



# ***BULLETIN***

## **NATIONAL TRACTOR PARTS DEALER ASSOCIATION**

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

SPRING 2022

VOL. 32, NO. 1

## **THE PAST, PRESENT & FUTURE OF NTPDA**

**Smart Investing with  
Craig Shaver**

**A Sales & Marketing Tip**

**Member  
News and  
Interviews**



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## **NTPD** — ASSOCIATION — **BULLETIN** MICHAEL LIBBIE, Editor

Articles, letters, advertisements and  
comments are encouraged. Send to:

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## From the President's Pen . . .

**CHANGE** is happening everywhere. Fuel, food, vehicles, equipment, housing and farming input cost are just a few.

OUR Association is no exception. In Kansas City at the 2022 Conference and Trade Show we said goodbye to Phyllis (or as she said, "This isn't goodbye; it's only see you later"). She has been a nucleus for our Association and we will miss having her involved. Kim Carroll will step into this role and I'm confident she will exceed expectations.

Kim has been involved in our Association since 2001 so she is very aware of operations and how to keep us going.

And ME? I'm your new President. Youngest one so



Trey Russell

far. I'll do my best not to screw things up. I'd like to thank Scott Schelling of Rock Valley Tractor Parts for his time and effort as our President for the last 4+ years. He's spent countless hours trying to keep the Association moving forward.

In all seriousness, change is often good. It forces us to look closer at our business to make sure we are being as efficient as possible. What are some ways you stay efficient? I'd seriously like to hear from you. Contact me at: [russell@scottsboro.org](mailto:russell@scottsboro.org)

Side note. The annual Summer Board Meeting will be held here in Scottsboro, AL July 14-16. EVERYONE is welcome. Be watching for details.

Until next time...Keep Grinding!

Trey Russell



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# Staff Notes

Welcome to a new season! As many of you know, I'm not new to NTPDA but have stepped into a new role as Phyllis has moved into retirement. I am extremely happy for her but know I have big shoes to fill. The exciting part is I get the opportunity to continue working with great people in this Association. As I think back on the last year that lead up to Phyllis' retirement, I reflect on timing. It is hard to believe this May will be 21 years since I started my journey here.



Kim Carroll

Prior to NTPDA, I was working as Assistant to the President at a university 30 miles from home. I loved the position and the prestige that came with it, but the struggle of trying to find that work/life balance with two young kids was REAL. I wanted to be great at both. In April following one of our quarterly board meetings, I took a few days off. During that down time I searched the newspaper for something closer to home with less demand on my time. I saw a part-time position posted for NTPDA, applied on a Monday, and by that Friday Phyllis had offered me the position and the rest is history. The timing was just right and everything had been laid out perfectly for me to transition into a new role. I knew it was meant to be. History has somewhat repeated itself, and I feel that way again with this new transition.

NTPDA has allowed me to meet people who I would have never met. I've been to destinations that I would have never visited. I've made some great connections over the years with a group who feel like family. As we enter this new season together, consider the opportunities you are given to make new connections and memories with people who have common interests. One of the wonderful benefits of being a member of NTPDA are the relationships built with one another. July is a great time to mix business with pleasure. Plans are being made for our Summer Mixer to be held, July 14 – 16, in Scottsboro, AL. We will meet the evening of July 13th for dinner and drinks. Friday will be a day of adventure with fishing or treasure hunting. Go fishing on Lake Guntersville with guides. It is known as one of the best bass fishing lakes in the country. For those who do not fish, let's go treasure hunting at Unclaimed Baggage which is known as the nation's only retailer of lost luggage. We will meet up for dinner as a group that evening and then conclude the weekend with a site visit at Russells Tractor Parts with

*Continued on page 27*

These have been some exciting times for our members! Each week I get to reach out to many of our members and have some serious conversations about business. I can report to you that 98% of the members I've visited with over the past two years are reporting record breaking sales. Many have said that 2020 and 2021 were two of their best years ever.



Michael Libbie

Of those members who are struggling a bit my goal is to help them find new markets or improve their current marketing and advertising methods. Last summer, for example, I spoke to a member several times and together we worked on ways to boost his sales and find additional help. I'm pleased to report that rather than cancelling his membership he renewed and business has improved.

Why am I sharing this with you? I hope to help you understand that my job revolves around both recruitment and retention. My goal is to help every member to see their annual dues as an investment in their business and not simply an expense.

In addition to my work in business development, I also get to create marketing messages and social media posts for the Association and, from time to time, feature some of our members on my national newscast, Insight on Business the News Hour. You'll find a couple of those examples in this edition. Also, if you've got news about your company and your people, make sure you clue us in. Shoot me your press release and let us help you broadcast that message in our social media postings and in this magazine.

You'll also see some changes to the *Bulletin*. I'm hoping my years as a magazine publisher can have an impact here as well. Please note that we've got some hard deadlines for the year. I'm doing this so we can get the information out to our members on a timely basis. The next issue of the *Bulletin* has an ad and copy deadline of 18 May 2022. If you need help in creating content please reach out to me.

Finally, none of what I do would be possible without the very capable help of Kim. She is such a pleasure to work with. We speak several times a week about our various efforts and communicate daily via email. We are so very fortunate to have her on a full-time basis.

Thank you all for your commitment to our Association. We're here to help in any way we can so please feel free to reach out.

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# Leadership Lessons

*with Scott & Trey*

Over 40 years ago a group of agriculture equipment recyclers got together and formed the National Tractor Parts Dealer Association (NTPDA). The group was small and mostly confined to the United States. Today the Association has members not only in the U.S. but also Canada, Italy, Spain, Germany, the United Kingdom and Malaysia.

Here we sit down with Scott Schelling the Immediate Past President and owner of Rock Valley Tractor Parts of Iowa and Trey Russell the incoming President and



second generation to Russells Tractor Parts of Alabama during our time at our Annual Conference and Trade Show. We talk about what they've gotten out of the Association and what may be coming in the future. Plus, a "Shout Out" about the Summer Mixer coming in July.

Take your cell phone and scan the QR Code to listen to what they have to say and what the future holds for NTPDA, or visit our blog on the website.



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Then all you have to do is include it in your newspaper or magazine ad. When the ad comes out simply cut that page from the newspaper/magazine, making sure you have the print date and name of the publication, and save it. Collect all the ads that your company has run (maximum of 12 runs)

and send us the "tear sheets" and we'll send you \$25 for each ad you've ran. Once again, the maximum number of ads we will support is twelve and if you do that math that comes to \$300 back to your business.



Remember, up to 12 ads each year and please send them to our Gainesville office. If you've got questions feel free to give us a call at 877-668-0900.

The NTPDA Advertising Benefit is just another way your Association makes sure we're working for you and your business. And, yes, this benefit is available for Regular and Associate Members.



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# Member News



## FARMERS BUSINESS NETWORK

Back in January we were in Kansas City for the Annual Conference and Trade Show of the National Tractor Parts Dealer Association. One of the attendees was the Farmers Business Network (FBN) a brand new NTPDA Member. Anxious to learn what this California based company was about we invited Charles Barron, one of the founders, to give us the story. And what a story this is. Click though to learn how FBN is reimagining the world of agriculture from buying and selling to insurance to loans and soon equipment and parts. I promise you that you'll learn some things about the world of farmers and ranchers you did not know. This is all about maximizing profits in a new way. To listen to this conversation, use your smart phone camera and hover over the QR Code. Or head to our website, [NTPDA.com](http://NTPDA.com) and click on the Blog.



## WORTHINGTON AG PARTS

From very humble beginnings nearly sixty years ago, Worthington Tractor Parts Inc. has evolved into a company that sees its subsidiaries doing business not only in the Western Hemisphere but also in Australia, Ukraine, Kazakhstan, Italy and more. My guest is Mike Winter the President of this vast company. Here we talk about the early days, the business growth, what they offer to their customers and some interesting details about a corn-head many farmers laughed at back in the 1980's, but no longer. Oh, one other thing, Mike gave us an exclusive about a new development that deals with Capello Corn Heads and the U.S. To listen you can use your smart phone camera and hover over the QR Code or head to our website and click on the Blog.



## KEBA

It's an international family story. Here you will meet Can (John) Badur whose family started the Turkish company KEBA. Over the years the company has grown to massive proportions and while John is in the Chicago area veteran sales professional Hein Soesan, from the Netherlands, takes care of European accounts. It's really a neat story and we had fun during the interview. Meet Can and Hein and learn how the company came to be known as KEBA where they say, "Quality Will Win". To

listen you can use your smart phone camera and hover over the QR Code or head to our website and click on the Blog.



## FASTLINE MARKETING GROUP

There is a major discussion going on among many that print is dead. While it's true that a number of newspapers have ceased to publish it's also true that if your print publication has a niche audience you can win. Here we visit with Todd Hickman from the Fastline Marketing Group based in Buckner, Kentucky. For decades the company has produced magazines that feature agricultural equipment. What's changed and why? And, stick around for a broadcast connection to Todd's father the great Don Hickman who, for thirty years, was a broadcaster for an NBC affiliate in Springfield, Illinois. Join us in this conversation coming to you from Kansas City during NTPDA 22. And, it was great to have them back for our Annual Conference and Trade Show! To listen you can use your smart phone camera and hover over the QR Code or head to our website and click on the Blog.











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## MARKETING TIP

# Asking For the Order

By Michael Libbie

I remember attending a sales meeting at one of my first broadcast jobs. It was a little odd because the “on air” people usually didn’t mix with the “sales people” but I was curious as to what they did to keep us all...paid. I’ll never forget the wise words from the sales manager that ended the meeting, “Never, ever leave the sales meeting without asking for the order.”

So simple yet so profound. Both the sales person and the client know what the meeting is about. I mean, I’ve had sales people take me to lunch, have a nice chat but they never actually asked for the order.

But this tip isn’t so much about sales as it is about marketing. Ready?

I’m not sure how much time you spend checking out the various reviews a business gets, say on Google. My Bride always checks the reviews before she buys anything. And that’s where this story goes:

Not long ago I did some business with a printing company for NTPDA. We had created eight large posters for the NTPDA Annual Trade Show and Conference and

sent them to our commercial printer. We’ve used this printer for years and we know they do a great job. They did not disappoint, they turned the project quickly, we were satisfied and our client (NTPDA) was blown away.

Then something interesting happened.

Weeks later I got an email from the owner of the printing company asking me my thoughts about their work and if I would recommend them. I answered that I was impressed with not only the quality but also the pricing and the turn around. He then asked me if I would rate them on Google. And, of course I did.

He asked for the order.

There is plenty of competition out there for whatever you are selling so, how can you stand out? Ask for the recommendation and make it public. There are folks out there, like my Bride, who will dwell on those reviews and how many “stars” a product or service has. And it often makes the buying decision easier and more informed. And, the best news is your cost is practically zero.

## Press Release

February 22, 2022

### Memo Corporation receives ISO 9001:2015 certification SOUTHLAKE, Texas



**MemoParts**  
Diesel Engines & Components

Memo Corporation is proud to announce its recent ISO 9001:2015 certification, awarded by PRI Registrar, for the distribution of heavy-duty diesel engine parts. ISO 9001 is an international standard that uses a quality management system to help organizations consistently deliver the best quality products and services.

“We’re very proud of achieving certification for quality management. The system’s success relies on the active role and contribution of all employees. Quality has always been a priority for Memo, but now we have a way to clearly define and refine our processes, which will ultimately improve customer satisfaction,” Senior Vice President, Ahmed Elborai, said.

Memo anticipates an overall improvement in quality and service that customers, employees and suppliers will appreciate. Additionally, certification opens the door to a larger selection of potential business opportunities, since many companies now require suppliers be certified. “The quality management system helps pinpoint areas of improvement and gives us the opportunity to quickly address procedural deficiencies that keep us from getting quality product out the door. We also look forward to

expanding business partnerships since we now have the ability to offer products to companies requiring certification,” Vice President of Sales, Geoff Gibson, said.

Memo’s intention for the quality management system is to consistently deliver the best quality parts and service by prioritizing continual improvement and meeting all applicable standard requirements of conformity.

---

*Memo Corporation is located in Southlake, Texas, just miles from the Dallas-Fort Worth International Airport. Memo is a distributor of diesel engine parts. With extensive knowledge of the European diesel engine sector, Memo specializes in replacement parts for Deutz®, Volvo®, Mercedes-Benz® (Detroit Diesel®), MAN® (International®), Kubota®, Iveco® and Doosan®.*

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# Don't let volatile markets shake up your investment strategy

Provided by RBC Wealth Management and Craig Shaver

When it comes to investing, pullbacks and corrections (declines in stock prices of at least 10 percent from their recent highs) are routine, although they don't usually feel that way as they happen.

As an investor who is depending on your investment portfolio to help meet some key goals, such as a comfortable retirement, it's important to understand the factors that are causing the turmoil. However, simply knowing what is going on doesn't make the portfolio declines any more palatable. Still, now may not be the best time to make any drastic changes to your portfolio.

But staying calm doesn't mean being inactive. Keep in mind that a market correction, by definition, means that prices have dropped for most stocks, including the ones that represent strong companies with favorable prospects. And a correction is often accelerated by investors selling shares to supposedly cut their losses. But when prices are down, it could actually be a good moment to buy.

You also may want to take this opportunity to consider whether you need to further diversify your holdings. In a downturn, just about everybody takes a hit, but if you were affected particularly strongly, you might be over-concentrated in just a few types of stocks. You can help reduce the impact of volatility on your portfolio by owning a mix of domestic and international stocks, bonds, government securities, certificates of deposit (CDs) and possibly even "alternative" investment vehicles, including real estate and commodities, such as precious metals.

Ultimately, you don't have to scuttle your long-term investment strategy merely on the basis of a few bad weeks or months in the market. If you've created a strategy that reflects your risk tolerance, time horizon and financial goals, and if you make needed adjustments over time, you'll give yourself the ability to look past today's headlines.

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## N♥T G♥♥dbye . . . just 'till next time!!

I couldn't let this Bulletin go to press without letting you all know how much I appreciate your love and support over the past . . . let's just say *many* years! It's been a true adventure in so many ways and the friends I've made over those years are amazing and cherished.

I just wanted to thank you all for my official send-off at our conference and trade show in January. My totally unexpected trip to NYC (I'm planning it now) - and not to forget the cake! And then we topped it off with dinner on Saturday night and our auction to raise money for St. Jude. A special thanks to all of you who donated both with items for the auction and buying those items. My grandsons thank Trey (and anyone involved in that buy... that was a blast!!!). As you can see from the pic Cayden and Rylan are true fans of the KC Chiefs and love the gift!

So far retirement is great; just hanging out with my grandchildren and puttering (yes, that's a retirement word) around in my studio and I'm having a great time.

I would love to hear from anyone who wants to stay in touch. You can email me at [fifidubois@gmail.com](mailto:fifidubois@gmail.com).

As many of you know, I also have a live music venue in San Angelo, Texas so if you're ever in the area please come see me!

Spring is right around the corner and I know you're all ready for warmer weather. I know I am! Longer daylight hours means more time to work in my yard, sit on my patio with a cocktail, swim and . . . putter!

Much love,  
phyllis



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# This and That

## No Refunds from Zelle

Don't hold out hope of getting your money back if you're scammed on Zelle. The country's biggest payments app has become a favorite with fraudsters because, once a victim has been tricked into transferring money via Zelle, crooks can syphon thousands of dollars away in seconds, reports The New York Times. Some 18 million Americans lost money through digital wallet and payment app scams last year, and few were made whole. The major U.S. banks that own and operate Zelle say swindled customers have to swallow the losses if they physically hit the transfer button.

## Batman Comes Back with a Vengeance

"The Batman" delivered a jolt of hope to multiplexes by exceeding expectations and earning an estimated \$128.5 million in its debut weekend. Insiders expected the Robert Pattinson-Zoë Kravitz blockbuster to earn about \$100 million. Warner Bros. released the film exclusively in cinemas, and the solid returns boost confidence in theatrical-only releases after a year of simultaneous big screen-and-HBO Max debuts. CNN notes the performance of "The Batman" is even more impressive considering the film's dark storyline and its three-hour runtime.

## Hallelujah Song Sold

Leonard Cohen's estate has sold his songs to British firm Hipgnosis Song Management for an undisclosed sum. The deal includes the rights to all 278 songs and derivatives written by the Montreal-born artist, who died in 2016 and is best-known for global hits including "Hallelujah," "So Long, Marianne," "Bird on the Wire," and "Famous Blue Raincoat." The move comes amid a flurry of recent sales by other iconic artists, including Sting, Bruce Springsteen and Bob Dylan.

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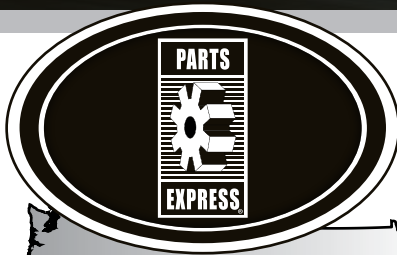
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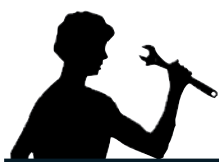


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# Greetings from Greasy Girl

By Terri Stevens

In January we had the opportunity to do a site visit at Cooks Tractor Parts. It was a great day and we had a good turnout. We toured the combine yard, the tractor yard, and the barns of tractor parts. It was so interesting and informative and I learned a lot. All of us have been in this type of business for a long time and we all do it the same but also very differently. There is so much to learn from one another.



It is so much like life. We all have had life experiences, and we may think we are the only one that has lived through that and then you find out that others have as well. Did you ever dream that we would live thru a pandemic or in a country that is having to fight for our freedoms?

I sort of think it is like our country being in business and being a member of this Association we need to share our experiences and work together. We are not divided we are united. I got the privilege to say the pledge of allegiance

recently and it brought tears to my eyes because it talks about so many things that no longer mean anything to so many people in this nation. We, as an association and as business owners and as citizens of this great nation, have got to take a stand against the wrongs we are seeing in the news every day. If you are like me you think, "Well, where would I start?" I have seen many things about how one person made an incredible difference for right. You can be that one person! Instead of finding things to be divided about, find ways to be united. Be kind all the time! Show Love Always! Practice Patience! Run your business where your employees want to come to work, and your customers want to do business with you. Tell the truth even when it hurts. Life isn't about how much you have; it's what you do with what you have. I have been so blessed in my life and one of my blessings is to be in this Association and have the relationships that have developed throughout the years.

Let's not take for granted all the things that we have been given. It's time that we turn this ship around and get it going in the right direction and all that takes is a shift in our thinking and our behavior.

God's Blessings,



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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*



# STRANGE NEWS

## Oil & Stuff to Buy

In early March the price of a barrel of West Texas Intermediate Crude hit \$112. That got us to thinking, “What might you be able to buy with an extra \$112?” Here is a quick list from our friends at Benzinga:

- Five table dances at a strip club, or two private dances;
- A full year of Netflix;
- Five flocks of ducks from Heifer International;
- A 10-square-foot of land in Scotland;
- One pound of Wagyu beef;
- Surprisingly, a single EMPTY oil barrel from Amazon.com;
- Three one-day passes to Six Flags;
- 37 packs of premium pepperoni pizza Hot Pockets;
- Eight Donald Trump Chia Pets;
- Three pairs of Crocs Classics.

## Cheap Dates

The rate of inflation is hitting everything even a “cheap date.”

Let’s say you meet someone from Switzerland and then visit them with the intention of paying for dinner and drinks. If so, you better start saving. A “cheap date” in Zurich costs around \$200. That’s according to Deutsche Bank’s 8th annual survey of global prices and living standards.

In the analysis, a cheap date is defined as cab rides, dinner/lunch for two at a pub or diner, soft drinks, two movie tickets and a couple of beers.

Some may disagree with Deutsche Bank’s definition that such a date is actually “cheap.” Nevertheless, Oslo, which is well known for its high prices, comes in second with costs adding up to \$164. Copenhagen comes third with a date costing around \$158 on average.

In New York City that date will cost you \$143 in San Francisco it’s \$138 bucks...

Things are cheaper in Cairo and Bangalore where a romantic evening would only cost around \$42.



## Remember When?

From the 2010  
Conference and Trade  
Show - Nashville. Can  
you name names?

See Page 27 for answers



## MARKETING WITH FACEBOOK

# ALL YOUR EGGS IN ONE BASKET?

AN NTPDA

## SALES & MARKETING TIP

by Michael Libbie



Hello Members!

Those of you who know me know that I've spent decades in the world of marketing and advertising. I mention that so you're aware that I'm not pulling stuff out of a hat. This is real-world strategic information for you.

I'm aware of several members of our Association who spend a great deal of time marketing their business on Facebook. Why not, right? It's easy and, mostly, free. But, there is a "but."

Several years ago I was having coffee with another marketing professional who was in the second year of building his business. He was telling me that, for his money, there was only one way to market his product and that was ... Facebook. He was all in on the platform.

I've thought of that often over the years when a company tells me about their Facebook marketing. But what about control?

Business Insider is reporting that Joe Spieser launched LittleThings.com in 2014 as a women-focused digital media site devoted to uplifting content, like animal videos, recipes, and other feel-good stories. And he was marketing using ... Facebook.

Things were booming with 20 million social media followers mostly built from Facebook's massive userbase. In fact, Speiser said Facebook used Little Things as an example of how to build a successful media company at one of its annual conferences.

But traffic to the company's pages was throttled when Facebook changed its algorithm to promote posts that it thought people would engage with the most, like posts from

friends and family, in a move it hoped would keep users on the platform longer. However, it also began to promote violent, false, and divisive content.

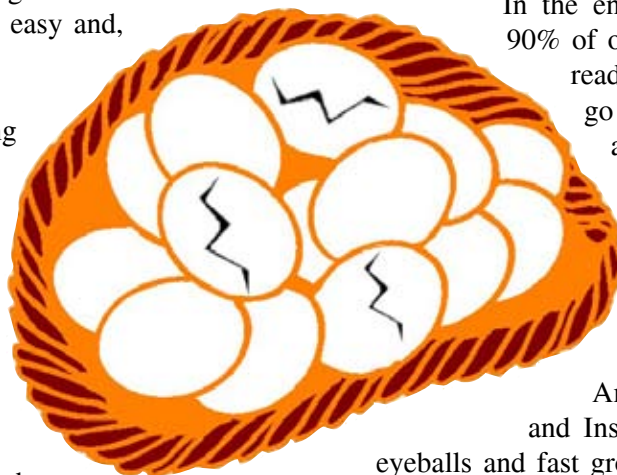
Speiser said that CEO Mark Zuckerberg "Didn't like the fluffy content we were producing and he wanted to be taken more seriously."

In the end, his then-flourishing site lost 90% of organic traffic on Facebook. The readership loss forced Speiser to let go of more than 100 staff members, and the former CEO said he lost \$100 million.

The now angel investor is warning other startup founders that although building businesses on apps like Amazon, TikTok, Google, Spotify, and Instagram can get you millions of eyeballs and fast growth, "Can you ever truly sleep well at night knowing at any time it can all be taken away with just a simple algorithm change?"

And, one other thing: While Facebook is a useful tool remember that your "universe" can be very small. I've seen Facebook Pages that have maybe, 300, followers. When you are marketing your goods or services to such a small audience what is your real return on time and talent?

I believe it's something to think about and remember we at NTPDA are here to help you with your marketing efforts. We're here to listen and bounce ideas around. Our goal is your business success. That's why we're here. Thanks for reading and reach out anytime.





*Staff Notes, continued*

time on the lake and a shrimp boil afterwards. Make plans now to join us and continue to build those relationships or start new ones.

If you are interested in joining us on Friday for fishing, drop me a line at [ntpda@ntpda.com](mailto:ntpda@ntpda.com) so enough reservations are secured now. More information will be available soon.

One great leader I worked under, who didn't like to read too much, taught me to abbreviate what he needed to know. So here is the abbreviated version of the above for others like him:

- ❖ It is a new season, in a new role, and I'm excited to continue with NTPDA after 20 years.
- ❖ Perfect timing cannot be denied.
- ❖ Building relationships is what it's all about.
- ❖ Join us at the Summer Mixer, July 14-16, in Scottsboro, Alabama, to mix business with pleasure.

Until next time,

*Kim*

From the 2010 Conference and Trade Show - Nashville. Can you name names?

*Left to right, Glen Leaders, Deb Hansen, Matt Hansen, Wally Dusenbury, Jackie Leaders*

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