



# ***BULLETIN***

## **NATIONAL TRACTOR PARTS DEALER ASSOCIATION**

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

FALL 2022

VOL. 32, NO. 3



**A BIG TIME IN ALABAMA**

**NEW RETIREMENT TRENDS**

**MEMBER NEWS**

**MUSIC CITY, HERE WE COME**



INSIDE

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BULLETIN

MICHAEL LIBBIE, Editor

Articles, letters, advertisements and comments are encouraged. Send to:

P.O. Box 1181
Gainesville, TX 76241

NTPDA

KIM CARROLL
Operations Manager
Meeting Planner/Event Coordinator

MICHAEL LIBBIE
Business Development - Recruitment/Retention

940-668-0900 • Toll Free 877-668-0900

Fax 940-668-1627

email: ntpda@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 . . .

Harvest is just around the corner! This means machinery of all types will be moving and I'm sure it will be breaking down. Hopefully everyone has had a great year and harvest keeps you busy.

This time of year is my busiest time of the year and definitely my favorite. It's the start of harvest here in the south. Mix that in with the kids' sports, hunting season and college football. Put all this together and the weekends are an absolute blur. From now until the end of November we'll be supporting one on the cross country trails and the other in soccer and gymnastics.

Harvest time and hunting season start off about the same time. We open up with dove season, a very social shooting sport. Normally the day is filled with fast moving birds and many shooting opportunities (we won't talk about



Trey Russell

how many boxes of shells it takes to fill a limit). It's always a fun time to hunt with friends and family and rib each other about missed shots. Typically the day wraps up with a cookout and a college football game on TV. It's a day I look forward to all year.

Speaking of looking forward to something . . . The annual NTPDA Conference and Trade show is something to look forward to this year. For starters it will be held in Nashville, TN (who doesn't love Nashville). Good food and good times are a promise. Your board members and staff have tried to put a lineup of activities together that are sure to make this one of the best we've ever had. Stay tuned for details and get signed up early!!

Hope to see everyone in Nashville

Trey



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## NEW Inframe Overhaul Kit Part # RP1442 WITH ROD BOLTS



### KIT COMPONENTS PART #

(6) Cylinder Kit	#500065472	(1) Main Bearing	
(6) Rod Bearing		Standard, Green	112996586
Standard, Green	#500064903	Standard, Red	112996584
Standard, Red	#500064902	127mm, Green/Black	112996587
127mm, Green/Black	#500064905	127mm, Red/Black	112996586
127mm, Red/Black	#500064904	254mm, Red	112996588
254mm, Green	#500064907	508mm, Red	112996589
254mm, Red	#500064906	(1) Thrust Washer Set	112996590
508mm, Green	#500064910	(1) Head Gasket Set	18094891
508mm, Red	#500064908	(1) Oil Pan Gasket	11504346309
		(12) Connecting Rod Capscrew	1150426229

## NEW Major Overhaul Kit Part # RP1443 WITH ROD BOLTS



### KIT COMPONENTS PART #

(7) Cam Bearing	#504125778	(1) Main Bearing	
(12) Connecting Rod Capscrew	#504126229	Standard, Green	112996586
(6) Cylinder Kit	#500065472	Standard, Red	112996584
(6) Rod Bearing		127mm, Green/Black	112996587
Standard, Green	#500064903	127mm, Red/Black	112996586
Standard, Red	#500064902	254mm, Red	112996588
127mm, Green/Black	#500064905	508mm, Red	112996589
127mm, Red/Black	#500064904	(1) Thrust Washer Set	112996590
254mm, Green	#500064907	(1) Full Gasket Set	18094890
254mm, Red	#500064906	(1) Front Crank Seal	11504042684
508mm, Green	#500064910	(1) Rear Crank Seal	11504244430
508mm, Red	#500064908	(6) Piston Pin Bushing	11504254688

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# Staff Notes

Wow, time is going so fast as we enter fall and close out summer. The Summer Mixer was a memorable time. Special thanks to the Russell family for hosting a site visit and lunch as well as inviting us into their home for an afternoon by the lake and a shrimp boil for dinner. It was all so wonderful! Another big thanks to Freight Partners Group for hosting the hospitality room. That was such a hit! We



Kim Carroll

walked away with some new ideas which will be implemented at our Conference & Trade Show in Nashville, January 19-21.

One idea I'm excited to share is that we are going green by utilizing an event app for the first time. The app is called Whova, and we believe this will enhance engagement among attendees and exhibitors. You will be able to participate and interact more actively, build connections, participate in contests, have up-to-date event information, create a personal profile to share, and exhibitors can create a booth profile about the company while including promotional offers, handouts, photos, and more. Be watching your email and the NTPDA website for registration information to open. As soon as everything is set up and ready to go, you will be notified. Registration will be available through a Google form and once it is completed and received in the NTPDA office, you will be invoiced through QuickBooks. The Whova app will be available beginning October 19th for those registered to access and an email invite will be sent out at that time. As registrations come in after this date and are processed, invites will continue to be sent.

Renaissance Nashville Hotel is where we will be staying and is a beautiful downtown property within walking distance to so much including the Ryman Auditorium and the Country Music Hall of Fame. Because of the success of the trust, the board voted to cover part of the cost for rooms booked under the NTPDA room block up to 3 nights. Our rate is \$270 per night but with the portion the board voted to cover, your portion will only be \$120 plus taxes per night for up to 3 nights. In saying that, it will also be very important to get your hotel reservations in early in case we need to try and add more rooms. Nashville is a hot location and the Renaissance Nashville Hotel is in the heart of it all.

Book those rooms when you register for the event to not miss out. Check out the Program at a Glance in this issue of the Bulletin to see what all is planned. We look forward to seeing you there!

What a great time we had in Scottsboro for our Summer Board Meeting. The Russell Family and staff went all out and made us feel so welcome. Everything about that little town was charming and so grateful that we had the opportunity to meet some wonderful folks. Thanks again.



Michael Libbie

That being said we were there for...business. I've been associated with NTPDA for well over 24 years and the Board Meeting that was held this Summer was one of the most impactful events ever. So many new and different directions for our association. Here are just a few highlights:

**Nashville Update** – Nearly everything will be new when we get to Nashville in 2023 for our Annual Conference and Trade Show. Kim has put together a fantastic event and the Board weighed in with several great suggestions. It's going to be amazing!

**New Technology** – We'll be using a meeting application for your phone that will not only have all the information about Nashville, our venue but will also enable us to communicate with each other, set up meetings. It's a great tool and because we'll be using it we'll not be printing booklets this year.

**Expanded Scholarship Opportunities** – The Board approved a plan to offer more scholarships in 2023 and increase our efforts to market them to individuals who are interested in a trade as well as a college degree. Our goal is to offer 25 scholarships and the Board raised the scholarship amounts. More on this later.

**Opening Up Membership** – The Board has decided that NTPDA can also be a home for those who work in the industrial side of the parts world. We already have several members in that space and now we're going to actively recruit others.

**Trade Show Attendance** – The Board gave approval to allow us to travel to select trade events and recruit new members. This will be done in a strategic manner targeting specific companies attending the event.

**Associate Members & Website Information** – Some of our Associate Members have their contact information available on our website. Others do not. The Board approved that all Associate Members may have their contact information listed should they wish.

*Continued on page 25*



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# MEMBER NEWS

## Russell's Tractor Parts

Recently the NTPDA Board traveled to Scottsboro, Alabama for our Summer Board Meeting. Hosting us was Russell's Tractor Parts with NTPDA President Trey Russell and former President Pat Russell. It was a resounding success and our Board really enjoyed the time in Scottsboro. It also gave us a chance to sit down with Pat to learn more about the company, who they serve and the many changes he's seen. Pat has been pushing iron for years and now, in partnership with Trey, he took us back to the beginning. We talk about the growth of the company, how family plays into the success and so much more. Here then is the story of Russell's Tractor Parts.



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## Kaddatz Mission Work

Travis Kaddatz has returned from his mission trip with Acts of Mercy. We praise God for a safe & successful trip.



Travis and his team had the opportunity to work with refugee children from Ukraine. They had interpreters who spoke Ukrainian & Russian because some of the children knew one of these languages. The team was able to share the gospel and work with these children to assist them with their needs.



The children are wanting to return home, but that is not possible at this time.

Please continue to keep Ukraine in your prayers. We serve a mighty God who can deliver Ukraine from their enemies.

Thank you for all of your prayers, monetary support, and words of encouragement.

## DID YOU KNOW...

One of the great things about being a member of NTPDA is the wide range of benefits we offer. Here are three that you've told us are fantastic and well worth your membership:

ENET or TELEQUIP Discount – Members receive a \$25.00 monthly discount on ENET or TELEQUIP level 1 or 2 service through Allied Information Networks. NOTE: The \$25 monthly discount equals a \$300 per year savings that comes very close to offsetting the \$400 per year membership dues. Contact information: 1-800-866-0466.

NTPDA Parts Database – Regular members can network together through the parts database. Individually no one dealer can carry every part for every customer, but as a group, NTPDA members are able to supply customers



with an almost endless supply of new, used and rebuilt parts. Allied Information Networks has helped us in this endeavor by creating a database of the NTPDA members' inventories. You should also know that staff goes here nearly every day when consumers call us looking for a part.

Membership Recruitment – Members who help us successfully recruit a new Regular or Associate Member receives something special: We waive your dues for the following year. Help us sign up a new member and you'll save. Everybody can help us and themselves. If you've got a hot lead make sure you reach out to Michael or Kim and do what you can to spread the word about our great association.

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**NATIONAL TRACTOR PARTS DEALER ASSOCIATION**  
**39th ANNUAL CONFERENCE & TRADE SHOW**  
**Renaissance Nashville Hotel**

**Thursday, January 19, 2023**

- 1:00 p.m. – 5:00 p.m. .... Displayers set-up – Germantown
- 1:00 p.m. – 8:00 p.m. .... Early Registration – The Bridge (3rd floor of hotel)
- 9:40 a.m. .... Meet in Hotel Lobby to walk to The Escape Game Nashville (Downtown /  
6 min walk)  
TEAM BUILDING - The Escape Game Nashville (Downtown)
- 11:30 a.m. .... Lunch at Merchants (5 min walk from The Escape Game & 6 min walk  
from Renaissance)
- 1:15 p.m. .... Country Music Hall of Fame (4 min walk from Merchants)
- 1:30 p.m. .... RCA Studio B Tour
- 2:30 p.m. – 5:00 p.m. .... Tour Country Music Hall of Fame on your own
- 5:00 p.m. – 8:00 p.m. .... “Early Arrival Party” – The Bridge with live music
- 8:30 p.m. – Midnight .... Hospitality Suite – The Parlor Suite

**Friday, January 20, 2023**

- 8:00 a.m. – 9:00 a.m. .... Breakfast
- 8:00 a.m. – 4:00 p.m. .... Displayers set-up - Germantown
- 8:00 a.m. – 5:00 p.m. .... Registration - Germantown
- 9:00 a.m. .... Depart hotel lobby for Jack Daniel’s Distillery
- 11:00 a.m. – 12:30 p.m. .... Tour of Jack Daniel’s Distillery
- 1:00 p.m. – 2:00 p.m. .... Lunch at Miss Mary Bobo’s
- 2:00 p.m. .... Depart to return to hotel
- 3:30 p.m. .... Arrive at hotel
- 5:00 p.m. – 6:00 p.m. .... Trade Show Opens – “Welcome to Nashville” Happy Hour/Meal & Silent  
Auction
- 6:00 p.m. – 8:00 p.m. .... Business Exchange/Music City Trivia/Cornhole Tournament
- 8:30 p.m. – Midnight .... Hospitality Suite – The Parlor Suite

**Saturday, January 21, 2023**

- 8:00 a.m. .... Networking – Coffee & Conversation – Breakfast Served
- 8:00 a.m. – 1:00 p.m. .... Silent Auction - proceeds to benefit St. Jude Children’s Research Hospital
- 9:00 a.m. – 11:30 a.m. .... Business Exchange/Music City Trivia/Cornhole Tournament
- 11:30 a.m. – 11:45 a.m. .... Break
- 11:45 a.m. .... General Session/Election of Officers
- 12:15 p.m. .... Lunch/Trade Show Area
- 1:00 p.m. .... Business Exchange/Cornhole Tournament continues
- 1:00 p.m. .... Drawings & Silent Auction winners announced
- 2:00 p.m. .... Displayer’s Meeting
- 2:30 p.m. .... Trade Show Closes
- 3:00 p.m. .... Board Meeting
- 6:00 p.m. .... Happy Hour/Dinner/Cornhole Tournament Finals

Program subject to change.

# Nashville At A Glance





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# Let's Eat!

Headed into the cooler months we're thinking football and family gatherings. Welcome to "Let's Eat" a new section for The Bulletin. In this issue two recipes that will not only look good but taste great. We'll kick things off with . . .



## “Hot Pizza Dip”

6 ounces light cream cheese  
½ cup of light sour cream  
1 teaspoon of oregano  
½ cup of pizza sauce  
1 cup of shredded Mozzarella cheese  
½ cup of shredded Colby cheese  
½ cup of grated Parmesan cheese  
¼ cup of diced red peppers  
¼ cup of diced green peppers  
¼ cup of sliced green onions  
Whole-wheat crackers or bread sticks



- 
1. Combine cream cheese, sour cream and oregano in a bowl. Stir until smooth. Spread evenly into a small baking dish or quiche pan.
  2. Top with pizza sauce, cheeses, peppers and onions.
  3. Bake at 350 degrees for 15 minutes, or until cheese is melted. Serve with crackers, breadsticks.

---

## Slow Cooker Beef Stew

2 pounds of beef stew meat  
6 carrots peeled and cut to 1-inch chunks  
3 russet potatoes, peeled, cut into large chunks  
1 medium onion cut into rings  
¾ cup of frozen peas  
1 tablespoon sugar  
1 teaspoon salt  
1 bay leaf  
2 tablespoons of quick-cooking tapioca  
¾ cup of tomato juice  
Parsley to garnish



- 
1. Place the stew meat, carrot chunks, potato chunks, onion, peas, sugar, salt and bay leaf in the crock of a 3 quart slow cooker.
  2. Sprinkle with tapioca then pour the tomato juice over the top.
  3. Cover the slow-cooker and cook for 10 – 12 hours on low heat or 5 – 6 hours on high heat. Remove the bay leaf before serving.

# SCOTTSBORO SUMMER BOARD MEETING







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# NEW RETIREMENT TRENDS AND YOUR FINANCIAL FUTURE

*Provided by RBC Wealth Management and Craig Shaver*

The face of retirement is changing as medical advances are stretching lifespans and delivering longer and healthier lives filled with increased vitality. In this new, more dynamic era of retirement, recognizing and managing risks is crucial to having a happy, financially secure retirement.



A wealth management plan can help keep you focused on your goals and provide the foundation for managing risks by putting you in the driver's seat of the aspects of your financial life you can control.

## MARKET RISK

While markets rise and fall regularly, low or negative returns can have a significant impact on a portfolio early in retirement. As you draw down assets, the effects from those early bad years may be amplified, leading to an earlier depletion of assets versus a portfolio that experiences challenging markets later.

Diversifying through a proper asset allocation can help protect against big market swings, balancing risk and reward for the long term. Inconsistent returns highlight the need to rebalance regularly to keep your asset allocation aligned with your long-term goals and evolving needs.

## BEHAVIORAL RISK

Experienced investors understand that volatility and market corrections happen from time to time. Yet an all too common emotional response is to sell stocks during down markets, to help minimize losses. However, behavior such as this can cause investors to lose money twice: once when they sell securities and once when they are no longer in the market to participate the following recovery.

Understanding how your emotions affect your choices may help you avoid making costly mistakes.

## INFLATION RISK

Older Americans often experience greater effects of inflation, primarily because they require more health care and health care costs generally increase faster than inflation and cost of living adjustments. Aside from health care, a modest three percent rate of inflation will cut the purchasing power of your money to half of what it is today in 23 years. Being invested for growth throughout retirement, making

prudent withdrawals from retirement accounts and other assets and including lifetime income streams in your planning may help you enjoy a long and comfortable retirement.

*This article is provided by RBC Wealth Management on behalf of Craig Shaver, a Financial Advisor at RBC Wealth Management, and may not be exclusive to this publication. The information included in this article is not intended to be used as the primary basis for making investment decisions. RBC Wealth Management does not endorse this organization or publication. Consult your investment professional for additional information and guidance.*

*Asset allocation and diversification do not assure a profit or protect against a loss.*

## Scholarships September 2022

### THANK YOU

*Zander Ehrich – Thank you for selecting me to be the recipient for your scholarship! It will really help me when I am studying to be a wind turbine tech at Cloud County Community College here in Kansas.*

*Kennedy Rohe – Thank you for choosing me as one of your scholarship recipients this year. I appreciate this help greatly.*

*Megan Eisenmann – I am writing to thank you for your generous \$2,000 scholarship. I am very happy and appreciative to learn that I was selected as one of the recipients. I am attending College of Saint Mary in Omaha, NE and I am pursuing a career in occupational therapy. I am currently a graduate student taking 12 credits and plan to graduate May of 2023 with a Master of Occupational Therapy. Thanks to you, I am one step closer to that goal. By awarding me this scholarship you have lightened my financial burden which allows me to focus more on the most important aspect of school, learning. Your generosity has inspired me to help others and give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me.*

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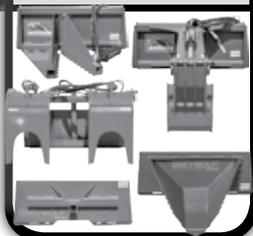
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## MARKETING TIP FOR SEPTEMBER

# Ya Gotta Be There

by Michael Libbie

Not long ago I was sitting with an executive talking marketing their service. When we got to social media efforts, I could tell it was an uncomfortable topic. Mostly because, to put it bluntly, they do an awful job. I know that because, before our meeting, I reviewed their LinkedIn, Twitter, Instagram and Facebook posts. I also checked their engagement.

The best word to describe their efforts is, “sporadic”.

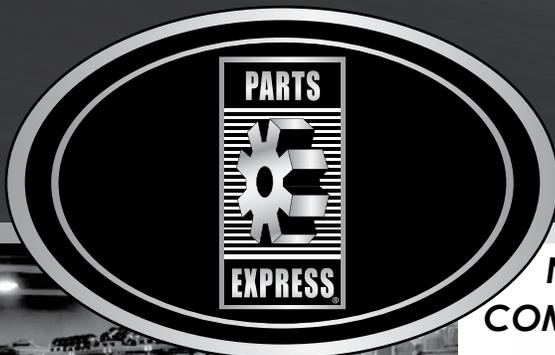
Many of you know that I come from a broadcast background. I spent time in both radio and television and during that time I had plenty of opportunities to be sitting in the news room along with the old Associate Press or United Press International teletype machines. Yeah, that’s how old I am...

So what were they? The best way to describe them is that they were the news source from those two organizations. They constantly spit out, on paper, the news stories that had happened and, if it was a “hot story” bells would go off to draw our attention to what was coming over “the wire”. It was always on...always.

But, here is the key point. They didn’t just send out the story once. The news services would send them out several times in an hour...often updating the information...and when that update would happen, bells went off...again. Why several times? Because people get busy and they might have missed the story so it gets repeated again and again.

Social Media is the same thing when done right. Let’s take Twitter for an example. If you “Tweet” only once or twice a week very few people will see it so what’s the point? Also, if somebody comments on your social media platform...engage. It’s social ya know.

Here is your Marketing Tip: If you are going to be in the space of social media make sure you are there frequently. Depending on the platform consider posting several times a day. Look, if you need some help in figuring all of this out give me a shout. It won’t cost you a dime but I promise you you’ll see a difference.



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# NEWS

**Shrinkflation** – There are several ways a company can increase profit without hiking prices. Simply package less but charge the same or slightly higher. Here’s a quick sample:

**Doritos** – Frito Lay shrank some of their Doritos from 9.75oz to 9.25oz.

**Gatorade** - They created a new “easy to grasp” bottle which, conveniently reduced the amount of liquid by 14%.

**Chicken Nuggets** – You can no longer get 10 pieces at Dominos or Burger King now there are only eight...but the same price as ten.

**Walmart Great Value Paper Towels** – The package dropped from 168 sheets per roll to only 120, while the price stayed the same.

**Hershey** – The candy company cut down its 18-ounce pack of dark chocolate Kisses by almost two ounces.

**General Mills** – The cereal giant shrunk its “family size” boxes from 19.3 ounces to 18.1 ounces – a drop of nearly 10%...but charge the same price.

**Credit Card Interest Rates** - Back in May the average credit card, revolving rate was 16.44%...that, again was in May. As of August 24 that interest rate ballooned to 17.85%....and likely to go higher. And, what’s interesting is that consumers in the U.S. are starting to max out their credit cards...careful...friends....careful.

**IRS Good News - What?** Some good news from the IRS? People who owe late fees on their tax returns just got lucky. The Internal Revenue Service is waiving \$1.2 billion worth of late charges for those whose tax filings were impacted by the pandemic. Late fees can be as high as 25% of a filer’s unpaid taxes, and though the tax filing date was extended the past few years, the agency said roughly 1.6 million taxpayers are eligible for refunds and will automatically receive them before September ends.

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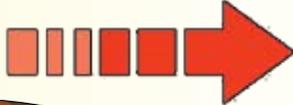
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STAFF NOTES, *continued*

Job Board – The Board heard and then approved of the Staff creating a Job Board as part of our website. Everybody is recruiting and if we can help in that process we will. Be watching for this in the near future.

Sponsorships & Booths – The Board decided that we can offer non-members the opportunity to display at our Trade Show in January at double the rate of our members. In addition we’re opening up advertisement opportunities on our new Trade Show App Whova at \$500 per sponsor.

UPN – The Board approved attending the UPN Conference in June of 2023 in an effort to recruit and retain.

In addition, we are now working on a recruitment brochure that will be used as not only a handout but also a mailer to interested parties. It’s a big step up from our former word document and will mirror the look of NTPDA.

Finally, membership numbers continue to improve and our outreach is a constant. Also, should you have news for us that we might place in our revamped Bulletin. Please send it along.

Thank you for the opportunity!



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# Greetings from Greasy Girl

By Terri Stevens

Happy Fall Friends!

Hope you all are doing well. I have a funny story to tell you about Russ and I. Russ and I are getting older and I am trying to fight against it by building a bit of adventure into our lives. I have always been one that doesn't have to do anything thrilling. He on the other hand, when he was young, loved adventure; but now not so much. So, on the 4th of July I decided it would be fun to take the wave runner to the lake and give it a try. Russ had never ridden it and it had been a few years since I had.



I suggested a calm lake with not a lot of boat traffic, but Russ wanted to go to one where, in case we had trouble, there would be someone to help us.

So, we put the wave runner in, and he takes off (oh and I forgot to tell you that the floating lanyard was frayed out so Russ decided to make a different one). He did put the extra key in the seat compartment.

He is feeling confident, and he comes to get me. We make it across the lake, and we tip it and fall in. Well guess what . . . the lanyard comes off and floats away. Russ says, "No problem. I put the other key in the compartment." But we both are a bit nervous about taking off because we don't have very good balance and we are down to one key with the other one floating in the lake.

Well, he decides that I should drag him behind the wave runner rather than us run the risk of turning over again and

losing the one key we have. As I am dragging him across the lake, I see the lanyard floating. Russ said, "How in the world did we find that key in the middle of the lake?" I said, "JESUS! He has to watch out for us." By the way, the lake was very busy with lots of traffic. We made it to the other side and took the wave runner out.

We then took the wave runner to a calmer lake and put it in where we were able to master the water craft with the two of us on it. Anyhow it was a funny day.

It makes me realize that we need to get out of our comfort zone and try new things that might seem scary or exciting. Build a little adventure into your life and remember Jesus is watching out for you even if you lose a key in the middle of a very busy lake. It also makes for a very funny story.

Picture two older people attempting to ride a wave runner with the woman driving and she is dragging the man behind. Not a sight you see very often. I bet people that saw us wondered what he had done for me to be dragging him behind a wave runner.

LOL! Life is what we make of it, and we need to be having fun and building memories that we can share.



Speaking of memories and fun, at the summer board meeting we went to Russell Tractor Parts in Alabama on Guntersville Lake. Trey and Pat treated us to a wonderful time. They even took us to dinner in his boat and we ate on the water's edge and then went back after dark. It was a great time and so much fun to see everyone. One of the many things I love about the Association is Fun and Adventure!

No telling what kind of adventure Russ and I will get into this fall.



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