



BULLETIN

NATIONAL TRACTOR PARTS DEALER ASSOCIATION

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



FALL 2020

VOL. 30, NO. 3

2021 37th ANNUAL CONFERENCE & TRADE SHOW January 14-17 NASHVILLE, TENNESSEE





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BULLETIN

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

The National Tractor Parts Dealer Association makes every reasonable effort to ensure accuracy of information contained in the *Bulletin* and to give credit to original authors where applicable. NTPDA and/or its agents are not responsible for errors or omissions.

From the President's Pen . . .

Fall Greetings from the Tall Corn State! Here in the northwest corner of Iowa harvest is moving along quickly. We were short on rain this summer and that moved up harvest almost six weeks earlier than last year. Although the yields are not what they were in years past, we are very blessed to not have been affected by the derecho that flattened most of the crop and everything else in its path in the southern part of the state. Hopefully all of you are as busy selling parts as we have been.



Scott Schelling

Plans continue for the annual NTPDA gathering in January. I hesitate to call it a "Conference and Trade Show" since we will not be having a trade show this

year. We surveyed the membership on whether you would be attending this year and many of our associate member companies will not be allowed to travel in January so we are modifying this year's event. Michael Libbie will be sending information out to all of you for some ways for you to participate whether you plan to attend with us or if you are unable to join us this year. And as usual we will be doing our fund-raiser for St. Jude's, so start working on your donations now! Get your reservations in now, the NTPDA is knocking off \$100 per room per night, but only if you sign up early. Nashville is always a great city with a lot of things to do, so come early and/or stay late!

Don't forget to vote on Tuesday November 3!

Scott



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Message from Phyllis

Well...here it is already October. In spite of Covid-19 the year is going by fast. It's been a very difficult year for me personally and I'm so grateful to all of my NTPDA family for getting me through some difficult days.



The NTPDA office and the Board of Directors have been working diligently to move forward to bring our conference and trade show to Nashville. As most of you probably know, we won't be conducting the trade show in 2021 but we will be bringing you substance through video presentations both in person and virtual! Michael Libbie is working on that as we speak and he will touch

base with all of you. You can also look forward to a site visit to Russells Tractor Parts and a tour of the Jack Daniel's Distillery. We've packed in as much as we possibly can and we hope to see you in Nashville if at all possible. But we want everyone that attends to feel safe and comfortable! Please check out Page 17 for the Program at a Glance.

We will be sending updates regarding Nashville as needed. Remember we are just a phone call or email away if you have any questions!

Phyllis

Happy Fall Y'all!

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MEMBER PROFILE

Meet our newest Lifetime Member - Wally Dusenbury

Wallace Dusenbury was born in 1930 in the bleak of winter where he had to trudge up the hill to go and come home from school! Oh wait that's how he'd tell it but here's the truth.

Wallace Dusenbury was born in Colorado in July of 1930. After growing up in the mountains of Colorado and graduating from Boulder High School, he went on to study Electrical Engineering at Colorado University where he earned his degree. He served his country for a period of time in the Korean war before moving east and making his residence outside Baltimore Maryland, accepting a position with Bendix Field Engineering. He married Ruth Ellen Cole in December of 1956. During Wally's tenure with Bendix he traveled the world extensively working on satellite installations. His proudest accomplishment was working on the Apollo Space program and being part of the moon landing.

In 1974 Wally and Ruth were offered an opportunity to purchase the Speer Cushion and Upholstery Company from his mother and step father (hence

Speer Cushion). The family moved to Holyoke Colorado, a small rural farming community and proceeded to make it their home for the next 44 years. Wally and Ruth both retired in the late 90's but remained active in the business.

Wally had a natural knack for business and was quickly upgrading production processes resulting in more cost effective products. He re-evaluated the existing sales routes and streamlined them, along with increasing the direct sales territory of the company. As the equipment changed, new product was developed and introduced to the market. Wally was involved in and served as director on many organization's boards, such as Mountain States Implement & Hardware Association, Farm Equipment Association, Independent Distributors Association, and most honorably National Tractor Parts Association.

Wally's life has been full of wonderful experiences, and he cherishes the friends he has made over the years. He was blessed to celebrate his 90th Birthday this year with his family in Tulsa, Oklahoma. He would welcome visitors at his home in Phoenix.



RUSSELLS TRACTOR PARTS

would like to invite those at the NTPDA Convention to a site tour on Friday, January 15, 2021.

In conjunction with the site tour, there will be a celebration of the retirement of Pat Russell.

During his tenure he has served as a board member, vice president, and president. Pat has been involved with the salvage industry for 37 years starting as part owner of Silver Tractor Parts in 1983. With the encouragement of a good friend in the industry, he opened Russells Tractor Parts in 1992. The business will continue on under the management of Pat's son, Trey Russell.

Even if you are not part of the site tour but would like to stop by and wish Pat well, everyone is welcome. Lunch will be served, so please RSVP to Russells Tractor Parts at 256-259-6059 or contact Phyllis/NTPDA – phyllis@ntpda.com. We hope to see everyone there.

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In Memory . . .

Sue Ann (Haenes) Bates, 83, of Bourbon, passed away Tuesday, October 6th, 2020, at home with her family by her side.

Sue Ann was born November 29th, 1936, in Bremen, Indiana, the daughter of Noble Charles and Bernice Elizabeth (Berkey) Haenes. She graduated from Bremen High School in 1954. She continued her vocational education in the medical field after high school, working for the South Bend Medical Foundation and the Bremen Hospital in the labs before their twin daughters' birth.

Sue Ann married Jay F. Bates, eloping on Valentine's Day 1969 to Watseka, IL, and honeymooned at Mardi Gras. They made their home together for 47 years in Bourbon on a family grain farm. She is survived by their identical twin daughters, Patricia Ann (Brian) Kitch and Teresa Lynn (Kenneth) Barnhart, and grandchildren, Trenton Samuel Barnhart, Brandon Jay Kitch, Travis Charles Barnhart, and Brooke Ann Kitch. She was preceded in death by her parents and sister Carolyn (Haenes) Nierste.

Jay & Sue in the 1980s started a tractor salvage business known worldwide and specializing in new, used, and rebuilt IH tractor parts. Their daughters and their spouses continue to own and operate Bates Corporation, Bourbon, IN, as a third-generation business.

She enjoyed traveling extensively with her family exploring all 50 states during their marriage and several countries. Together they wintered in Haines City, FL, for 28 years. She loved reading, playing the piano, and a good card game. She was an amateur cartoonist and loved to doodle and draw. Her painting of Peter Pan's Flight is on display at the Bremen History Center. She especially cherished the role of Nana to her grandchildren, always up for an adventure with ice cream as the reward.

Sue Ann was a member of the Bourbon First United Methodist Church, Order of Eastern Star – Warsaw #88, International Order of the Rainbow for Girls, and the Bourbon Homemakers.

The family received friends on Sunday, October 11th, 2020, from 1:30 -3 P.M. at the Bourbon First United Methodist Church, 204 N. Washington Street, Bourbon, Indiana 46504. Funeral services were at 3 P.M. at the Church with Pastor Rob Seewald officiating.

Burial followed in Pleasant Hill Cemetery at Bourbon, Indiana, with graveside services.

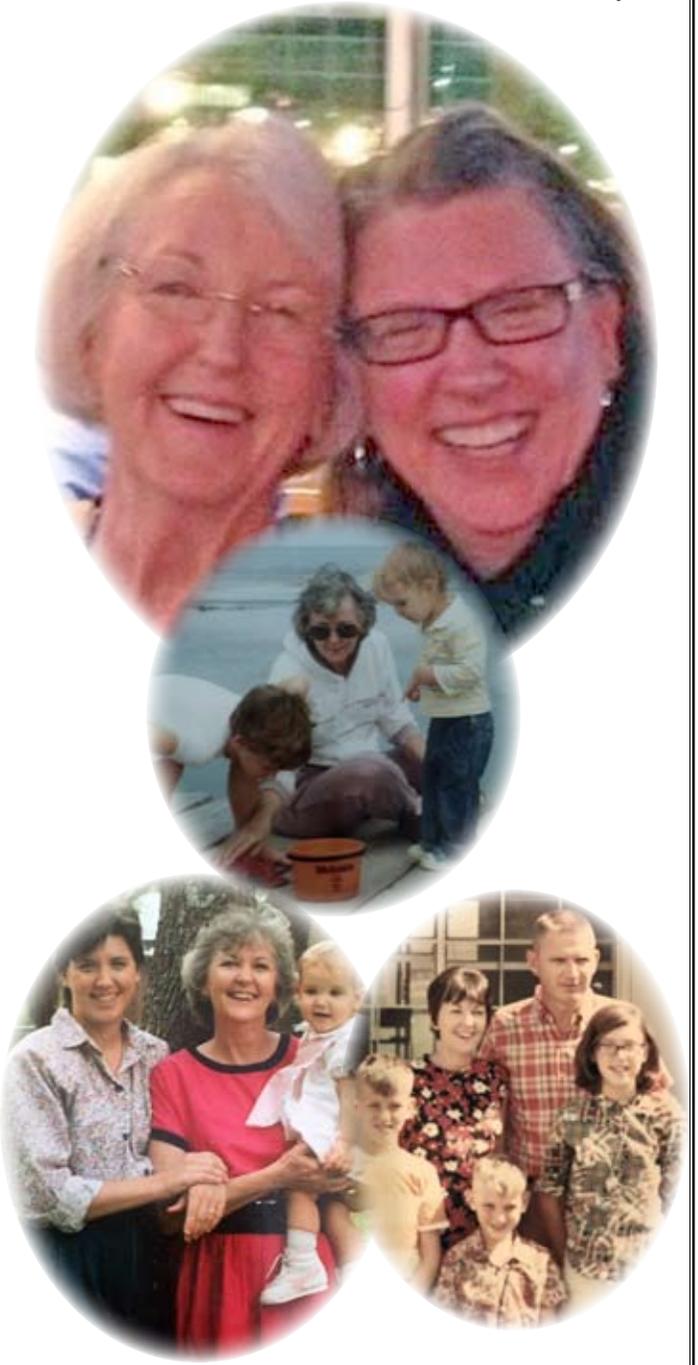
Memorials may be directed by her request to the Marshall County Historical Society (123 N Michigan St, Plymouth IN 46563) or the Bourbon United Methodist Church (204 N. Washington St, Bourbon, IN 46504).

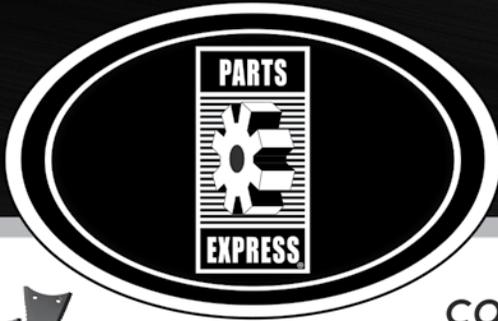
Deaton-Clemens Funeral Home was privileged to be entrusted in arranging the services of Sue Ann Bates.

Condolences may be left at deatonclemensfh.com

My sweet Mother, Bonnie Dillard-Sexton, passed away on August 16th after a lengthy illness. Even though we knew it was inevitable it doesn't make it any easier. She was an amazing wife, mother, daughter, sister, Maw-Maw, aunt - and she will be greatly missed. Thank you to so many of you that reached out to me, donated to the West Texas Boys Ranch, sent cards and emails and took care of me during this difficult time. I love and appreciate my NTPDA family. 2020 has been a year... hasn't it? Stay healthy and stay safe.

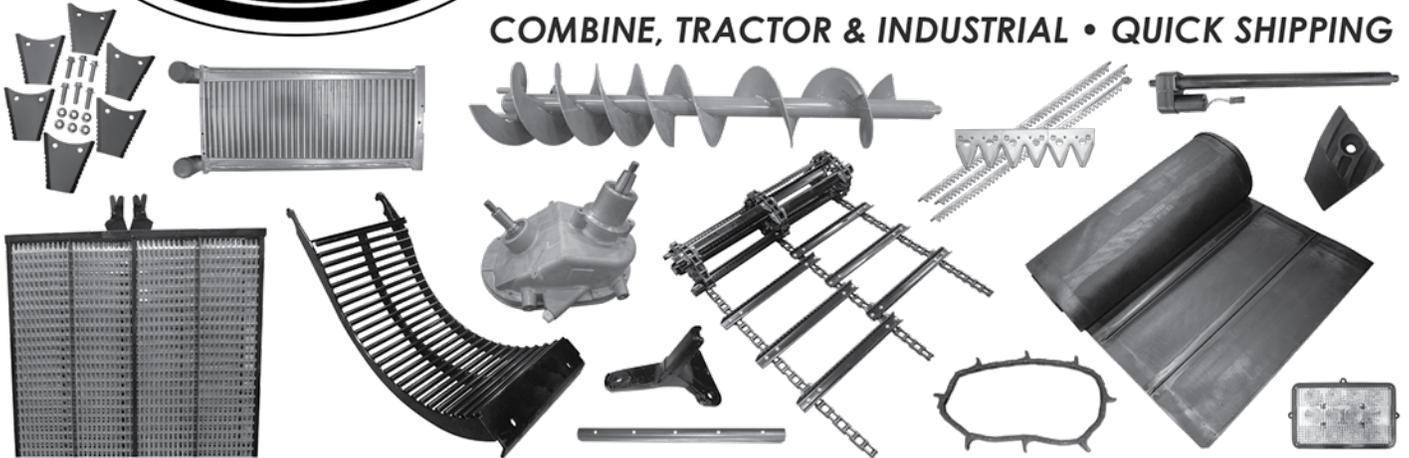
Much love, Phyllis





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Nashville & Video

by Michael Libbie

As we make plans for a very different Annual Meeting and Trade Show we kicked around the idea of allowing our members to create a brief 3 – 5 minute video to showcase their products/services. Stay with me on this because it's a great marketing tool for your business.

As you may know, due to COVID19 we'll not be having a Trade Show in Nashville this coming January but (and this is where it gets interesting) how about hooking up with your fellow members via a produced video that we'll not only share with attendees who come to Nashville in January but then release to all our members during the months following the scheduled January meeting? Think of this as an enhanced Member Benefit! This is for all our members, Regular and Associate.

Here's what I'm hoping for:

Create a short video with your crew to highlight your product/service;

Make sure it is "evergreen". In other words no time limits on pricing, etc. If you have special NTPDA Member Pricing

make sure it can carry through for months;

The video can be funny or serious... but you know this crew...if you can create with some humor...so much the better;

Put it on a Flash Drive and send it to me or, if you have the ability to use a Dropbox that will work as well.

We'll then take your video and create the program for attendees and then begin to share it on our NTPDA Blog and through our social media platforms.

Work for you? And, the Board has said there will be some prizes for "Best Of" so get cracking!

Thanks and my address is: 2009 80th Street, Windsor Heights, Iowa 50324

Michael Libbie, Business Development/Membership Cell: 515-707-7699

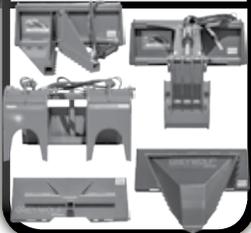


Michael P. Libbie is the owner of Insight Advertising, Marketing & Communications and does the only daily business news broadcast, Insight on Business the News Hour, in the Midwest. Michael@InsightCubed.com.



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How to Deal With Nostalgia **PRODUCTIVELY**

by Stephen Guise

I know it's a completely unoriginal move, but I've had a challenging 2020. And today, my brain sent me on a trip down memory lane.

I am nostalgic to a fault. I had a pretty magical childhood, and as life has gotten harder, I find myself longing for those days of yore. Reflecting on these memories is bittersweet—it's fun and heart-warming, yet somewhat painful and crippling at the same time. I often wonder if my present and future can ever match up to my (romanticized) past.

Your past is significant in two possible ways. First, it can be a source of pain. You might have scars and injuries—physical or mental—as a result of what you've been through. Second, your past can be full of good, nostalgic memories. In either case, you can't move forward now if your mind is stuck in the past. But that's not a reason to ignore the past. Rather, I think we need to deal with our past in order to be able to move beyond it. Here's how I dealt with my nostalgia.

DEALING WITH NOSTALGIA

Tonight, I opened up my laptop and starting documenting the nostalgic assault on my mind. I began listing fond memories akin to Charlie's "Greatest Hits" on the TV Show LOST (one of my favorite episodes from my favorite show ever). Here are a few:

Throwing the football with dad back when I was destined to become an NFL Wide Receiver.

Making board games with my cousin David.

Family gatherings at my late grandparents' house for Thanksgiving and Christmas.

Travel memories of Hawaii and Europe, solo and with friends.

Swim team memories, high school memories, college memories.

I won't list them all. Some of them are even embarrassing or strange to be held in such high esteem (video games?). But hey, the mind/heart loves what it loves.

If you get the nostalgia bug often, I recommend writing your feelings and memories down for two reasons.

1. To remember and reference them. Now you can revisit your memories whenever feeling nostalgic for a more efficient nostalgia session. And when you're 99 years old, you can read the stories as if they're brand new.

2. They show you the highlights of your yesteryear, giving

you a possible road map for your present and future.

When I feel nostalgic, it's often a vague yearning for fuzzy fragments of things I've experienced before. It's like the scent of the ocean, a snapshot moment with friends, and that first bite of pizza in one feeling. Writing down all of the memories my brain associates with these feelings helped me to "scratch the itch" faster and with greater satisfaction.

More interesting than that, writing down my nostalgic thoughts exposed my current lifestyle. To put it another way, will your current lifestyle and trajectory create more of these memories? If not, you may need to adjust your lifestyle to give yourself a better chance of creating new memories that you'll love.

Everyone experiences nostalgia from time to time, but if you experience it very frequently, deeply, and emotionally, it might mean that your current life isn't where you want it. That may not be in your control (virus), but it gives you clarity on what you need to aim for next.

LOOK FOR NOSTALGIC THEMES

I noticed some themes in my nostalgic memories. Most of my fondest memories involved 4 key factors...

1. People (friends/family)
2. Adventure
3. Games
4. A sense of freedom

There were some odd nostalgic memories on my list. One of them was playing a Nintendo 3DS video game in a quiet building at UNC Charlotte where I graduated. It's one of my favorite games (Dragon Quest: Monsters Joker). I alternated homework and playing the game, which gave me a sense of freedom and possibility about my future. I was working on schoolwork (career/future), but also having so much fun playing this game. That's why this pretty insignificant moment felt so significant and stuck with me. Making progress while having fun feels great!

In your own nostalgic list, you may find odd moments like this that you're particularly fond of without an obvious reason. Dig deeper to find out why they appeal to you, and you can find some nuggets about what you cherish.

In conclusion, the best way to deal with nostalgic thoughts is to start writing them down. You can build a "best hits" list to carry with you through life. There will be lessons to reflect on and ideas for future pursuits. Give it a try!

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National Tractor Parts Dealer Association

37th Annual Conference

January 14 – 17, 2021

ROOM RATE

Room Rate: \$249 plus taxes

Check-in time is 4:00 p.m. Check-out time is 12:00 noon

RESERVATIONS

Phone Reservations – Please contact the hotel Group Reservations by calling 1-877-901-6632.

Online: Go to: <https://book.passkey.com/e/50144466>.

Our group rate is valid from January 13 – January 17.

The “cut-off date” for reserving rooms in the Room Block is Monday, December 14, 2020 before 5 p.m. EST. After the cut-off date, it is at Hotel’s discretion whether to accept additional reservations, which will be subject to prevailing rates and availability.

Cancellations must be received 72 hours prior to arrival. Cancellations made within 72 hours will be charged a penalty of 1 night’s room and tax to credit card on reservation.

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37th Annual Conference
January 14 – 17, 2021
Renaissance Nashville Hotel

REGISTRATION FORM

Register by November 30th to Receive \$100 off per room night at the Renaissance Nashville Hotel

Registration Fee: \$200 per person

Prices above are for NTPDA Members

Registration includes: Early Arrival Party, site visit and tour, networking and dinner on Friday, breakfast and lunch on Friday & Saturday, refreshments, dinner banquet on Saturday night and Sunday morning breakfast voucher.

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.
PROVIDE PAYMENT INFORMATION ON THE TALLY SHEET.



37th Annual Conference
Nashville, TN
Tally Sheet

Registration(s) @ \$200 per person (register by 11/30/20 to receive \$100 credit per hotel room booked at Renaissance Nashville Hotel) \$

One Day Pass (see One Day Pass form for details) @ \$100 = \$

Top Golf @ \$75 per person Thursday, January 14 - depart hotel at 2:30 p.m. \$

TOTAL DUE TO NTPDA \$

*No registration refunds after December 31, 2020.

Please indicate the number of persons attending to help with food/beverage planning:

Thursday, January 14

Top Golf (indicate number above) \$75 per person - includes unlimited Topgolf play for 3 hours (3 p.m. - 6 p.m.), transportation, food & beverage

Will attend the "Early Arrival" Party at The Bridge at Hotel

Friday, January 15

- Will attend Continental Breakfast
Site Visit to Russell Tractor Parts and Tour of Jack Daniels Distillery
Will attend Networking Dinner

Saturday, January 16

- Will attend "Coffee & Conversation" (breakfast served)
Will attend Member Presentations
Will attend Lunch
Will attend cocktails/dinner at Hotel

COMPANY NAME:

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- Check # OR Credit Card - MasterCard, Visa, Discover and American Express accepted
Pay Total Amount Due on www.ntpda.com website in Pay Invoices

Return to NTPDA

NATIONAL TRACTOR PARTS DEALER ASSOCIATION 37th ANNUAL CONFERENCE & TRADE SHOW

Renaissance Nashville Hotel January 14-17, 2021**

Thursday, January 14, 2021

All Day Arrivals

Noon Registration
3:00 p.m. – 6:00 p.m. Depart for Top Golf
7:00 p.m. “Early Arrival Party” - The Bridge - Hotel – 2nd Floor

Friday, January 15, 2021

8:00 a.m. Breakfast
9:00 a.m. Depart for Site Visit – Russells Tractor Parts – Scottsboro, AL
Noon Lunch at RTP/Pat’s Retirement Celebration
2:00 p.m. Depart for Jack Daniels Distillery – Lynchburg, TN
5:00 p.m. Depart Lynchburg for return to Nashville
7:30 p.m. Dinner – Renaissance Nashville Hotel

Saturday, January 16, 2021

8:00 a.m. – 9:00 a.m. Networking – “Coffee & Conversation” – Spend some time one on one with your NTPDA friends and colleagues. Breakfast Served.
9:00 a.m. – Noon NTPDA Member Presentations –In Person & Videos
12:00 p.m. Lunch/General Session/Election of Officers
1:30 p.m. NTPDA Board Meeting
6:30 p.m. Meet for Cocktails/Dinner/St. Jude Silent Auction

Sunday January 17, 2021

All Day Departures

Please use your Sunday breakfast voucher .

Have a safe trip home!

** Locations TBD – we will send you more information as we receive it. Thank you for your patience!

ONE DAY PASS

NTPDA ANNUAL CONFERENCE & TRADE SHOW NASHVILLE, TN

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Good Morning All,

I wanted to reach out to you all and formally inform you that I'm leaving my post here at Fawcett Tractor.

Choosing to leave the All States family is the toughest decision that I have had to make given that Fawcett Tractor has been a huge part of my identity for the last 32 years. The NTPDA holds so many amazing memories for me and I know this will not be my last interaction; my earliest memories of trade shows date to my single-digit years. This organization, and the amazing folks within, have done so much to help me grow as a business owner, manager, and person - which makes this a bit more tough.



Since the sale of our company, I've received words of support and some impressions of hesitation - all very valid and appreciated. While I stand by our decision to become part of the All States family, memories of the way things were have made this transition a little harder for me and have opened the door to try new things outside of the desk I've sat at for the last 10 years. I hope this isn't the end of the Ag industry for me, but who knows what the future holds.

Liz

Greetings from



Greasy Girl

By Terri Stevens

When I look up the definition for truth, it says truth about something is all the facts about it, rather than things that are imagined. I think a lot of times people base truth on their perception of things.

The older I get the more I long for the truth. We live in a world where the truth is very hard to find.

In reality there is only one place to find truth and that is in God and His word. I have been studying the book of Genesis and it tells all about the beginning and that is truth.

We weren't created from a big bang; we were created by God to love God and love each other. I know that loving



each other is hard at times but when you think about it the Bible says that Love Never Fails. It is so sad to see how the world thinks that division will bring about peace. It will not and it never has. During this time of covid, fires, election, social distancing, virtual learning, and all the other things we face, let us remember what Jesus said in John 16:33 I have told you these things, so that in me you may have peace. In this world you will have trouble. But take heart! I have overcome the world. The only way to overcome the trials that we face is by putting our trust and faith in Jesus. I am excited about living in this time and seeing the light of love shine thru the darkness.

Be encouraged. God loves you and He is with us!

Blessings and Love

Greasy

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