

The Bulletin

National Tractor Parts Dealer Association

- Aging and Finance
with Craig Shaver
- Sand, Sun and San Diego
- Member News
- Summer Mixer 2024





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BULLETIN
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From the President's Pen . . .



Sun, Sand, and San Diego

If you missed the opportunity to visit San Diego with us, you really missed out! I know several had valid reasons for not getting there, but I think I can speak for the ones that made it....We missed you and you missed a great Conference and Trade show!! The new relationships that were made, catching up with familiar faces and sharing business ideas made it one of the best. So enough about the past, what does the future hold?



President Trey

Let's start with our Summer Mixer and Board Meeting to be held in Des Moines July 25 – 27. I know that Michael and Kim have been working a bunch of interesting and fun adventures. And, because it's right in the middle of the country with easy access by vehicle or plane we're thinking it should be well attended.

And then there is NEW ORLEANS in January of 2025! It will be our 40th Anniversary of NTPDA so start making plans now to be there.

Keep Grindin'
Trey

YOUR INVITATION TO THE Summer Mixer

While it's cold now, July is going to heat up and that's the month we hold our Summer Mixer. While this has always been the Summer Board Meeting, we've started to take it to a whole new level of FUN!

Yes, the Board does meet but we've also opened up the event to every NTPDA Member to join us for a couple of days of socializing and getting to know each other better. We recently headed to Alabama and had a great time in Scottsboro with Russell's Tractor who put on an amazing event that saw attendees make a site visit, eat some pizza and a shrimp boil that was over the top. Not to be outdone, this past year Wenger's of Myerstown hosted the Summer Mixer in Pennsylvania and what a great time we had learning about the history of the area, dining in some really great old family restaurants and checking out their family business.

So, here is your invitation to join us for our next Summer Mixer this coming July. We'll be sharing details soon and we would love you have you with us!

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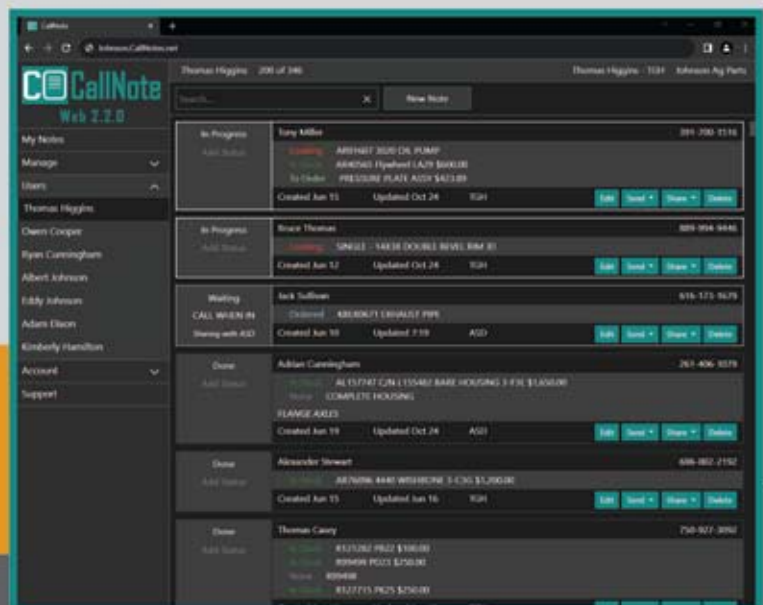
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Staff Notes

Welcome to Spring! I love this time of year as new growth comes out after the dead of winter. It is also a time for planning new events such as the Summer Mixer and the next Conference & Trade Show. I believe it is important to look back on events to reflect on what worked and what can be improved. It is you, the members, who drive those decisions based on feedback so your input is always welcomed.



Kim Carroll

The 2024 Conference and Trade Show in Southern California was a packed schedule that included local attractions, team building experiences, a speaker with a topic that was relevant and well received by the audience, a charity component where funds were raised for St. Jude Children's Research Hospital, a corn hole tournament, and of course our trade show time with members. The survey results reveal that members want more of that next year. One person stated their favorite moment was, "visiting with fellow members and sharing experiences and friendships." And another member stated, "Thank you for a great weekend of new friendships and opportunities for business." The relationship piece is a key part that many seem to walk away with following our meetings which help make them memorable. You can expect next January to be another year of great experiences among friends and business associates in New Orleans. Harrah's New Orleans has been going through massive renovations in preparation for Super Bowl 2025. Those should be completed this summer with the hotel and casino being rebranded to Caesars New Orleans. That will be our hotel location. Mark your calendar now for January 16 – 18, 2025, so you do not miss out!

While in California the Board of Directors decided Des Moines, Iowa, will be the location for the 2024 Summer Mixer/Board Meeting. This is a great central location to network in a relaxed setting and is open to all members. We will be staying at the AC Hotel Des Moines East Village & Republic on Grand. On Friday, a site visit with lunch has been planned at Colfax Tractor & Combine Parts. Later that day we will take in a minor league baseball game between the Iowa Cubs versus the Indianapolis Indians with fireworks following the game. More information will be sent soon but the dates to mark on your calendar are July 25 – 27. This will be another opportunity to cultivate those existing friendships while building new ones.

Until next time, enjoy your Spring!

Kim

When our Board made the decision to go ahead with our Annual Conference and Trade Show in San Diego there were some doubts, we could pull it off. But your staff dug in and made it work and the members who came were, according to the surveys, delighted with the outcome. Yes, our numbers were down a bit, mostly due to travel distances and some regular attendees dealing with employee and family issues, but for the folks who came we had a blast while building important business relationships.



Michael Libbie

Now our focus is on the Summer Mixer scheduled for July 25 – 27 in Des Moines, Iowa. We've got huge shoes to fill following our time in Scottsboro, Alabama in July of 2022 and Lancaster County, Pennsylvania last year but we're on it! You've got to come and experience an amazing community that will welcome you with open arms.

Our membership base continues to grow. I look at where we were at just two years ago to our numbers today and grateful to each of you who have suggested new Associate and Regular Members. Having a relationship with a current member makes a positive outcome so much more successful than a "cold call." So, thank you again!

One other important factor is member retention. Everybody knows that it is far more expensive to recruit new customers than it is to retain those already doing business with you. It's the same with membership. Our goal is to be there to help our members navigate the many benefits we offer, assisting with their marketing questions while lifting up their business in this magazine and on social media. It all works together.

Now to get this edition put to bed!

Thanks for the opportunity to serve...

Michael

COMING SOON!

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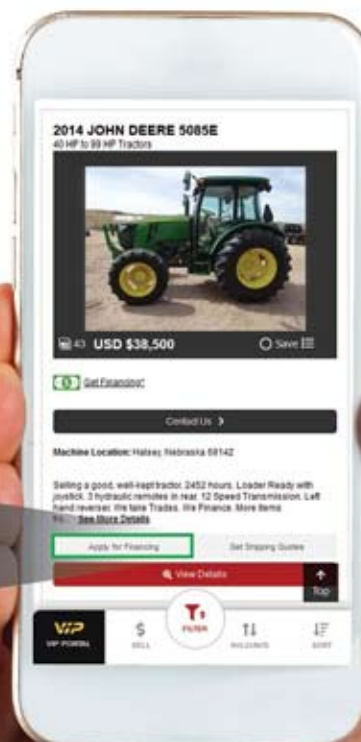
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AGING AND FINANCE

Provided by RBC Wealth Management and Craig Shaver

No matter how you envision spending your retirement years, a common goal shared by many may simply be the ability to age gracefully, maintaining a sense of independence, dignity and well-being throughout a long and happy life. While paying attention to declining physical abilities is essential to achieving this goal, it is equally important to watch for declining mental abilities.

This can affect financial decision-making ability and leave individuals vulnerable to accidentally mismanaging their money or falling victim to fraud schemes that prey on the elderly or mentally infirm.

Age is the primary risk for developing dementia. And this risk increases as one ages. Given these two facts, along with the aging population, it may be likely that nearly every American family will be impacted by dementia or Alzheimer's. Although not everyone will experience its debilitating effects personally, most people alive today will likely be part of a dementia caregiver chain at some point in time.

This is why it's important to understand the warning signs, whether in your own behavior or in the behavior of your loved ones. Some of the earliest signs of dementia can be seen in a change in how people handle their finances. Difficulty with paying bills, keeping records, monitoring accounts, remembering computer passwords or understanding basic financial concepts are all concerns to watch for.

With early detection, the chance of costly financial mistakes or abuse can be mitigated and managed. Planning steps taken in advance of a dementia diagnosis can also help make the management process easier. This may be especially important for women, who live longer than men on average

and may therefore be exposed to a greater possibility of suffering a decline in mental ability in addition to a greater potential cost of care for it.

As you age – or when you see someone you care about showing early signs of capacity decline – one preventive step includes asking a trusted family member or close friend to review financial statements and transactions on a regular basis. It also includes providing your financial institutions with a trusted contact, which will help facilitate prompt discussions when there is suspected fraud or a decline in judgment.

Should dementia be diagnosed, swift action must be taken to help manage its implications. From a financial perspective, that means protecting against potential fraud, money mismanagement or even personal liability. The good news is that the securities industry now requires advisors to ask all clients for a trusted contact number, which is designed to help protect the growing number of the vulnerable as the population ages.

By being aware of potential financial risks resulting from mental incapacity, knowing when to seek help, and making it clear who advisors may contact on your behalf when reasonable concerns arise, you can feel more confident that appropriate measures are in place to help safeguard your financial security.





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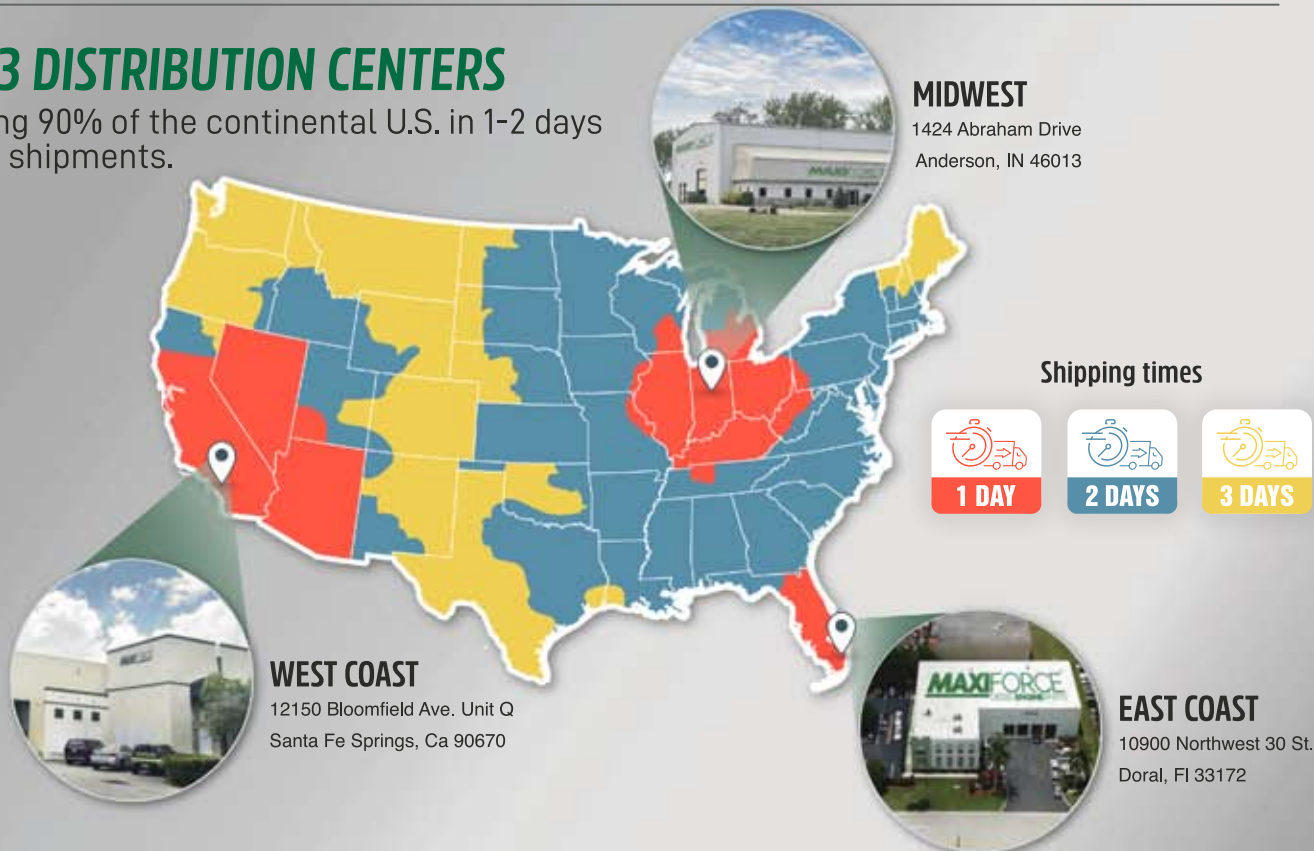
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DID YOU KNOW... Not One but Two!

As a member of NTPDA you don't just have one opportunity to hang out with your fellow members... you get two. Of course, our Annual Conference and Trade Show is the "big gun" giving you the opportunity to do business and build relationships among our Regular and Associate Members. And, this year we'll be celebrating our 40th Anniversary in New Orleans...ya gotta be part of that!

And then there is our Summer Mixer and Board Meeting. It's a much more scaled down social event that anybody can attend. That's right, you don't have to be a Board Member to come and experience all the fun things we create. The Summer Mixer allows you to get to know the decision makers of our Association while having a great time. Make plans now to head to Des Moines, Iowa July 25 – 27 we're cooking up a great adventure.

Yep, not one but two opportunities to grow your business...



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During our Annual Conference and Trade Show we were able to sit down with several of our newer members to chat about their business. These new members were delighted to not only be featured in this issue of The Bulletin but also make it to Insight on Business the News Hour as business interviews there.

In addition, we also love to hear from our friend and member Nick Young who travels all the way from Great Britain to be with us at our Annual Conference and Trade Show. Finally, at the suggestion of the Board of Directors we feature a story about a former NTPDA Scholarship Winner, Tom Roelofsen in a new series "Where Are They Now". Make sure you click on the QR Code to listen to each conversation and thank you for being a member.

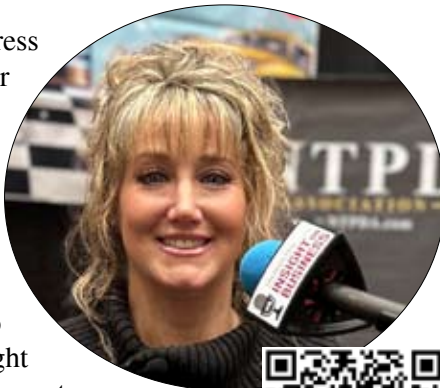
HEAVY MOTIONS

One of our newest members to make the trip to Southern California were the folks from Heavy Motions. Here we sit down with Dean Ding the owner of the company and talk about why they decided to join NTPDA and what their business is all about.



ESTES EXPRESS LINES

While Estes Express Lines is a new member of NTPDA you may recognize our good friend Aleisia Dragon who is now the Association Representative for the company. No stranger to the freight business, Aleisia brings not only knowledge but also a great smile to our Association.



APC

While Tony Albin didn't have far to go he was still super excited to attend his first Annual Conference and Trade Show. APC is a small, family owned company, based in Chino, California. Tony tells us about what they do, the number of employees and the many tasks he takes on.



NICK YOUNG TRACTOR PARTS

Each year Nick Young and his Bride Hillary fly from Great Britain to the United States to attend the NTPDA Annual Conference and Trade Show. We always enjoy sitting down with Nick to learn more about his business and some things about agriculture in England.

Enjoy!



WHERE ARE THEY NOW?

In a new series about former winners of the NTPDA Scholarship we sat down with Tom Roelofsen who is not only on our Board of Directors but also the COO of Abilene Machine based in Abilene, Kansas. We chat about his early days, his appreciation for the scholarship and more.



SAN DIEGO ²⁰²⁴ CONFERENCE & TRADE SHOW







Let's Eat!

Spicy Tuna Salad

INGREDIENTS:

28 ounces tuna packed in water well-drained, flaked with a fork (I like Kirkland Brand) I used 4, 7-oz cans.

2 stalks celery finely diced

1 bunch green onions finely diced

1 jalapeño stemmed, seeded, minced

¾ cup mayonnaise according to your tastes

1 lime zested and juiced

1 tablespoon habanero hot sauce (or more or less — according to your tastes)

½ teaspoon freshly ground black pepper

½ cup cilantro roughly chopped

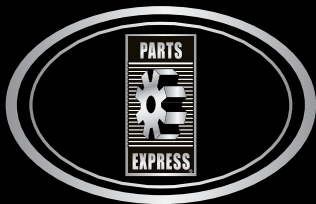
DIRECTIONS

Open the cans of tuna and drain the water from them very well. Transfer the flaked albacore to a medium bowl and break it apart with a fork.

Add the chopped celery, green onions and jalapeno to the tuna and toss to combine.

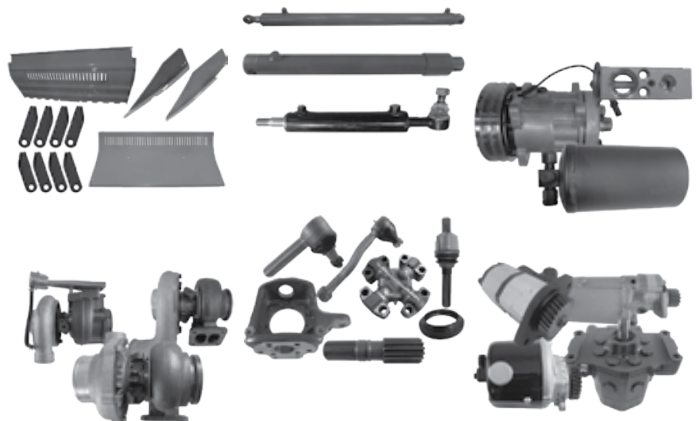
Measure out about ¾ cup of mayonnaise in a 2 cup glass measure. Add the lime zest, lime juice, hot sauce, black pepper and cilantro. Whisk to combine.

Pour the mayonnaise mixture over the tuna salad and toss until well combined. If the tuna is too dry for your tastes, Add more, 1 tablespoon at a time until it's the way you like it. Adjust seasonings if necessary.



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NTPDA GENEROSITY ON DISPLAY

During our 2024 Conference and Trade Show your generosity was clearly on display. For many years our charity of choice has been St. Jude Children's Research Hospital in Memphis, Tennessee. For many of us it is a special place that makes a promise to parents and children that they will never be charged for the care and lodging the patients receive. Of course, no organization can make that promise without thoughtful donations from people just like the Members of the National Tractor Parts Dealer Association. So, thank you! This year you opened your hearts and wallets and through the Auction, other donations, and a \$5,000 gift from NTPDA we were able to raise \$24,044. What you do for others...matters. The true gift is in giving.



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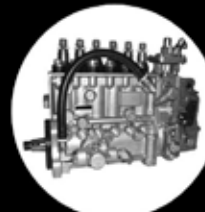
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DRIVING FREIGHT FORWARD



VIDEO CHAT WITH WEBB ESTES

Our President and COO shares the progress we've made this year to deliver an even better experience for our customers, as well as his vision for 2024. [Watch here!](#)

LTL INDUSTRY TRENDS AND INSIGHTS

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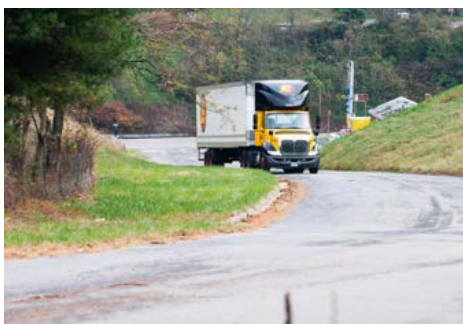


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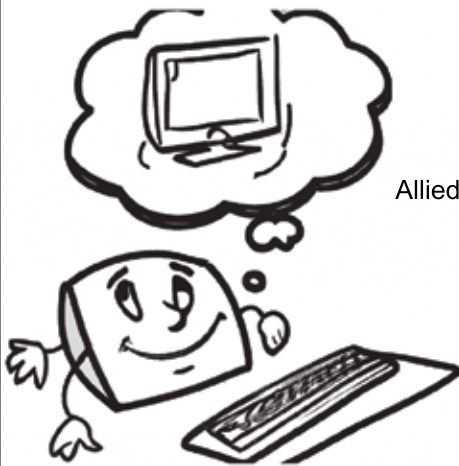
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The Spoken Word and Business

by Michael Libbie



We recently aired a news story about the “Ghosts of Cable Television” and how the viewing habits of Americans have changed. Remember, back in the day, when Cable TV shows were all the rage? We knew so many shows from Beavis and Butthead to The Sopranos. That has now changed as consumer viewing habits look to other areas for entertainment. We all know about Hulu, Netflix, Prime and a host of other streaming services that constantly create new content while cable and satellite services are just a shadow of what they were.

Which brings us to Podcasting for Business. Now, it’s not for everybody but for those of you who have the resources and personnel to create a monthly or twice a month podcast... why not? Look, blogging is still a great way to drive traffic to

your website by increasing your search engine optimization or SEO. However, with podcasting your message gets in the ear of people almost anywhere. They can listen in the tractor, on a bike, a hike or in their office. Podcasting is mobile. You don’t have to take your eyes off the road or field...so it is very convenient.

Combining the spoken word with your other marketing efforts like social media, print advertising and trade show QR codes is just another way of connecting with consumers. The good news is that I’ve been podcasting for well over 15 years and if you need some help in understanding how and what to do give me a call...and because you are a member it doesn’t cost you a dime.





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Greetings from Greasy Girl



By Terri Stevens

Dear Friends,

It is about a month til spring! Yippee! I always look forward to spring and the flowers and the green grass. It is such a wonderful time to move past dark and dreary days to more sunshine and longer days.



We were fortunate enough to go to San Diego to the winter trade show. It was one of my favorites. I would ask people, "What is your favorite part of the trip?" Some said the weather. Some said the fishing and the wildlife. It was beautiful there and the grass was so green, and the flowers were so pretty. The seasons are sort of like life.

Russ and I just built a new house and it is exciting, pretty, and everything is brand new. But the steps that it takes to get it done. Ugh! We had a contractor but still Russ spent many hours working on the yard and putting in the utilities. I have heard if you can build a house together you can do anything. There were some disagreements over silly things that didn't really matter.

So that brings me to, why do we live in a society that seems to think that if you have a different opinion then you are against the person? Actually, differing in opinions makes you better and helps you to see things from a different perspective. Our nation is so divided. I don't really understand why we seem to look for the ways that divide rather than the things that draw us closer together. I think we need to be constantly learning from others.

The only one that knows everything is God and as long as we are lining up our lives, our attitudes, and our speech with what God says, we are good. The thing about God is He is always about loving others and looking for ways to encourage people.

I know that sometimes it is a challenge to get along; especially when you are building a house. LOL. But as we enter springtime let's think about all of the blessings we have living in this country and realize that if everyone was like us it would be a very boring life.

Hebrews 3:13 Encourage each other every day while it is today. Help each other so none of you will become hardened because sin has tricked you.

I hope your springtime is full of sunshine and the love that out pours from God to make us all better people and, in turn, make our country ONE NATION UNDER GOD!

Blessings
Greasy

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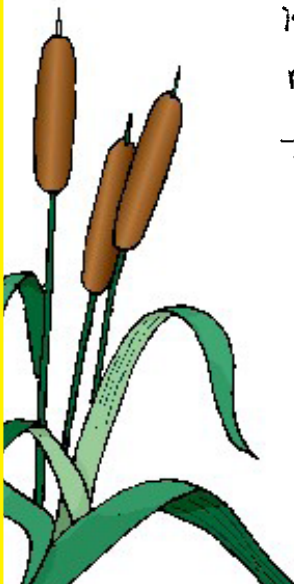
Dear NTPDA members and leaders,

Thank you for the gift of flowers for our father, Dick Schaefer, as we laid him to rest. Your thoughtfulness is appreciated by the whole family.

2023 was such a hard year for all the Schaefers, with the loss of Dad and Uncle Jerry. We are so grateful they attended the convention in Nashville together. The photo of the three brothers - the "icons" as they were called on your Facebook page - is a treasured memento. Thank you for recognizing their legacy and remembering them.

With gratitude on behalf of
the family,

Jenny (Schaefer) Rerman



THE LAST WORD - Summer Mixer in Des Moines

We're really excited to host our Summer Mixer in Des Moines, Iowa one of the cities that gave birth to the National Tractor Parts Dealer Association nearly forty years ago! We've got so many fun things to share with you from a fantastic host hotel, The AC in the East Village, a site visit and lunch at Colfax Tractor Parts, and a baseball game with

the Iowa Cubs. More to be announced as we get closer to the date.

The Dates are July 25 – 27 and our hotel is just 15 minutes from the Des Moines International Airport. See you in Des Moines and remember...the S's are silent!





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