

The Bulletin

National Tractor Parts Dealer Association

Meet Us In Eugene
Scholarship Winners
Social Security and You





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BULLETIN

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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 . . .

By the time this *Bulletin* arrives, cherry harvest will be in full swing here in the Columbia Basin. Potato and onion fields will be growing fast, orchards busy, vineyards green and irrigation water flowing around the clock. It is an amazing time of the year and we are grateful.

Lindsey and I are looking forward to heading to Oregon for the Summer Mixer. Between visiting Farmland Tractor Supply and Radiator Supply House, checking out The Brothers Collection and spending some time on the Oregon coast, it looks like a great few days.

I hope many of you can make it. See you in Oregon.



President Dan Waters

Dan



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Staff Notes

Oregon and Georgia sit on opposite coasts, but NTPDA members will soon visit both. We gather twice a year, and our next two destinations are officially set.

2026 Summer Mixer: Eugene, Oregon (July 16–18)

Our summer event takes us to the Pacific Northwest.

Host Hotel: Valley River Inn located in Eugene, nestled in the scenic Willamette Valley.

Local Culture: Famous for arts, eco-friendly style, wineries, and breweries.

Exclusive Tour: A private viewing of The Brothers Collection in Salem, featuring 600+ rare muscle cars and exotics.

Industry Site Visits: Lunch and a tour at Farmland Tractor Supply in Tangent, where attendees will explore 30 acres of new and remanufactured parts, followed by a tour of Radiator Supply House, a manufacturer of heavy-duty cooling components for trucks, RVs, agricultural equipment, and industrial machinery.

Excursion: A scenic trip to discover the Oregon Coast.

Action Item: Register now at www.ntpda.com under the Events tab.

2027 Annual Conference & Trade Show: Savannah, Georgia (January 14–16)

Our winter conference features an updated schedule built directly from member feedback.

Focus Areas: Team building, networking, and expanded Friday vendor roundtables.

Host Hotel: Marriott Savannah Riverfront, steps from historic River Street's converted 19th-century warehouses, restaurants, and shops.

Location Highlights: Stunning antebellum architecture, moss-draped oak trees, and rich history.

Goal: Delivering high-value connections that maximize your time and investment.

Mark your calendars, register today, and have a safe summer!

Kim



Kim Carroll

One of the things that is pretty impressive is the fact that the National Tractor Parts Dealer Association runs on two paid staff people and a volunteer Board of Directors. When you think about that it really is amazing that we get so much done with so few people. When people call the Association, because we are international, they often believe we have a large staff. But, nope just us.

Thank you for the opportunity to serve.

We are so looking forward to heading to Oregon in July! I've never been to that state and eager to meet up with you and take not one but two member tours. You can find out more about Farmland and Radiator Supply in Member News along with welcoming some new members.

See you all soon!



Michael Libbie

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When is the Right Time to Take Social Security Benefits?

With Americans living longer, and often times working longer, the question of when to take Social Security benefits is a major consideration.

Americans can apply for monthly Social Security benefits when they reach their full retirement age of 66 or 67, depending on the year they were born. People can also choose to take reduced Social Security benefits before they reach full retirement age, starting at age 62.

Factors such as job loss and health concerns have led many Americans to file for Social Security payments earlier than they planned. But if you have the option to delay that filing, how do you determine whether it's the right move?

Depending on your individual situation, taking Social Security early may enable you to delay withdrawing from retirement accounts, allowing your investment return to compound on a higher dollar amount. From a mathematical point of view, taking the money early could make sense. Don't forget that the money you already have in retirement accounts has the potential to keep growing tax deferred if you're living on Social Security benefits.

On the other hand, with increased life expectancies, outliving one's assets is a distinct possibility for some retirees. Some people believe delaying Social Security benefits helps to offset that risk.

One of the advantages of waiting is that every year you delay past your full retirement age, your benefit rises 6 to 8 percent, maxing out at age 70. This can be very tax efficient for a lot of people, and it also helps protect against post-retirement risks due to Social Security's

annual inflation adjustment. While delaying won't work for everyone, if you're healthy and have longevity in your family history, it may be one solution worth looking at.

In addition, if you have a spouse, it's important to consider their income needs. These could be a big factor if they are much younger and likely to collect survivor's benefits for many years. Especially if your spouse was not in the paid labor force, your Social Security benefits could represent the lion's share of their retirement income.

Another consideration is how long you want to keep working. Employers often provide health care coverage and other benefits that can otherwise cost significantly more.

Regardless of the age you choose to retire, it is a good idea to contact Social Security in advance to see which month is best to claim benefits. In some cases, your choice of a retirement month could mean higher benefit payments for you and your family.

In deciding when to take Social Security benefits, it's important to remember the rule of thumb that you will likely need about 80 percent of your pre-retirement income to have a comfortable retirement. Since Social Security replaces only about 40 percent of pre-retirement income for the average worker, it is important to have other income sources, such as savings and investments.



It is important to have other income sources.

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. RBC Wealth Management, a division of RBC Capital Markets, LLC, registered investment adviser and Member NYSE/FINRA/SIPC.

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One of the major benefits that should help your business recruit and retain workers is the NTPDA Scholarship. What a great perk for your workers to be able to get \$3,000 to \$5,000 in scholarship money! We get it, it's tough to find workers and we hear that all the time but here you have another tool in your toolbox. What you might do is to use the scholarship program as a way to boost your hiring and retention efforts. Make it part of the overall package you are offering to your employees. The best thing about the scholarship program is that it truly does benefit your business as well as the folks who work with you. We're here to help and if the scholarship program makes sense to you...use it. In this edition of The Bulletin, you'll find stories about the 2026 NTPDA Scholarship Winners. Enjoy and thank you to our Scholarship Committee for your efforts.

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MEMBER NEWS

Get To Know Will

As you may know we're headed to Oregon, a place we've never been, for the Summer Meeting of the National Tractor Parts Dealers Association. Here you'll meet an Associate Member of NTPDA, Will Garrett, who is the owner of Radiator Supply House based in Sweet Home, Oregon. So, what does Will and his staff do? Radiator Supply House is a complete manufacturing facility for metal replacement radiators, steel tanks, all aluminum radiators, oil



coolers, and charge air coolers. With an inventory of radiators, oil coolers, charge air coolers, A/C condensers for semi-trucks, agriculture, refuse, construction, RV and performance. Wow! Here's Will...



Welcome Eldridge Supply Company

We also get to welcome our new Regular Member, Eldridge Supply Company based in Arkansas. Hannah Garner is our contact person there and she tells us that being a Member of NTPDA is based on the idea they can network with other members as well as take advantage of the many benefits we offer. Eldridge sells new and used parts to the agricultural and construction industries. Welcome!

Welcome C&C Tractor Salvage

Recently Jarrod and Amy Coots joined NTPDA as a Regular Member. The Coots Family calls Beaver Dam, Kentucky home and they joined because they want to expand their business knowledge and meet others in the salvage industry. They currently offer salvage from John Deere, Ford and International Harvester. We are currently working with them to create an online presence. Welcome!

Get To Know Dustin

Here you'll meet Dustin Raschein from Farmland Tractor and Supply based in Tangent, Oregon and a place we'll be visiting in July during the National Tractor Parts Dealer Association Summer Meeting. In this conversation we talk about the beginnings of his business, his work with the NTPDA and what the company does in offering both new and remanufactured (reman) tractor parts, with over 30 acres of inventory on-site and a huge database of parts to find what folks need. They have parts for tractors, combines and industrial machines including Allis Chalmers, Case, David Brown, Ford New Holland, International Harvester, John Deere, Kubota, Massey Ferguson and Oliver. Here's Dustin...



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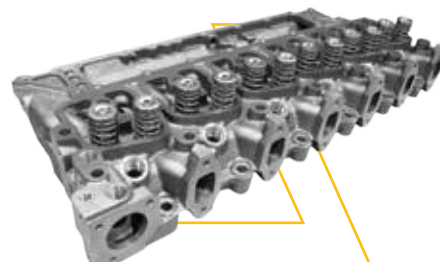
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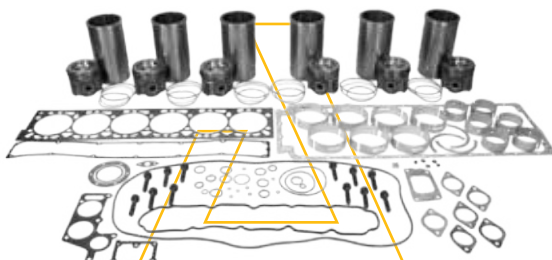
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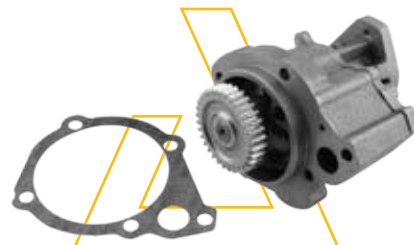
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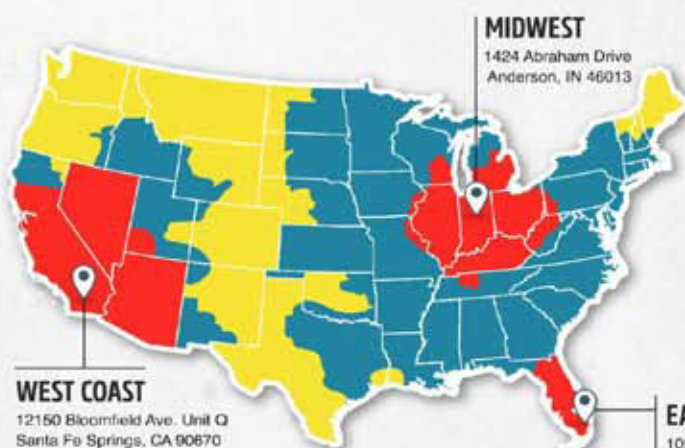
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Ingredients

- 1 Loaf of Italian Bread
- 1 Stick of Butter
- 1 tsp Garlic Salt
- 1 lb of Ground Beef
- ¼ Cup Chopped Yellow Onion
- ½ tsp Garlic Powder
- 1 tsp Yellow Mustard
- ¾ cup of Ketchup
- ½ tsp Kosher Salt
- ¼ tsp Black Pepper
- ½ Cup Water
- 1 cup shredded Mozzarella Cheese
- 1 cup shredded Sharp Cheddar

Preheat oven to 350°F*. Line a baking sheet with parchment paper.



Slice the loaf of bread lengthwise into two halves. Place both halves of the bread onto the lined baking sheet, cut side up. In a small bowl, combine the butter and garlic salt. Spread the butter mixture over the cut sides of the bread. Set aside while you make the sloppy joe filling.

Sloppy Joe Filling

In a medium nonstick skillet over medium heat, cook the ground beef and onions until the beef is no longer pink (8-10 minutes). Drain grease. Stir in the garlic powder, mustard, ketchup, salt, pepper, and water, mixing until combined.

Assembly

Divide the sloppy joe mixture between both sides of the loaves and top with the mozzarella and cheddar cheese. Bake for 12-14 minutes or until golden brown.

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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

The Summer NTPDA Mixer takes place in Eugene, Oregon a place we've never been to.



Some of the sights we expect to see.





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REACHING EQUIPMENT OWNERS: *Why Niche Print Advertising Still Works*

by Gale McKinney

In an era dominated by digital marketing, it is easy to assume print advertising has lost its relevance. Yet niche publications continue to thrive because they deliver something every marketer values: access to highly targeted audiences.

For equipment parts suppliers, recyclers, dismantlers, aftermarket manufacturers, and service providers, the goal is not simply to reach more people—it is to reach the right people. Niche publications connect advertisers directly with equipment owners, mechanics, fleet managers, agricultural producers, contractors, and purchasing decision-makers who actively buy parts and services.

Unlike many digital platforms where advertisements compete with constant distractions, print publications provide a focused environment. Readers often spend dedicated time with industry magazines, returning to them multiple times over weeks or even months. This extended shelf life creates repeated exposure and helps build familiarity with brands, products, and services.

Trust is another significant advantage. Readers rely on niche publications for industry news, equipment information, maintenance advice, and business insights. As a result, advertisers benefit from the credibility these publications have established with their audiences. A message delivered through a trusted publication often carries greater influence than an advertisement encountered in a crowded digital environment.

Importantly, print and digital marketing are not competitors. The most effective marketing strategies utilize both. Print helps establish credibility and awareness, while digital channels provide opportunities for engagement, research, and purchasing. Together, they create a more complete customer journey.

Perhaps the strongest argument for niche print advertising is that the publications still operating today have earned their place. Many publications disappeared as media habits changed, but those that remain continue

to deliver value for both readers and advertisers.

NTPDA members understand the power of specialization. Just as successful equipment parts businesses focus on serving specific customer needs, niche publications succeed by serving clearly defined audiences. In a marketing environment increasingly driven by data and algorithms, niche print publications continue to provide something that remains invaluable: credibility, trust, and direct access to qualified buyers.



About the Author

Gale W. McKinney II, CPA, RHPF, serves as Chief Executive Officer of Twin Rivers Media, LLC. Throughout his career in publishing, marketing, and business leadership, he has worked with advertisers across the agricultural, construction, equipment, and rural lifestyle sectors. As a publisher, McKinney has witnessed firsthand the enduring value of niche media and believes specialized publications continue to play a vital role in connecting businesses with highly targeted audiences.

In addition to his media leadership responsibilities, McKinney remains actively involved in production agriculture, providing him with a practical understanding of the challenges, opportunities, and purchasing decisions facing today's equipment owners, farmers, and ranchers. Under his leadership, Twin Rivers Media produces industry-focused print, digital, podcast, and multimedia content that serves audiences throughout North America and beyond.

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SCHOLARSHIP RECIPIENTS

The Scholarship Committee is proud to announce the 2026 scholarship recipients. This year there were 2 trade/technical scholarships and 19 collegiate scholarships awarded. The top two applicants were awarded \$5,000 each and the remaining scholarships were \$3,000 each with the sponsoring company contributing \$500 towards

the scholarship award per recipient. A special thanks to our Scholarship Committee: Eric Shaul, Marian Levan, Scott Schelling, Erika Sudbrink, and Jake Walmer. The feedback we've received tells us that this member benefit is greatly appreciated and one that we hope continues for many years to come.



TRAVIS C. BARNHART

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ALAN MRVA

Purdue University

Degree: Agricultural Engineering

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Wichita State University

Degree: Nursing

Sponsoring Member:

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Parents: Jared & Rebecca Allen



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Augustana University

Degree: Biology

Sponsoring Member:

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Parents: Loren & Phyllis

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GRASYN ESSICK

University of North Carolina
at Charlotte

Degree: Communications and

Journalism & Media.

Sponsoring Member:

Granit Parts USA

Parents: Dustin & Marsha

Essick



ANNA SHAW

University of Minnesota
Duluth – Labovitz School of

Business and Economics

Degree: Business

Administration

Sponsoring Member:

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Parents: Tim Shaw and Paige

Shaw



DEION FREEMAN

Vernon College

Degree: IT

Sponsoring Member:

Parts ASAP – Hoyer

Tractor Parts TX

Parents: Bryan Freeman and

Tracey Schulz

2026

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North Iowa Area Community
College

Degree: Agricultural Business

Sponsoring Member:

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Parents: Karla Knudtson



AUBREY ROSSER

Baker College

Degree: Radiologic Technology

Sponsoring Member:

Steiner Tractor Parts, Inc.

Parents: John & Emily Rosser



PATTON RUSSELL

Freed-Hardeman University

Degree: Finance

Sponsoring Member:

Russells Tractor Parts

Parents: Trey & Erica Russell



ROSS SAEGER

Northwestern College –
Orange City, IA

Degree: Pre-Veterinary/Biology

Sponsoring Member:

A&I Products

Parents: Scott & Christy Saeger



TRISTA VAN'T HUL

Aveda Institute Des Moines

Degree: Cosmetology

Sponsoring Member:

Abilene Machine, LLC

Parents: Jeremy & Tonia Van't
Hul



COLE EVANS

Indiana University

Bloomington

Degree: Computer Science

Sponsoring Member:

Loader Parts Source

Parents: Kevin Evans and
Denise Beidinger



RYLEIGH WOODFORD

University of Wisconsin --

Stout

Degree: Biology

Sponsoring Member:

Parts ASAP – Downing, WI

Parents: Fred & Brandi
Dinsmore

Thank you very much for your letter and for the congratulations. I am delighted and very grateful to have been selected for the 2026 NTPDA Scholarship.

Toby Jones

I am very grateful and honored to have been selected for the NTPDA Scholarship. This \$3,000 award will make a meaningful difference as I prepare for the Fall 2026 semester, where I will be enrolled in 18 credits. Your support truly helps ease the financial burden and allows me to stay focused on my education. Again, thank you SO MUCH!

Sabrina Macmahon

2026

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University of Iowa
Degree: Political Science
Sponsoring Member:
Rock Valley Tractor Parts
Parents: Dustin & Tonya Giese



PHOENIX HUGHES

Kirkwood Community College
Degree: Business Management
Sponsoring Member:
Parts ASAP – Hudson, WI
Parents: Robert Hughes and
Meredith Stiles



TOBY JONES

University of Rio Grande
Degree: Sports & Exercise Studies
Sponsoring Member:
Nick Young Tractor Parts
Parents: James & Catherine
Osborne



TENLEY KESLER

Winona State University
Degree: Nursing
Sponsoring Member:
Parts ASAP – Lake Mills, IA
Parents: Ryan & Shannon
Kesler



SABRINA MACMAHON

University of North Carolina
Wilmington
Degree: Marine Biology
Sponsoring Member:
A&I Products
Parents: Alessandra & Daniel
Macmahon



KATHERINE MATTESON

South Dakota State University
Degree: Elementary Education
Sponsoring Member:
Worthington Tractor Parts,
Inc.
Parents: Steven & Rachel
Matteson



MYLEE RIBBLE

Southern Illinois University
Edwardsville
Degree: Elementary Education
Sponsoring Member:
Area Diesel Service, Inc.
Parents: Dusty & Kara Ribble

Thank you so much for the scholarship. It means a lot to me, and I am very grateful for the opportunities that organizations like yours provide for students like me.

Alan Mrva

Thank you so much for choosing me as a 2026 NTPDA Scholarship recipient! I am very excited and honored that I was chosen. This scholarship money will be put to great use when I go to Wichita State University this August.

Brady Allen

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Greetings from . . . **Greasy Girl**



Dear Friends,

I want to ask you a question and I want you to really think about it. Are you kind? I have a grandson that has Down syndrome and he is 17. Today was his last day of school as a junior. Next year he will be a senior. He is a very special young man. I don't know if you have ever had the privilege to be around a Down syndrome person, but they know how to be kind. It is as if God made them so that they don't see bad in anyone. Today he made my heart so happy. I picked him up after school and he was going over to my Mom and Dad's for the afternoon. (They are 90 and 92)



By Terri Stevens

He loves to be with them, and he wanted to go to Sonic, so we went to Sonic and we ordered, and I looked at him, and he was holding a \$20 bill and said, "I want to buy today." I thought, WOW! Most 17-year-olds are looking for a way for people to do for them but not Wyatt. We didn't know when he was born that he had Down syndrome. My daughter and son in law have always had big plans for Wyatt. Three years ago, Whitney felt as if God was telling her to start a coffee trailer and name it Brew 21 for the extra chromosome. So that began. It has been great fun and she then thought, as Wyatt aged, that it would be so cool to have a brick-and-mortar store. The Down Syndrome Association started a store on our historical commercial street in Springfield, and they asked Whitney if she would move the coffee business inside the store. Of course, she said, "Yes." So now they have the trailer and the store. As I told you in the beginning, God has big plans for Wyatt. We were talking about this being his last day of school and he

told me, "I love school." I said, "I know, Wyatt, but God has big plans for your life." He said, "MOMO, I know that. He has had big plans for me since I was a little baby."

Jeremiah 29:11 says, "For I know the plans I have for you," declares the Lord; "plans to prosper you and not to harm you, plans to give you hope and a future." When Wyatt was born and they told us he might have Down syndrome I prayed that he wouldn't and then I suddenly realized that God knew what was best. Wyatt is the biggest blessing in my life and he has taught me so much.

The main thing is TO BE KIND! He always says just be kind. I think our world could use more like Wyatt to show us that being Kind is the only way to go. So, as you have thought about it, are you kind? Think about how God uses the most wonderful ways to show us that kindness is what God wants us all to be. The Bible says Love is Patient and Kind! As we go into summer and our busy season Remember to be KIND!

Happy Summer!

Blessings,
Greasy

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