

# The Bulletin

National Tractor Parts Dealer Association



**Welcome President Dan Waters**

**Financial Goals In A Changing Economy**

**Member News & Interviews**



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## **BULLETIN**

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Articles, letters, advertisements and comments are encouraged. Send to:  
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From the President's Pen . . . 

## Reflection . . .

I've been reflecting on what makes this association exceptional.

Our meeting in Orlando was a good example. Members showed up ready to participate, learn, and also have some fun. From the trade show and team building to Margaritaville night and events like the airboat gator tour and cornhole, there was plenty of time to connect. That kind of involvement only happens when people see real value in being there. We also raised over \$35,000 for St. Jude! Thank you to everyone who contributed.

Our industry requires hands-on knowledge, solid judgment, and pride in what we do. That mind-set is shared across our membership, whether a business is long established or continuing to grow.

What we do matters. Keeping equipment running supports the people and businesses that depend on it every day. From salvaged parts and new parts

to logistics, networking, and advertising, it all comes together in NTPDA. That's what makes it work. It gives us a place to collaborate, stay connected, and bounce ideas off each other.

I value and respect our immediate past president Trey, along with the leaders who have served before me. I also appreciate the board and staff who continue to put in the time to keep this organization moving forward.

My goal is simple. Keep this association practical, relevant, and worth your involvement.

Thank you for your support as I step into this role, and for being part of NTPDA.



President Dan Waters

Dan Waters



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# Staff Notes

It was wonderful to see many of you in Orlando in January. Each year after the conference and trade show we ask for feedback so we can provide more of what the members want at the next conference. What we heard this year was to continue with the networking, team building, and vendor roundtables.



*Kim Carroll*

We asked what attendees and vendors would say to a NTPDA member who wasn't in attendance this year to persuade them to attend the 2027 conference & trade show. Here are some of the responses:

There are a lot of good companies to build relationships with right in one place. What if you had to drive to all those different places to do the same thing?

They are missing out on great opportunities to learn how to grow their business through new and existing channels.

Use the science of sales and how networking alone can contribute to X% increase in sales.

The relationships, ideas, and business opportunities gained from attending far outweigh the time away. If you want to stay connected to where our industry is headed, this is the place to be.

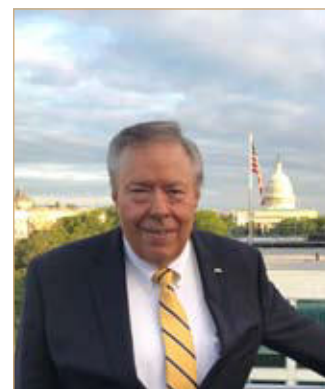
Our next conference will be January 14–16, 2027, at the Marriott Savannah Riverfront in Savannah, GA. Mark your calendars to join us. It is worth the investment!

The 2026 Summer Mixer/Board Meeting will soon be upon us. We will be staying at the Valley River Inn in Eugene, OR, with a site visit to Farmland Tractor Supply. Consider making this your vacation destination and spending some time with fellow members. More information will be sent as plans are made but the dates to mark on your calendar are July 16–18. This will be another opportunity to cultivate those existing friendships while building new ones.

Until next time, enjoy your Spring!

*Kim*

It has been a whirlwind since coming back from Orlando. What a great event that was and we are so grateful that so many of you made the trip. Granted getting out of Orlando was not without some struggle. However, Kim and I had the opportunity to extend our visit due to cancelled flights.



*Michael Libbie*

In this issue of The Bulletin you will find a host of information about some of our members, a big welcome to President Dan Waters and a look back with plenty of photos. Also please consider making the Summer Meeting in Oregon. It is shaping up to be a great event. Also, thank you for being members of NTPDA. It is a vital organization that is committed to helping you and your business grow.

Best wishes,  
Michael

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# Financial Goals

## *In The Face of a Changing Economy*

By Craig Shaver

With all the changes we've experienced in our economy in the past few years, you may be feeling slightly uneasy about your own wealth management plan. While no one can predict the future, just assessing where you stand now can provide some sense of relief. Here are some suggestions on how to do so.

### 1. Calculate your assets and debts

Start by tallying your assets – bank accounts, investments, retirement accounts, real estate, business interests, etc. Then calculate what you owe to others, such as mortgages, equity loans, auto loans and credit cards. That way, you'll have an up-to-date snapshot of your current financial picture. From there, you can make decisions more readily. Perhaps there are loans or credit cards you can pay down quickly. Or maybe you need to move your investments into new areas. A financial advisor can help with these decisions.



### 2. Weigh needs vs. wants

In our highly consumption-focused society, it's easy to become dependent on items that were once viewed as luxuries or even frivolous expenditures. Make a list of all of your monthly expenses and start to identify areas where cuts can be made. For example, while food is essential, maybe you should reduce the trips you make to the gourmet food store. Maybe you don't need 200 cable channels or a hefty list of features on your cell phone plan. Whether you keep spending money on these items or not, having a complete picture can help you identify areas of less importance where you could cut back.

### 3. Plan for taxes

There are a variety of do-it-yourself tax kits that can help you go through a sometimes-stressful process more quickly and easily. But is a "one-size-fits-all" system the best option for you? Working with a tax professional may help you find opportunities to cut your taxes that you may not have otherwise known existed. Many find that the money spent to hire a CPA more than pays for itself over time.

### 4. Adjust your plans as needed

You may discover that your plans for retirement won't pan out as you had envisioned decades ago. Sometimes the reality of a challenging economy means adjusting your goals and perhaps changing your investment portfolio. Don't lose hope. Meet with your advisor to see what makes the most sense in your situation.

Using some of the ideas in this article for inspiration, you may find that you can adjust your lifestyle and goals in a way that isn't nearly as disruptive as you might have imagined.

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*This article is provided by Craig Shaver, a Financial Advisor at RBC Wealth Management. 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.*

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# MEMBER NEWS

*We had a great time in Orlando and, while there, we sat down with several members to learn more about them and their business. Here, in no particular order, are the guests that shared our microphone.*

*Simply scan the QR Code to listen!*

## President Dan Waters

We've had the privilege of knowing Dan Waters and his Bride, Lindsey, for many years. They own and operate Waters Tractor based in Washington state. Recently Dan was elected as the President of the National Tractor Parts Dealer Association (NTPDA) so we figured it would be a good time to sit down with him so you could get to know more about his business and the NTPDA.



## Emily and Brandi and Steiner Tractor

Women in the tractor parts business? You bet! Here you will meet Emily Rosser and Brandi Erickson who are ALWAYS the life of every National Tractor Parts Dealer Association (NTPDA) event. We sat down with the ladies while in Orlando during the Annual Conference and Trade Show for NTPDA to get to know more about Steiner Tractor based in Michigan.



Here's your chance to listen in and get to know Steiner as well as Emily and Brandi. Enjoy, we always do!



## TapPay Solutions

Get ready to learn more about the world of credit card readers. What are the differences in service, installation, and technology? You're in luck as we talk about that and more with Nick McGargill of Tap Pay Solutions based in Omaha. This is something every business person needs to know.



## Reliance Power Products with Bruce Cranor

It's always a blast to sit down with an old friend and talk business. Here you'll meet Bruce Cranor who has been with Reliance Power Parts for many years and always shows up for events from the National Tractor Parts Dealer Association (NTPDA). Bruce visits with us about his experiences with NTPDA as well as what in the world Reliance offers to the construction, agriculture and trucking industries.



## Welcome Stephen Stuijbergen!

Our newest member is Stuijbergen Equipment based in Allegan, Michigan. Stephen tells me his beautiful town is just 20 minutes from Lake Michigan. He joined NTPDA because he wants to "broaden our business by expanding our online presence and get to know more people in our industry." Stephen learned about NTPDA from our Member Jeffrey and Robin Haldeman. Thank you to the Haldeman's and your dues for next year are waved. Welcome Stephen!



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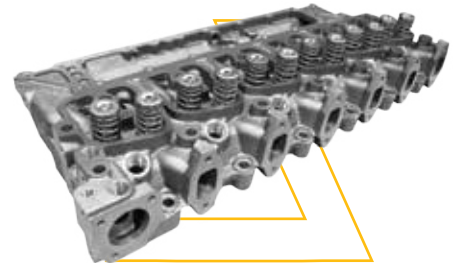
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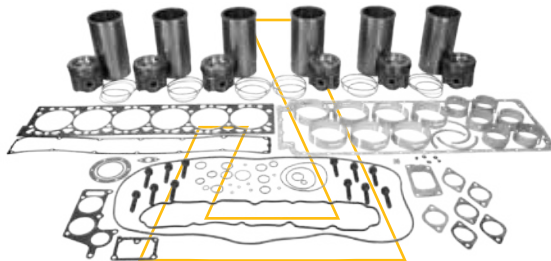
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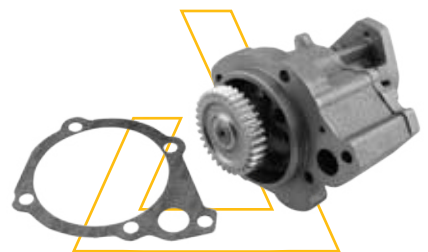
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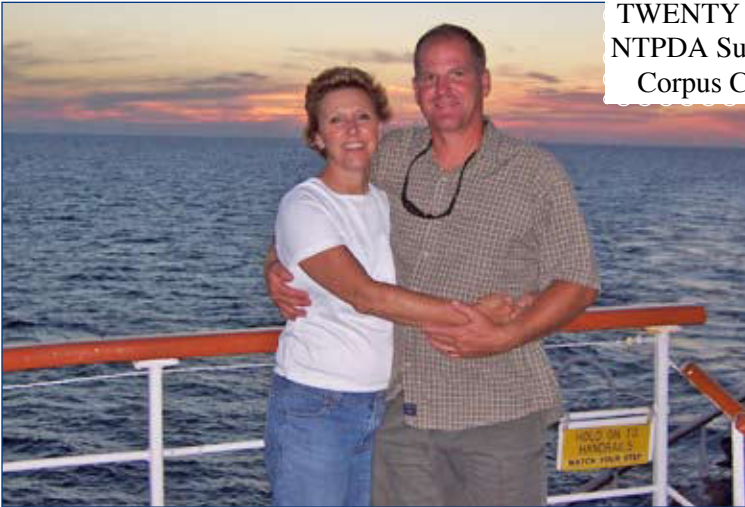
ENGINE KITS



LUBRICATION SYSTEM

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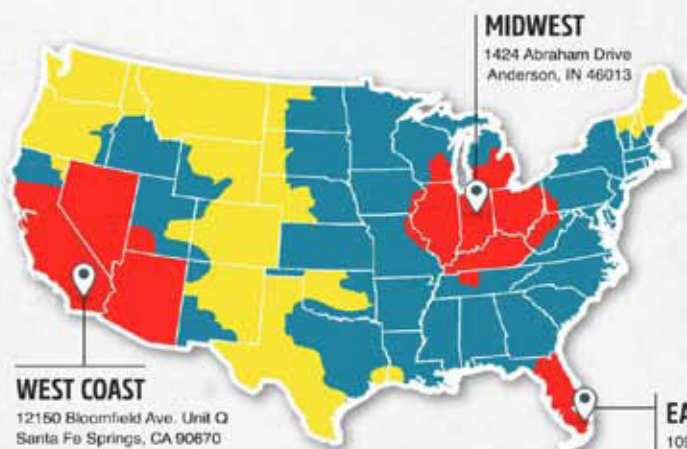
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## Seasoning Salt

- 1 1/2 teaspoons kosher salt
- 1/2 teaspoon freshly ground black pepper
- 1/2 teaspoon garlic powder
- 1/4 teaspoon chipotle chili powder
- 1/4 teaspoon baking soda

## Chicken and Pan Sauce

- 4 chicken leg quarters, with skin
- 2 tablespoons all-purpose flour
- 1 1/3 cups chicken bone broth, or as needed
- salt and freshly ground black pepper to taste
- 1 pinch cayenne
- 1 sprig any fresh herb (optional)



## Directions

For seasoning salt, combine salt, black pepper, garlic powder, chipotle chili powder, and baking soda in a small bowl. Stir together thoroughly, and set aside.

For tiger cut chicken, lay a leg quarter, skin side up, on a cutting board. With a sharp knife, begin halfway up the chicken leg, and make cuts through the skin to the bone, every 1/4 -inch all the way to the end of the thigh. Repeat with remaining leg quarters.

Line a baking sheet with parchment paper and place the chicken on it, skin side down. Sprinkle surface with 1/2 of the seasoning

salt. Turn legs over and sprinkle the remaining seasoning salt on the skin side, distributing it evenly over the entire surface.

Refrigerate chicken legs on the baking sheet, uncovered, to dry out overnight.

Preheat the oven to 450 degrees F (235 degrees C). Set a rack in the upper center of the oven.

Roast chicken in the preheated oven until skin is crispy, chicken is no longer pink at the bone, and juices run clear, about 45 minutes. An instant read thermometer inserted into the thickest part of the thigh should read 165 degrees F (74 degrees C).

Remove chicken to a plate; keep warm while preparing pan gravy.

Scrape drippings into a small skillet, and place over medium-high heat. Add flour, and stir continually with a whisk until flour begins to smell like baked pie crust, about 2 minutes.

Pour in chicken broth; whisk continuously, and bring sauce to a simmer to thicken. Adjust thickness by adding a little broth to thin, or by simmering a bit longer to thicken. Season with salt, black pepper, and cayenne. Toss in a sprig of any fresh herb and whisk for a minute more.

Add a spoonful of pan sauce to a plate and add chicken on top to serve.

An advertisement for RV Universe. It features a laptop and a smartphone displaying the RV Universe website interface, which shows various RV models for sale. To the right of the devices is a silver motorhome. The RV Universe logo is prominently displayed in the upper right. The background is a dark teal gradient.

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"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up." Galatians 6:9

# Summer in Eugene!

*Come and be with us in Eugene, Oregon for our Summer Event.*

**We've got  
lots of things planned  
and a big thank you goes out  
to the NTPDA Vice President, Dustin  
Raschein who has been working to secure  
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## MARKETING TIP

# BRANDING YOUR BUSINESS

by Gale McKinney

Consistency in branding doesn't have to be complicated—it just comes down to being steady and recognizable. In the equipment and parts business, people value reliability. The same should be true for how your business shows up.

Think about the dealers and suppliers you trust. You know who they are before you even see the name. Their ads look the same, their message is clear, and how they talk to customers doesn't change from one place to another. That kind of consistency sticks with people.

Your customers are no different. Whether they're flipping through a magazine, checking your website, or stopping by the shop, it should all feel like the same business. Same tone. Same look. Same message. When that lines up, it makes you easier to recognize—and easier to trust.

When things aren't consistent, it can work against you. If your logo looks different in every ad, or your message changes depending on where someone sees it, it creates a little doubt.

And in this line of work, people tend to stick with what they know and trust.

Consistency doesn't mean you can't try new things or keep up with the times. It just means you've got a clear idea of who you are and you stick with it.

At the end of the day, good branding is a lot like a good reputation—you build it by showing up the same way, day in and day out.

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# Where Are They Now?

Back in 2011 one of the recipients of the NTPDA Scholarship was Dakota Kieffer. Dakota went to school at Iowa State University and majored in business management. And, it was a good idea because that is where he met his wife, Aubrey.

Following college Dakota went back to work for his parents and then several years ago Dakota and his brother Travis bought their parents, Terry and Nancy's company Plastics Unlimited located in Preston, Iowa.

Here you'll learn more about that journey as we discover "Where Are They Now".



Photos: Dakota and wife Aubrey with Kipton 7, Copelin 4, and Keeleigh 6 months.



Graduation: Aubrey and Dakota

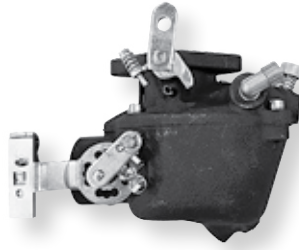
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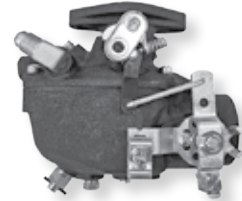
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# Greetings from . . . Greasy Girl



Dear Friends,

Welcome to the end of the winter! This time of year, is always so great because we all get to thinking about spring. The seasons come and they go. I am finding how true that is in life.

My parents are 89 and 92. They have always been very independent and they have worked hard. It is so hard for them to be in that season where everything is worn out and as I told my Dad today he has low compression. (You have to talk engine talk with him). It is very sad and hard to see them both like they are; however, I keep reminding myself that the minute we are born we begin the aging process. I am sure you have seen a newborn baby and the next time you see them; they are rolling over or crawling. You think, 'How did that happen so fast?'



*By Terri Stevens*

When I was a kid life was slower; it really wasn't, but it really was if you know what I mean. The seasons seemed long and the years seemed longer than they do now.

I have always had a fascination with time. It is a wonderful thing but it isn't. I sometimes feel like I am getting out of bed and the next thing I know I am getting back into bed. The day is gone!

It has made me think about what I am doing with each day of life. Am I showing kindness, love, and patience? Do I encourage those around me and help them to feel valuable? I love how God knows the number of our days, but we don't. I like it that way. In the Bible it says there is a time for everything. God has a plan for your life and mine.

Isn't it neat to think that a lot of us lived before cell phones and we know how to write cursive, we even know how to write a check. The world has changed so much in my lifetime.

My Grandma was born in 1905 and she died in 2002. I always thought about how many things she had seen in her lifetime but the way things are going we may see more. There was a cartoon when I was a kid called The Jetsons and they didn't drive their own cars; they flew, and they had a robot named Rosey. I thought that sure wasn't going to happen in my life. Now it might!

We never know what is ahead of us. However, I was praying about my parents the other day and God said it is a pleasure to grow old and it is a pleasure to get the opportunity to care for them. So, as we go through this life let us remember life is precious and life is good, especially when you realize that God has a purpose for you and the time that He gives you. So, blessings to you all and have fun picking out your new car that you don't have to drive. LOL

Enjoy Spring and your life and have Joy!

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