

Spring 2025 | Vol. 35 No. 1

# The Bulletin

National Tractor Parts Dealer Association



- Member News
- Common Investor Mistakes
- Photos, Photos, Photos



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### **NTPD — ASSOCIATION — BULLETIN**

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comments are encouraged. Send to:

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## So what now.....

Greetings from Alabama where there is currently snow on the ground. This is the second time we've had it this year and I'm ready for my Northern friends to come take it home. It's fun for a while but then it just causes a mess. Regardless of that, the phone is ringing and we must sell parts.



President Trey

New Orleans..AKA The Big Easy..What a great time!!! A walk down memory lane with past NTPDA Presidents, a look at what our associate members have to offer us, fellowship with friends in our great industry and some great food. If you didn't make it this year we missed you, but it didn't slow us down. Many connections made, many memories made and we as a group raised a massive donation for St Jude!!



So what now.... What does farming look like in 2025? How will government affect commodity prices? What about tariffs? Will DOGE cut farm subsidy? How will this affect me? How will this affect you? There are plenty of valid questions staring our country in the face right now. A recent AG WEB poll indicates that farmers plan to cut farming input cost this year. From seed and chemical brands to not buying new equipment and even seeking out alternate parts sources. All of these will have an effect on us (both positive and negative). But the fact that farmers are resilient has always been a known factor and they will adapt and overcome.

So here we are and spring is just around the corner. Customers will be headed to the field, they will break down, and our phones will be ringing. I wish you the best in 2025 and look forward to what this year will bring us.

*Trey*



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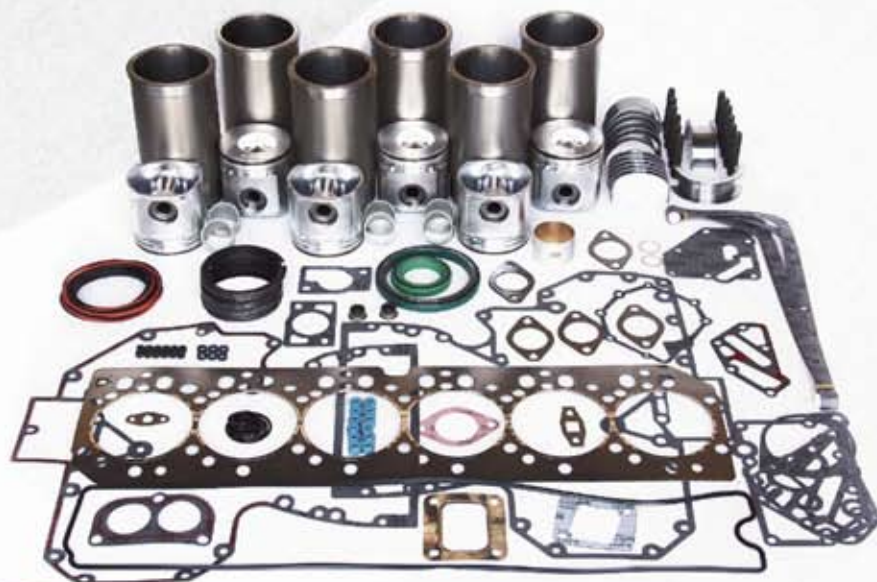
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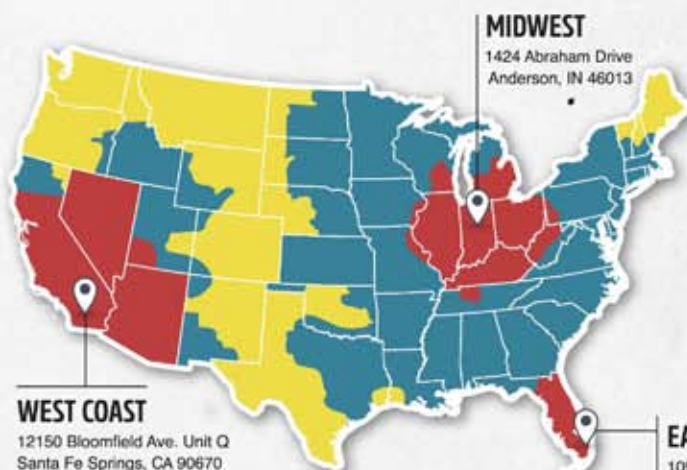
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# Staff Notes

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Spring is here and it is time to move forward! Each year after the conference and trade show we ask for feedback so next year we can provide more of what the members want. Here are some comments we received following the New Orleans show when asking about their favorite experience or moment and additional feedback from those in attendance:



Kim Carroll

*"Meeting up and participating as teams in the scavenger hunt and getting to know more about our membership."*

*"I loved Operation Military. That was a fun way to meet people and felt good to give back."*

*"Saturday evening dinner and auction. I was impressed by the amount of money raised for St. Jude."*

*"Casino night was very fun and gave a great chance to get to know each other."*

*"Seeing and talking with all of the past presidents."*

*"Paddleboat and the city tour."*

*"I enjoyed everything I did."*

*"I think we have a great mix of fun and business. Team building is proving to help get people to work together that usually don't."*

*"I liked the setup for the tabletop displays, keep that. Speaker? I have always liked the somewhat comic motivational speakers."*

*"I enjoy visiting new places and seeing our people we speak with on the phone so often with."*

*"Well organized and worth the investment."*

This year we pivoted to round tables because of a member's feedback. It was something he had done with other shows that worked well. The feedback from our members was very positive about this change and we plan to implement it again next year in Orlando. Networking and team building have been favorites as well as a speaker. My request from the membership is to share with me a speaker name you have personally seen that you think would be great for the NTPDA members. You can email me at [ntpda@ntpda.com](mailto:ntpda@ntpda.com). The dates for 2026 will be January 22 – 24 and we will be at the DoubleTree by Hilton at the Entrance to Universal Orlando. Mark your calendars now to join us. It is worth the investment!

While in New Orleans the Board of Directors decided Norfolk, Virginia, will be the location for the 2025 Summer

Well, THAT was amazing! Talking about our Annual Conference and Trade Show that was held in New Orleans. What a joy it was to explore that historic city, learn more about the culture and the people who make up NOLA. Check out this issue of The Bulletin for photos from our event. Thank you to everybody that came. We not only had a great time but we also were able to do business. It's a good mix.



Michael Libbie

And, I can report that the past presidents of NTPDA have now received their personalized bottles of their beverage of choice. Our supplier H.A. Gross from Plaza Printers did an exceptional job in sending out new gifts. As an aside, I had the opportunity to sit down with H.A. for a business conversation and we'll be sharing that with you as well. Yes, we did bring up NTPDA.

Now it's on to Norfolk. Kim has already made the tour and we've got so many things for you to see and do. A quick reminder that all Regular and Associate Members are invited to be with us. The earlier you plan the better the trip. Those dates, again, are July 24 – 26 and we showcase much of what we'll experience in this issue of The Bulletin.

About this issue: You'll find a wide range of articles and member information here. It takes a ton of time to complete each issue and we do try to make it worth your time to turn each page.

Finally we're all about gaining new members. If you have a suggestion, please send that name, and contact person to me. It really does help in the recruiting process to drop your name during that introductory phone call.

Enjoy your Spring and catch you later!

-- Michael

Mixer/Board Meeting. We will be staying at the Hilton Norfolk at the Main. It is a location with much to do and see and it isn't far from Virginia Beach and the Outer Banks of North Carolina. Consider making this your vacation destination and spend some time with fellow members. More information will be sent as plans are made but the dates to mark on your calendar are July 24 – 26. This will be another opportunity to cultivate those existing friendships while building new ones.

Until next time, enjoy your Spring!

-- Kim

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# COMMON INVESTOR MISTAKES

Most of us have made an investment mistake of one type or another. While you can't avoid all investment errors, you can learn from those you've made – and benefit from that knowledge.

By far, one of the most common and costly mistakes involves hanging on to a losing investment. There's a very human tendency to believe in stories of big comebacks in which someone is knocked down but rises back to the top. That sentiment is how many investors look at a losing stock they own. Psychologically, it hurts to recognize you've lost some of the money you invested. But there's a cost as well to hope against hope that the loser will become a winner.

While a lot of investors don't want to realize a paper loss, some do the exact opposite – they avoid a realized gain because they want to avoid its tax consequences. That disdain for paying taxes can lead to holding on to investments too long. Market value could change and the drop in value could be greater than what they would have paid in taxes on the gain. Also, letting taxes drive their investment decisions means that their portfolios can become distorted, too heavily weighted in the investments they don't want to sell due to tax worries.

Other times, investors simply maintain a false sense of diversification. For example, investors who hold several different mutual funds may consider themselves fully diversified. However, if those mutual funds have identical investment objectives – say, three different mutual funds that all focus on small-cap growth companies -- they're not providing that intended diversification.

Everybody wants a piece of a shining star, and many investors catch a news bite or see a company's stock highlighted in

the media and figure it's the next hot stock. As they hear more and more about it from various sources, investors may feel confident enough to buy. But chances are, by then, it's probably too late. A stock that's a media darling most likely has already had a lot of expectations built into its price.

Another big mistake investors make is buying a company after a sudden price drop. To many investors, a cheap price equals a good deal. They don't look past the market price of a stock to determine its relative value.

In life, some people are always looking for the next best thing or the greener pasture. For investors, the tendency to look for and trade into the next best investment can lead to excessive trading. The churn effect on investing can represent another costly investment mistake and can significantly impact any gains on the investments.

While we can't cover all investment errors here, these are some of the most common and costly and why investors continue to make them. As the saying goes, "Those who do not learn from their mistakes are doomed to repeat them." Sometimes knowing where you went wrong keeps you from going wrong again.



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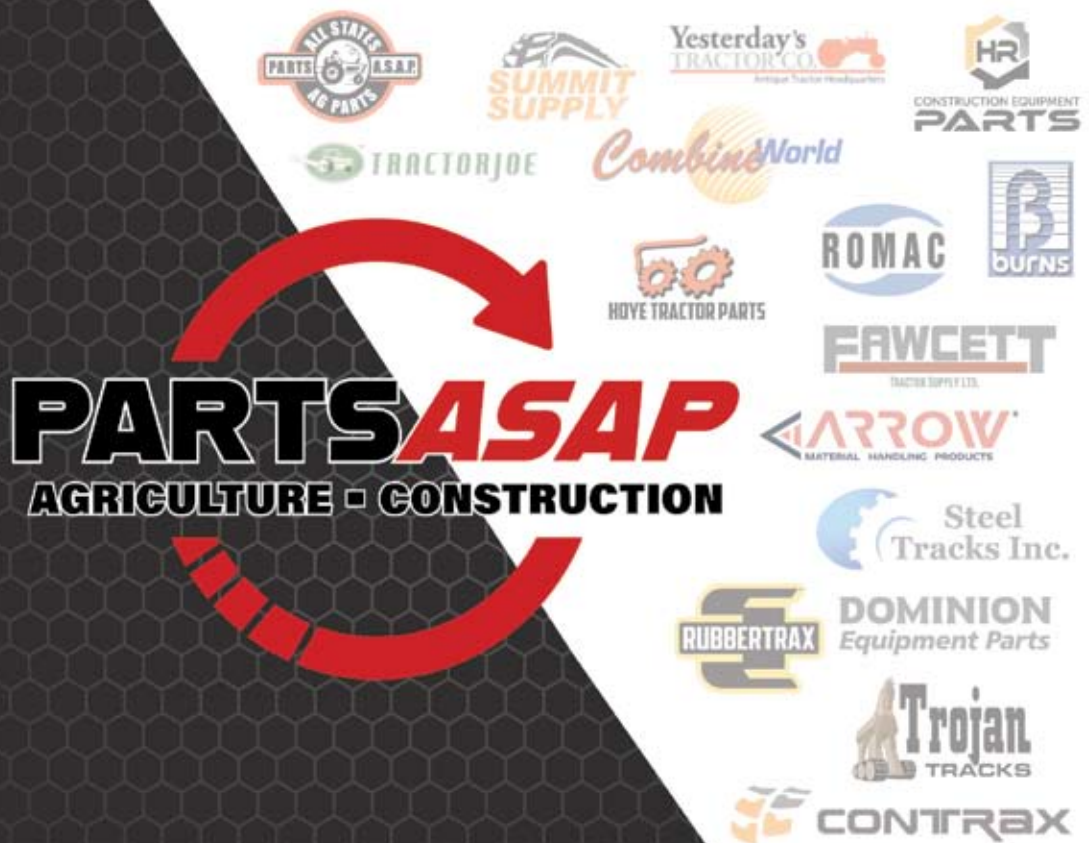


## DID YOU KNOW...

One of the surprising things about recruiting and retaining NTPDA members is that so many current members who are not taking advantage of our many, many Association benefits. Last year we created a brochure listing some of the most popular benefits and it has been effective.

Recently a member told us that they were dropping out because they "...wanted to make sure they were spending their marketing dollars wisely." Marketing dollars? So the follow-up phone call was all about the many benefits we offer from the NTPDA Scholarship Program to deals on shipping to our advertising incentive and so much more. While the benefits are all spelled out on our website we figure that's not enough. So, we've decided to send that Membership Brochure out to each company that we ask to renew. We believe that you can never over communicate. And, yes, we'll have it posted on our site as well.

Membership in the NTPDA really does...matter.



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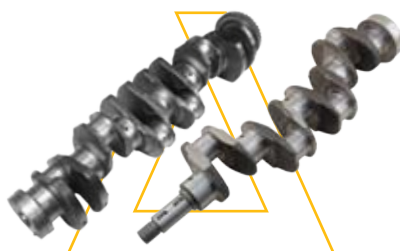
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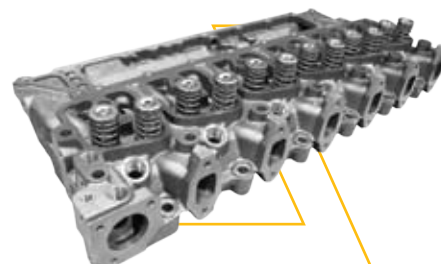
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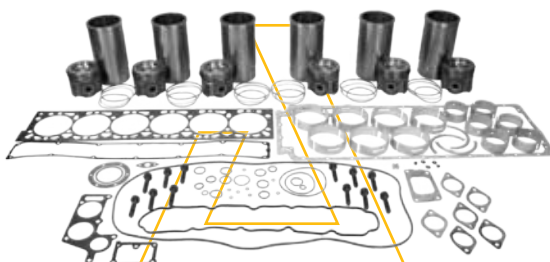
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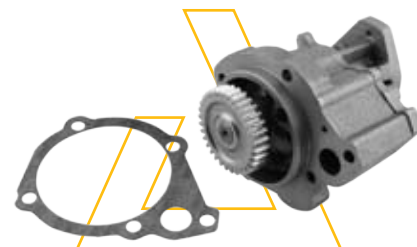
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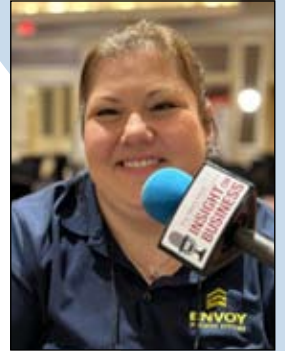
# MEMBER NEWS MEMBER NEWS MEMBER NEWS



News, News, News... Although not a member we thought you might want to know more about our friends at **Best Corporate Events**. I sat down with Paul Petrus, the Senior Lead Fascinator who was with us in New Orleans. This is sort of a look behind the curtain. Scan the QR Code to hear that conversation.



One of our newest members is **Envoy Business Systems** and we had the opportunity to meet the company founder as well as Carrie Harrod a Client Support Specialist for Envoy. Here is that conversation with Carrie.



**Ogema Tractor Parts** is one of our newest members. Brian Kushniroff and his Bride, Amanda, relocated from Kentucky to Ogema, Wisconsin to open a brand-new yard. It was great to sit down with them and learn more about their business and what drives them.



We go from a new member conversation to a member that has been around awhile. Meet Craig Barton, the owner of Medicine Hat Tractor based in Alberta, Canada. Here we talk about the history of the company, the crops grown in his part of the world and more.



Meet Tom Eibel who works for a family owned, 175-year-old company you may never have heard of but you see and use their products every day. Tom was in NOLA representing **Corteco**, a subsidiary of Freudenberg-NOK Sealing. Learn more about the company in this conversation.





# New Orleans

We had a great time in NOLA for our 40th Annual Conference and Trade Show. Check out these fun photos!















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# Let's Eat!

## The Salmon Burger

Switch out the beef for a bite of salmon. Really a great change.

### Ingredients

1.5 pounds of skinless salmon cut to  $\frac{3}{4}$ " pieces  
3 tablespoons panko bread crumbs  
2 tablespoons minced fresh parsley  
2 tablespoons of mayonnaise  
1 tablespoon of lemon juice  
1 tablespoon minced shallot  
1 teaspoon Dijon mustard  
 $\frac{1}{4}$  teaspoon pepper  
1 teaspoon salt

### Directions

Spread salmon pieces on parchment lined baking sheet and freeze until very firm about 20 minutes.

Combine panko, parsley, mayo, lemon juice, shallot, mustard and pepper in a medium bowl.

Transfer salmon to food processor and sprinkle with salt. Pulse until coarsely chopped.

Transfer mixture to bowl with the panko mixture. Mix until combined.

Smooth salmon into an even layer and create four patties and place in unheated nonstick skillet.



Turn burger to medium heat and cook the patties about 5 to 6 minutes.

Flip the patties and continue to cook until burgers register 110 degrees.

Transfer to a plate and rest for four minutes.

Move to a bun, garnish with lettuce, tomato onion and more mayo.

ENJOY!



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# Come to Norfolk in July!!

NTPDA holds two in-person events each year. Our Annual Conference and Trade Show is in January. And in 2026 we'll be in Orlando! Then in July we hold our Summer Board Meeting and Summer Mixer. This year we will be in Norfolk, VA July 24 – 26 and will be at the Norfolk Hilton. Every member is invited to attend. We've got a great line up of events and if you ask any member about their time in Des Moines last year...we're sure you'll get a thumbs up. So...join us in Norfolk this July and enjoy these photos!









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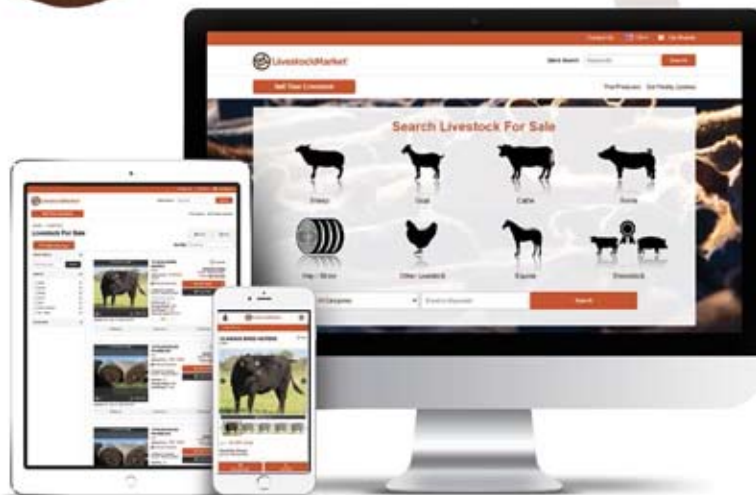


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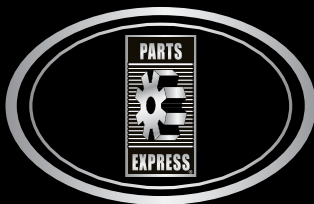


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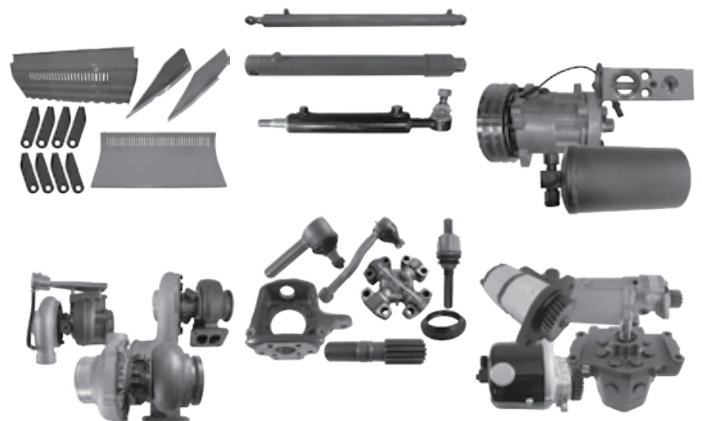
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## Advertising – Marketing Tip

by *Michael Libbie*

# *The Bulletin!*



As a longtime (Don't ask!) marketing and advertising professional, I'm pretty excited about our quarterly publication, *The Bulletin*. Why? Because it is such a cost-effective way to put your marketing message in front of our total membership.

For years NTPDA has published this quarterly magazine full of information about the Association and our members and it is one of the very best ways to put your marketing message to work.

Not only do we publish and mail a hard copy of *The Bulletin*, we also make it available online at [NTPDA.com](http://NTPDA.com) with your company URL as a link so folks can connect in real time.

And the cost? Minimal for what you get. You can find the rates and the deadlines on our website under *The Bulletin*.

One other thing to remember. Studies have concluded that when advertising in print is done in color your message is more impactful.

Thank you for being a member and if you haven't joined us in *The Bulletin* here is your official invite!



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## Celebrating 41 Years of NTPDA Leadership

*We had a great time in New Orleans for our 40th Anniversary.  
Hope you enjoyed the photos.*

Years	NTPDA Presidents	Conference Locations
1985 (Mar)	Andrew Goodman (Discussion Leader)	Dallas, TX
1985 (Aug)	Andrew Goodman (Committee Chairman)	Las Vegas, NV
1985 (Oct)	Andrew Goodman (Committee Chairman)	Des Moines, IA
1986 (Mar)	Andrew Goodman (Interim President)	St. Louis, MO
1986 (Aug)	Jr. Roberts	Minneapolis, MN
1987 (Feb)	Jr. Roberts	Las Vegas, NV
1988	Tom Silver	Orlando, FL
1989	David Eftink	Nashville, TN
1990	Doug Minzenmayer	San Antonio, TX
1991	Doug Minzenmayer	Des Moines, IA
1992	Jerry Bailey	New Orleans, LA
1993	Pat Russell	St. Louis, MO
1994	Pat Russell	Corpus Christi, TX
1995	Gordy Smith	Ponte Verde Beach, FL
1996	Scott Cummins	Houston, TX
1997	Scott Cummins	El Paso, TX
1998	Eric Benton	Nashville, TN
1999	Larry Wenger	Atlanta, GA
2000	Pete Smith	Memphis, TN
2001	Pete Smith	New Orleans, LA
2002	Mike Hansen	Charleston, SC
2003	Mike Hansen	Little Rock, AR
2004	Brian Kooima	Austin, TX
2005	Brian Kooima	Reno, NV
2006	Glen Leaders	Memphis, TN
2007	Glen Leaders	Panama City Beach, FL
2008	Steve Chandler	Kansas City, MO
2009	Steve Chandler	Frisco, TX
2010	Carl Vande Weerd	Nashville, TN
2011	Carl Vande Weerd/Jeff Griggs	Orlando, FL
2012	Jeff Griggs	San Antonio, TX
2013	Jeff Griggs	Little Rock, AR
2014	Jeff Griggs	Tucson, AZ
2015	Jeff Griggs	Memphis, TN
2016	Doug Swanson	Kansas City, MO
2017	Doug Swanson	San Antonio, TX
2018	Scott Schelling	Corpus Christi, TX
2019	Scott Schelling	Mobile, AL
2020	Scott Schelling	Maricopa, AZ
2021	Scott Schelling	(COVID - originally Nashville, TN)
2022	Trey Russell	Kansas City, MO
2023	Trey Russell	Nashville, TN
2024	Trey Russell	San Diego/Valley Center, CA

Greetings from

# Greasy Girl



Dear Friends,

Welcome to Missouri! We have had a blizzard and -10 degrees this week and in two days it is supposed to be 60 degrees. To say I am ready for spring is an understatement. Longer days and warmer weather bring them on.

Our world is a bit like our weather. It is crazy. It seems everyone agrees with that statement. Well, that brings me to something that I just learned and I wanted to share it with you. So many times, when I pray, I give God a list of people and things that I am praying about. The Bible says that God inhabits the praise of His people.



*By Terri Stevens*

So, what I learned is, before you give God your prayers give Him your praise through the attributes of who He is. So, if you are praying for healing praise Him for being the Great Physician and the Healer. If you are praying for wisdom praise Him that He is all-knowing and is Full of Wisdom. If you are praying for help in your life praise Him for being the Great Helper. Before you pray it helps to realize that God has everything that we need to take care of the people we love and the problems that we face. There is nothing too big for our God!

In Rev 1:8 The Lord God says,  
*"I am the Alpha and the Omega. I am the One who is and was and is to Come. I am the Almighty."*

So, whatever we face in this crazy world, whether it be crazy weather or a crazy world, God has got this. So, let's Praise Him!

Happy Springtime!

Greasy

## THE Last Word



While we were together in New Orleans for our 40th Anniversary Conference and Trade Show you no doubt saw that we were handing out some "adult beverages" to our former and current NTPDA presidents. They were glass bottles that had the NTPDA logo and location stamped on them. They were quite nice but, there was a but.

We received the bottles in time for our event but when we opened each bottle a critical thing was missing from them. The bottles did not have the name of the president nor his time in office! We could do nothing at that point other than to hand out each bottle with an apology. Each president was grateful but the missing personalization was a big deal to your staff.

We got on the phone and called H.A. Gross who with his wife Cindy own Plaza Printers in Urbandale, Iowa. We've done business with them for years and it was H.A. that helped us secure those bottles of liquor. He was horrified to learn there was no personalization. And said he would make it...good. Take a listen to this conversation about that and some solid trade show tips we think should be of help. Enjoy...



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