



BULLETIN

NATIONAL TRACTOR PARTS DEALER ASSOCIATION

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SPRING 2021

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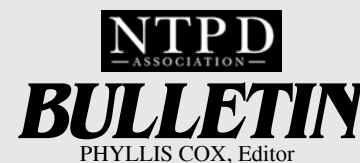
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From the President's Pen ...

Springtime in Iowa!! I love this time of year!!

Here I am starting my last year as President of NTPDA. When I think back to all of the things that we have dealt with while I have been on the board of directors the last ten (wow 10?!) years, none have been quite as “unique” as the shutdown we have faced this past year. Never in all my life did I ever think I would have to make some of the decisions that I have made in the last 13 months, both as an NTPDA board member and as a business owner. But, overall, things for us have been going very well; we have been very blessed.

One change we had to make this year was to hold a virtual General Business meeting with the membership. Thank you all for being open to this change and thanks



Scott Schelling

for all of your input and feedback. It was a great way to meet with the whole group, although it would have been nice to see a lot more of you join us. Most of us didn't know what Zoom was a year ago, and now we have all become “experts”! Zoom is a nice way to be able to meet with people, but it can't fully replace face-to-face meetings like the one coming up in Kansas City in July. NTPDA had planned to meet in Portland this summer, but due to unrest and restrictions there, we voted to move the summer meeting to Kansas City. We are also planning our annual Conference and Trade Show held in January in Kansas City at the same venue. It has been a long time since we have gotten to sit down together as a group, and you don't want to miss this one. We are planning a large scale event with member site tours, events, and fun. I can't wait to see you!!

Scott

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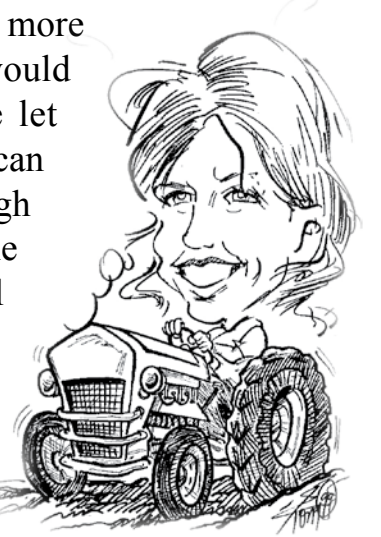
Message from Phyllis

Spring is here...finally! After a long 2020 and a snowpocalypse in Texas we are ready for some warmer weather. I really don't know how people up north handle the cold so well...or maybe they don't?!? They've just learned to live with it.

Usually in this edition of the Bulletin we highlight our January Conference & Trade Show. Unfortunately that didn't happen this year and we all know why. I hope this finds you safe and healthy. I personally lost some friends because of COVID and am ready to put it behind us...hopefully very soon.

We're happy to announce that we will be meeting for our Summer Mixer in Kansas City - July 15-

18 See Page 14-15 for more information. If you would like to join us please let me know ASAP so we can ensure we have enough rooms at the hotel. While we are in KC we will also be making plans to hold our January Conference & Trade Show there. Details to come soon! Watch your emails!



Phyllis

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By Terri Stevens

Dear Friends,

Well, here we are in the spring of 2021! Hard to believe that a year has come and gone since we heard the word Covid. A lot has changed some for the better some not for the good. However here we are at this time in history.



I heard a story the other day and it had a big impact on me, and I thought it would be good to share. In the early 1800's there were two ships that collided and many of the crew were killed. The captain of one of the ships survived and they asked him, "Why did you hit the other ship?" He said, "I hadn't tested my compass in over a year and they found out that it was two degrees off." That may seem like an odd story to tell you. However, in these times of uncertainty it is so important that we know where we are going and that we are going the right direction. There are many things going on that I have never seen before. Wrong is right and right is wrong.

With that said, make sure that you are looking up and living for God. He is the way, the truth, and the life. Also know that you are here to make a difference to show kindness and love. Oh and also patience!!!! That is one I am still working on. lol.

Have a blessed spring!

Greasy



Sweetening the Deal

A COVID-19 vaccine is our best hope of returning to normalcy — which is a pretty sweet reason to get your shot. Now Krispy Kreme is sweetening the deal. If you show proof of vaccination, you can get a free donut every day through Dec. 31 at participating Krispy Kreme locations.

Our 2016 Meeting in Kansas City was one to remember! We had a great time so . . .

Let's Do It Again in 2022!!



Since the beginning of the year, we have all experienced significant delays with our truckload, less-than-truckload (LTL) and even our small parcel shipments.

Pick-ups and deliveries have been significantly delayed and carrier communications have not necessarily been adequate.

I have kept in close contact with our shipping and logistics partners and have had in-depth discussions with carriers and even a few drivers who have advised me of



number significant factors that are currently impacting the transportation industry.

For starters, recent shutdowns, slowdowns, and carrier embargoes have added fuel to the fire with an already-existing driver shortage. Carrier capacity has tightened to an historic new level with increased pressure on home deliveries (due to the pandemic) and because of these factors carriers have taken record rate increases - many within double-digits.

Just one year ago 85% of all activity was business to business activity but with increased pressure on residential deliveries that ratio has been reduced to just 65%.

Drivers typically average 5 pick-ups and/or deliveries per hour but due to the pandemic, the driver shortage and the increased pressure on residential deliveries drivers are only doing an average of only 2 pickups and/or deliveries per hour at this particular point in time.

We are experiencing an unprecedented amount of carrier embargoes, and unprecedented amount of BNIT's (shipments booked not in transit), and that there has been a dramatic increase in the amount of accessorial charges that are now being assessed by carriers across the board. We cannot change the carrier climate, but we can do a few things that will help us deal with these current conditions and provide our highest quality of service.

1. Enter Accurate Weight

For starters, accuracy is the key – use a certified scale to get an accurate weight and avoid carrier reweigh penalties. If you are already working with a certified scale keep a copy of the scale certificate because it will come in handy if and when you want to dispute a reweigh.

2. Enter Accurate Freight Class

Accuracy is also important when it comes to freight class and the days of “cheating the class” are long gone. Remember to use the on-board commodities catalogue that we provide you and have your team members use the appropriate freight class and NMFC codes when quoting and tendering shipments.

3. Be Proactive and Take Photos if/when You Can

These days, it is wise to be proactive and use your phone to take a photo of your commodity while it is on the scale. This will capture an image and documentation of the commodity, the packaging, the condition, and the weight of your product before it gets pickup by the carrier.

4. Use the Notes Field but be Careful with Your Notes

Most all TMS platforms (transportation management systems) provide the ability to enter notes that are then reflected on the bill of lading. Liftgates for instance, have always been at the discretion of the driver so many shippers use their notes field to advise carriers not to use the liftgate and not to assess any unauthorized charges. This may have been somewhat useful five years ago but if you do that these days the carriers software will “flag” the word liftgate and assess a charge for a liftgate weather it's needed or not so, in your efforts to avoid a liftgate charge you are oftentimes inviting one.

5. Always Consider the “Additional Insurance” Option

All carriers have insurance coverages but they are not at all equal. Although they may in some circumstances honor your claim, they will usually add insult to injury when you submit a claim for a used or a remanufactured commodity. Most logistics companies (or 3PL's) offer an optional insurance which you should always consider when shipping high-value commodities and/or items that are highly susceptible to damage.

6. Do Your Best to Manage Expectations

Carrier capacity is at an all-time high and their transit times are only estimated transit times. It is a good idea to add a day or two when communicating estimated delivery dates to your customers to help manage their expectations and even more when the weather turns. If your shipment has to get there within a pre-defined delivery date, you may also want to consider guaranteed service.

7. Utilize Your On-board Tracking Utility

All TMS platforms have an on-board tracking utility... Use that tracking utility to keep your customers advised and aware of their shipments in transit. An ounce of prevention in this area is worth a pound of cure when it comes to managing your customers' expectations—especially during harsh weather conditions.

8. File All Claims in a Timely & Accurate Manner

If and when you may have a claim it is imperative that you file that claim in a timely and accurate manner. Attach all pertinent photos and documentation that will help us process your claim and if you encounter “concealed damage” after you sign for a shipment that must be reported within 48 business hours.

NOTE: Steven P. Haas handles Association Partnerships for TForce Worldwide and administers the NTPDA freight program. If you are not currently utilizing this program but would like to take advantage of the discounted freight rates (and carrier concessions) that are available to NTPDA members, you make contact him at 612-296-1806 or online at: steven.haas@tfwwi.com.

There is no cost for set-up and there are no monthly minimums, and he can have you equipped to ship the very same day that you contact him.

9. Communicate with Your Account Rep Before You Short Pay Invoices

If and when you feel that you need to “short pay” invoices it is best that you discuss that with your account rep prior to doing so. If you have a legitimate issue, they will most often agree with your request, but if you do not communicate with them prior to doing so you will run the risk of having your account closed – especially if you are a repeat offender.

10. When in Doubt Contact Your TForce Operations Team

And finally, when in doubt, contact our operations team...

Carrier capacity issues are currently affecting all 3pls, carriers, drivers and customers. Our supply chains will eventually correct themselves, but for the time being we must deal with these current conditions.

We will do our best to keep you advised of the current carrier climate and any forthcoming changes, but please do your best to communicate these conditions to your employees and customers to help manage their expectations.

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Got Time to Read? By Michael Libbie

Those of you who know me know that I'm not much for "self-help" books. Right now some of you are thinking, "Oh, but you should be!" I get it. Most of what I write about is marketing/advertising/branding because it is what I know. In addition, I'm also an accomplished journalist that is focused on business. That has me always seeking the back-story to business and success. So, what happens when you find books that travel in both worlds?

Let me share them with you...

Both of these books are in my office, at my work station, and I read them both...daily. Why? Because they are so "spot on" when it comes to interaction with others and they will help you create a better personal brand and elevate your value to others.

I became aware of "Your Invisible Toolbox - The Technological Ups and Interpersonal Downs of the Millennial Generation" by Rowena Crosbie and Deborah Rinner a couple of years ago. Both women have been on The Business News Hour and I'm a fan of how they dive into research to bolster their conclusions and, yes, teachings. It's no surprise research is such a big part of this book because it is what they also do at Tero International.

There are 100 chapters and each is no longer than two pages. You can start and stop anywhere and in any chapter. The headers include "Tools for Interacting with Others," "Tools for Presenting Yourself in the World,"

"Tools for Leaders," "Tools for Working Globally" and "Tools for Personal Growth." Don't let the "millennial" description get in the way of buying this book and using it. Clearly it is for any and all ages. Go get it and learn



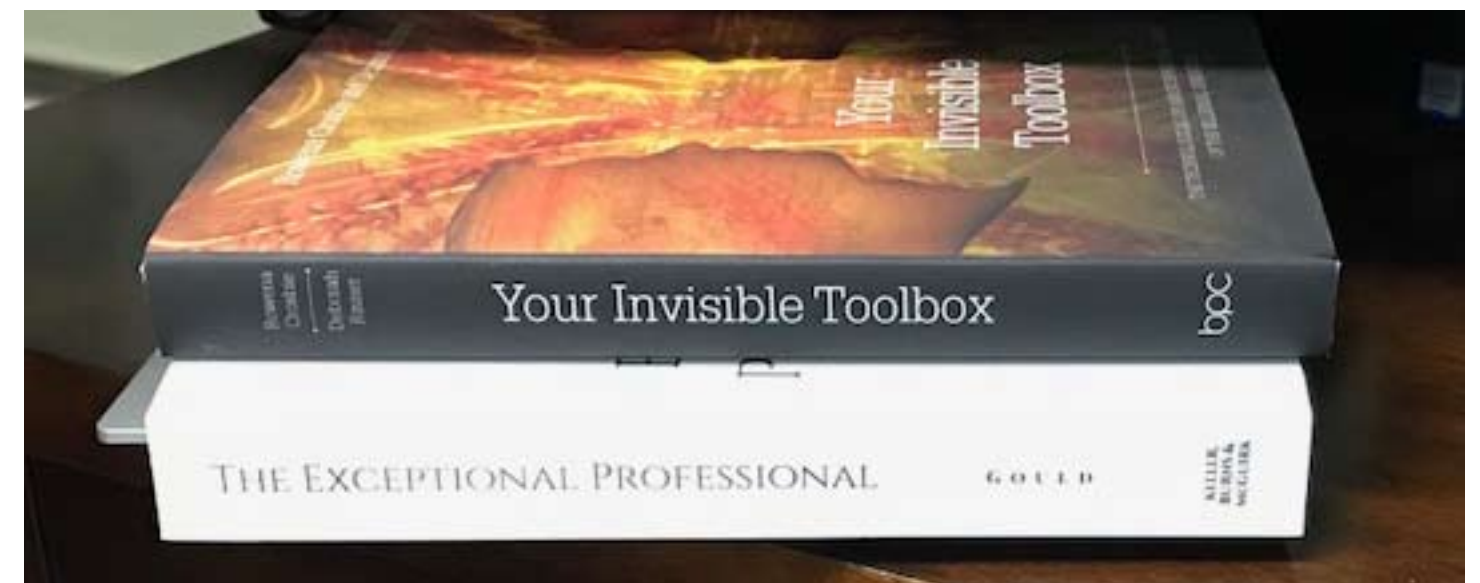
The second book is also a first book and it is brand new. "The Exceptional Professional - What You Need to Know to Grow Your Career" by Callista Gould of the Culture and Manners Institute is equally amazing. Her life story from working in the music industry to industrial corporations is stunning enough. Her stories of interaction with others are jaw dropping. Her tips on how to navigate the mine-field of etiquette are brilliant.

From business lunches, to networking events to your email, this book is full of exceptional ways to enhance your personal brand and become that person who stands out above others. In this book you will discover the lost art of being in the moment and being defined as a person of grace and dignity. All, without being "stuffy."

You can search for both books on Amazon or your Public Library...good stuff both!

There you go...now go get them. You can thank me later.

Michael P. Libbie is the owner of Insight Advertising, Marketing & Communications and does the only daily business news broadcast, Insight on Business the News Hour, in the Midwest. Michael@InsightCubed.com.



**Join us in Kansas City July 15-18, 2021 for our Summer Mixer!!
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Member Memories

with Ralph Seymour

One of the things we enjoy doing is lifting up stories about the rich history of some of our early members. Here we're profiling Ralph Seymour, the founder of Sparex, who along with his wife Kathy joined us for many NTPDA events.

Ralph grew up in the tiny rural town of Kingsville, Ohio and knows well what a diversified farm means from crops to livestock. Always interested in "how things work" Ralph, in his teen years, was heavily involved with Sports Cars and racing. He's proud to say that he could pull the engine from his MG in 45 minutes flat. He got good at that because he managed to blow up a bunch of engines and transmissions. He was so involved in Sport Car Racing that he was a founding member of the Northeast Ohio Sports Car Club and served as President for a number of years.

While his first love was speed and Sports Cars, it didn't take that long before he was smitten by his future wife Kathy. They were married in 1972 following her graduation from the University of Akron.

After college Ralph worked for several divisions of ABS Industries, first as an engineer and, finally as General Manager. Kathy, meanwhile, worked as a Home Economics teacher. But a move was in their future. At age 28 Ralph moved to Buffalo, New York where he became General Manager of Elray Pressed Metals.

But the call to get back to Ohio was strong and in 1977

Kathy and Ralph moved back to the Cleveland area where he became the General Manager of Highland Manufacturing Company. And, that is where his interest in aftermarket tractor parts began. Highland manufactured aftermarket parts for Tisco, Riverside Tractor, SMA, Massey Ferguson and others.

He ran Highland until 1985, the same year as he and Kathy started Sparex, Inc. Lucky to have an exclusive agreement with Sparex Ltd. in the UK, Ralph and Kathy distributed parts for them across North America.

Starting a new business can be difficult and the Seymours started small. Their office was in the basement of their home and the "warehouse" was their two-car garage. To put the



time in perspective, their first computer was (ready?) an Atari and they communicated with their suppliers with a telex. This was way before fax machines.

Ralph would spend his days on the road selling while Kathy handled the office and took all the calls. No small task when she was also busy raising two young children. The family stuck to it. Financially, it wasn't a winner. Ralph tells us they lost money for the first two years and that put added stress on the young family.

Eventually Ralph and Kathy heard about the National Tractor Parts Dealer

Association and decided to attend a meeting in Florida where he met other members including Tom Silver, SA Fitts and Eldon Taylor. Fitts became one of the biggest customers of Sparex and remained so for many years. Ralph tells us that thanks to the NTPDA members his customer base grew and they, in general, became his best customers. Folks like Eldon at Mid South, Tom and Pat Russell at Silver, Joan at Tips, Herman at Remple, Johnny at Mac, Tracy at Pleasant Hill, Jr. at Robert's and Steve at C&L. (All names we know and love!)

Ralph tells us, "A few years later Pat left Silver and started Russell Tractor Parts and that became a 'second warehouse' for us. Soon our garage was too small and we moved into a 10,000 square foot facility in Cleveland, and then to a rented space in Aurora. Then it was on to a third warehouse with Johnny at Mac Tractor Parts in Oklahoma and a fourth with



ran Sparex for thirty years and retired in 2015 after selling the business to AGCO Corp.

Their son, Jon, and daughter, Meredith, are still employed at Sparex.

"All in all," says Ralph, "it was a great ride!"



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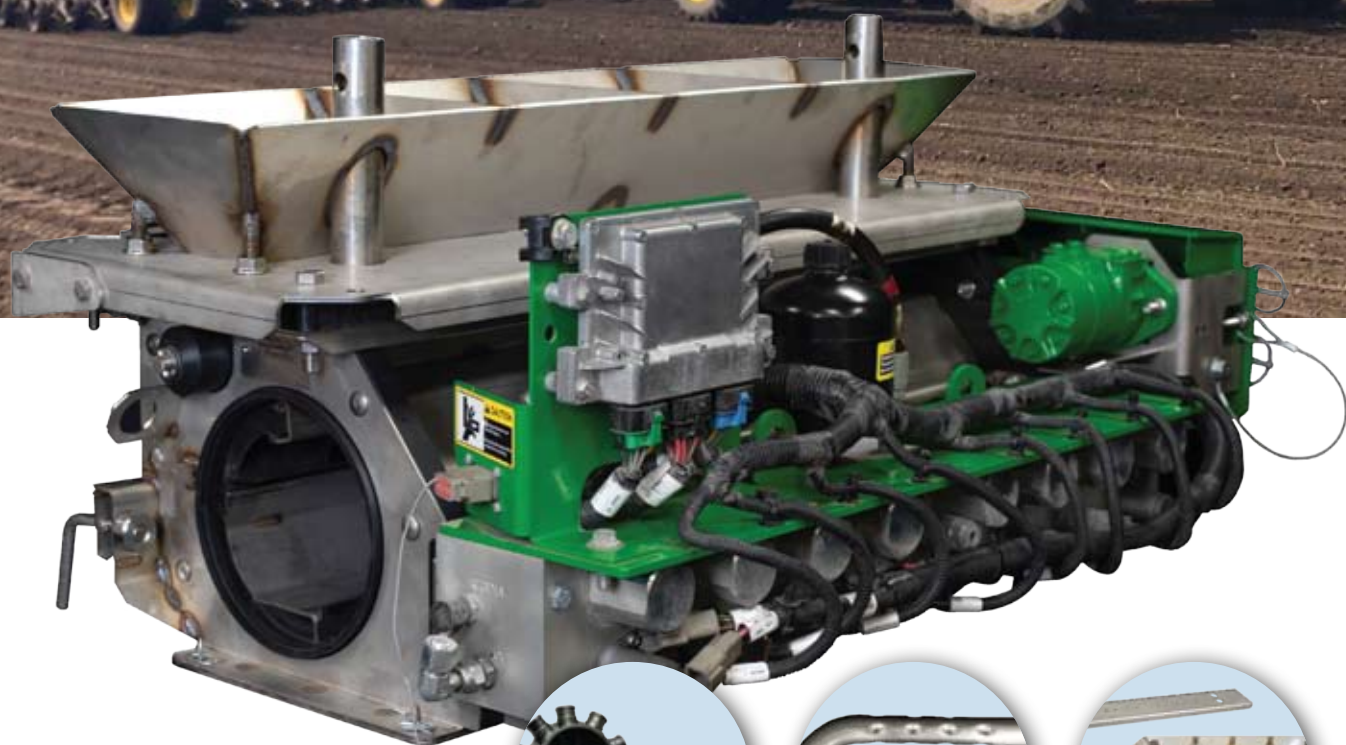
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“Little” Tractors

By Chuck Niemann

It is time to dust off your little tractors and shape up your yards. A lot of riding lawn mowers double as small tractors. You don't give them much thought until you need them for something besides a mower. They have many of the same characteristics and problems as their larger cousins. They are yard bush hogs, tow trucks, and can pull rather heavily loaded trailers. They get beat up regularly by running into obstacles and bouncing over low stumps. Still, they hold together relatively well, even with a lot of rough treatment.

I have a riding mower that is about five years old and it is starting to show some wear and tear. A big problem is privet hedge stumps. The problem is that privet grows like a weed (pun intended) and before you know it the trunks are a couple of inches in diameter. After I cut one down to try to reclaim my land everything is fine until the first rain. Then, somehow, the stump is no longer at ground level. If you run into it with your mower it sounds and feels like the whole machine is going to explode. If the blade hits, it will probably look more like shrapnel than a blade. If the deck hits, it will likely bend. So much for lots of horsepower.

I use my mower with a trailer to clean up the property. It will haul very heavy loads like large sections of downed

trees I have cut up for disposal. It does equally well with heavy loads of dirt or long limbs that I don't want to have to cut up. If you have ever used one of these small trailers, you know there is a problem keeping the tires aired up. Mine is no exception and I finally gave up and put tubes in.

These small machines can also be used to pull most anything with wheels. If you put a ball on the back you can easily maneuver most trailers that are designed to be pulled by cars or pickups. They can also be used to put tension on ropes or fastening devices. With a little ingenuity you can accomplish quite a few tasks besides mowing a lawn.

You might think the fancy larger professional mowers are better. They are great if all you want to do is mow a football field. However, they will not navigate between all the trees and bushes in my yard. I depend on my small mower/tractor just like farmers depend on their much larger and more expensive machines, to get the job done.

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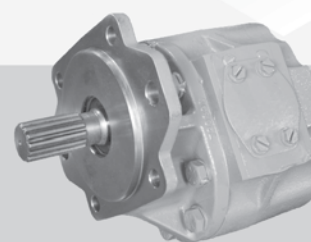
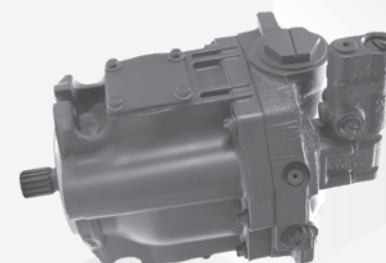
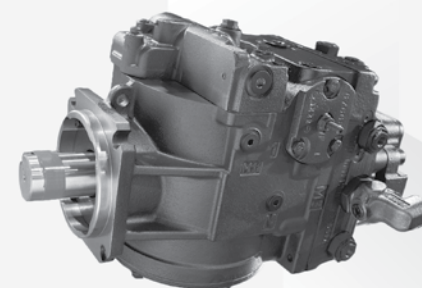
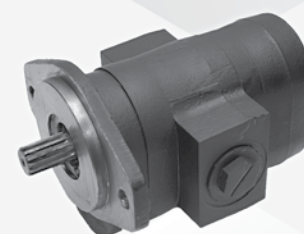
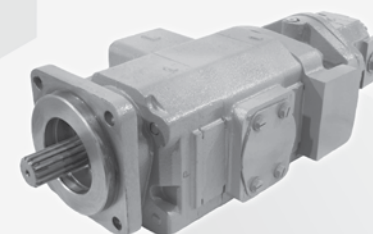


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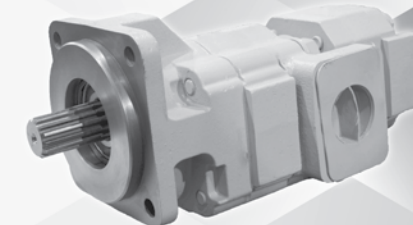
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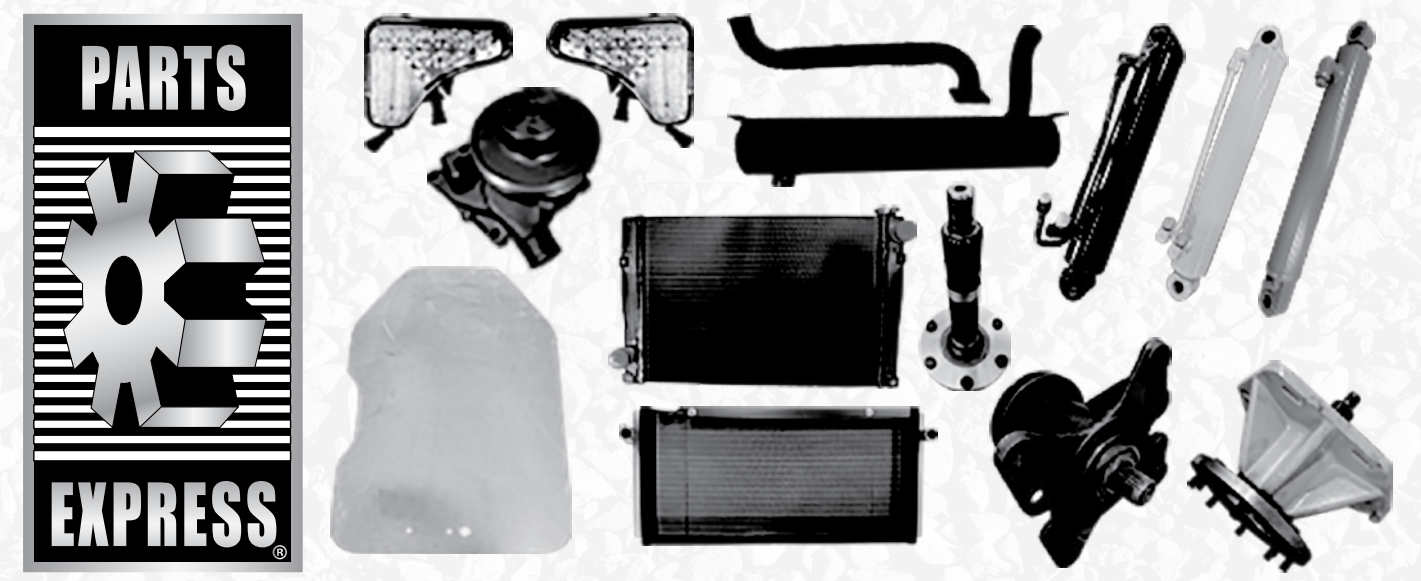


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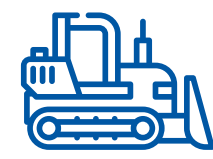
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Reliable Aftermarket Parts

As part of our ongoing series “Meet Our Members” the National Tractor Parts Dealer Association (NTPDA) offers you this look at not one but two members. A regular NTPDA Member and the other an Associate Member both doing business in the world of ag parts, construction parts and even...”toys”.

As we all know, there is a vast business that flies under the radar of those who live in our urban areas unless, of course, you are into major urban farming like they are doing in Detroit. Here you’ll meet Rob Perry who is in charge of sales and marketing for both Reliable Aftermarket Parts and their wholesale division AIC Replacement Parts. Both based in Michigan but doing business world-wide. We talk about the business of agricultural and construction parts, their involvement with the National Tractor Parts Dealers Association (NTPDA), how technology has impacted their business and more.

To Listen to the Interview, go here: <https://bit.ly/2RaJrFL>
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