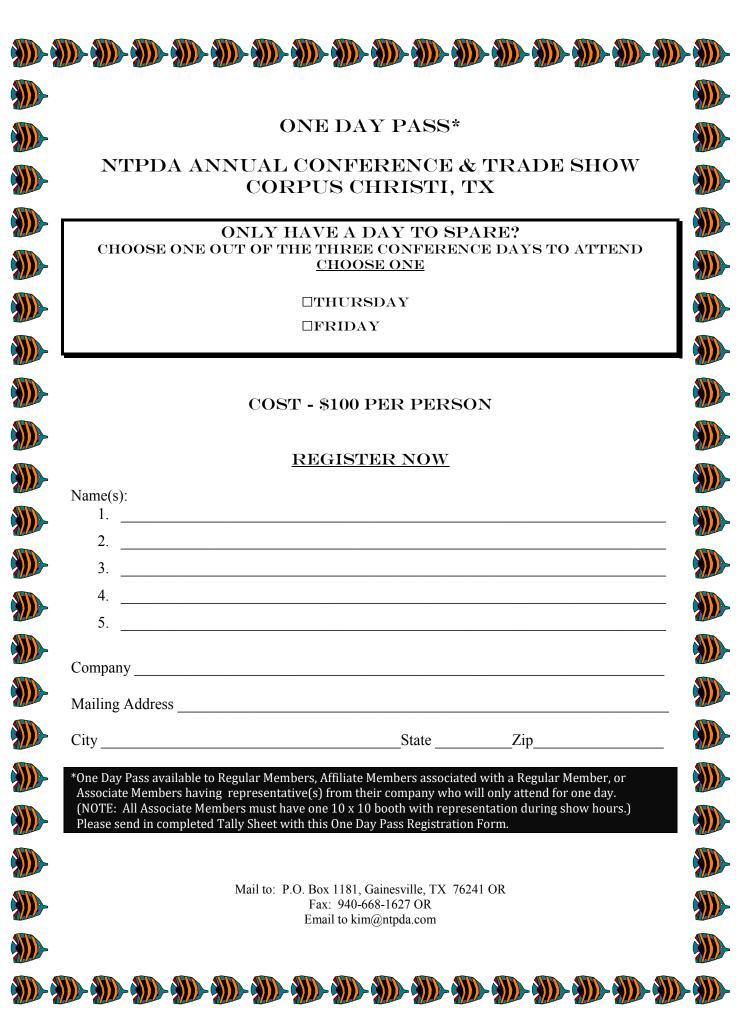
3.\_\_\_\_ 8.\_\_\_\_\_

4.\_\_\_\_ 9.\_\_\_\_

5. 10.

\*\*Travel arrangements and all room charges are to be handled by the individual.\*\*

RETURN THIS FORM ALONG WITH YOUR TALLY SHEET AND, IF APPLICABLE, YOUR DISPLAY APPLICATION.



# Omni & Hotels & Resorts

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# National Tractor Parts Dealer Association 34<sup>th</sup> Annual Conference & Trade Show January 17 – 20, 2018

#### **ROOM RATE**

Room Rate: \$129 Single, \$139 Double, \$149 Triple, \$159 Quad Rate. Rates do not include applicable state and local taxes, fees and assessments, currently 15% and are subject to change without notice. Check-in time is 3:00 p.m. Check-out time is 12:00 noon. Our group rate is valid from January 16 – January 20. Rates will be available 3 days prior and 3 days after the event dates in the room block, subject to availability of guest rooms at the time of reservation. An early departure fee in the amount equal to one night room and tax will apply if an attendee checks out prior to the confirmed checkout date. Guests wishing to avoid an early departure fee should advise the Omni Corpus Christi Hotel at or before check-in of any change in planned length of stay.

#### **RESERVATIONS**

*Phone Reservations* – Please contact the Omni Reservations at 1-800-THE-OMNI and reference National Tractor Parts Dealer Association to get the special negotiated room rate.

Online: Go to the **National Tractor Parts Dealer Association reservation page**. You can find page by going to the NTPDA website, select 2018 Convention, and then Hotel Information.

The "cut-off date" for reserving rooms in the Room Block is

**Wednesday, December 27, 2017**. Reservation requests received after 5:00 p.m. local time at the Hotel on the cut-off date will be accepted based on guest room availability at the prevailing transient rates. The group rate may not be available after the cut-off date. At time of cut off, all unused rooms and suites will be automatically released for general sale.

All reservations must be guaranteed by a valid major credit card, which will be supplied at the time of reservation. Any guaranteed reservation not cancelled 72 hours prior to arrival will be subject to one night room and tax cancellation fee.

#### **PARKING**

The Hotel will offer discounted self-parking at \$6 per day, based on availability.

Complimentary shuttle service to and from the airport is available. Contact the Omni at 361-887-1600 upon arrival to the Corpus airport OR you can preschedule pick up by calling the hotel prior to your day of arrival with your flight information.



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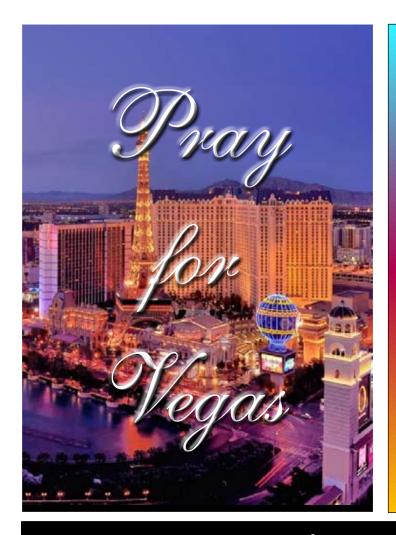
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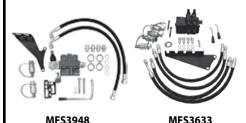
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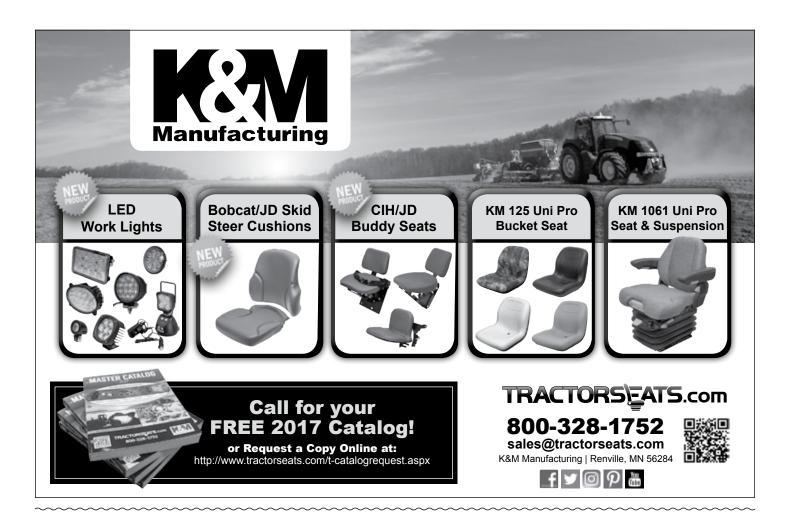
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