

# ***BULLETIN***

## **NATIONAL TRACTOR PARTS DEALER ASSOCIATION**

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

SUMMER 2019

VOL. 29, NO. 2

# *Congratulations Scholarship Recipients!*

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— ROBERT LOUIS STEVENSON —





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**INSIDE**

	Page
President's Pen .....	3
Message From Phyllis .....	4
The "Mystery" of Social Media Marketing .....	6
<i>Michael P. Libbie</i>	
Summer Heat Safety Tips.....	6
Profiles In Progress.....	8
<i>Featuring Russell's Tractor Parts by Steven Haas</i>	
Steiner "Thank You" .....	9
Changing America.....	10
Mark Your Calendar.....	11
2019 Summer Mixer/Board Meeting .....	12
From Our Members .....	13
<i>Featuring Area Diesel Service</i>	
Scholarship Recipients.....	14
Gen Z Is Different From Millennials.....	16
<i>Karen McCullough</i>	
Greasy Girl.....	23
<i>Terri Stevens</i>	
Thank You Advertisers.....	27



**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 . . .



Greetings from northwest Iowa!

What a year it has been so far! I grew up on a family farm near here and always thought I would be on a farm, but after seeing what farmers have dealt with the last couple years I am really glad that I am in the salvage business. But since most of our income trickles down from farming, what does that mean for us? Will we have more customers come to us to save every penny they can? Or will they just not fix it at all? Fortunately I have found myself in the first category so far, but will that continue?

Not far south of us we have customers with farmland that has been under water for over two months! And there is really no end in sight as continued rainfall keeps the creeks and rivers flooded. Those farmers will need insurance checks and disaster payments just to stay afloat (no pun intended), but as you know those do not cover all expenses or put food on the table. Please say a prayer for the American farmer, we truly depend on them in so many ways.

In just a few weeks we will all be gathering in Sioux Falls, SD for the NTPDA Summer Mixer. I am really

looking forward to this meeting because we will be touring several NTPDA member facilities. When we meet together we get to know each other and become friends. And when your salesman needs a part, is he going to buy it from a stranger or from a friend? When you know the person that you are dealing with, it makes the whole process easier and faster, and probably more profitable.



Scott Schelling

If you are unable to join us in Sioux Falls, make plans to come to the Annual Conference and Trade Show in Phoenix, AZ in January. Details are on the NTPDA website, and while you are on the website, check out the numerous member benefits we provide, as well as the latest member news, and articles pertaining to our industry. You can also find the links to the NTPDA Facebook and Twitter pages.

*Scott*

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# Message from Phyllis



Here it is the second quarter of the Bulletin coming your way. I always marvel and how time is flying by especially as we get older. But...I'm not going to dwell on that. As my mom always said, "It's better than the alternative." So...as I write this I'm enjoying a wonderful summer here in Texas. I know it gets hot but I much prefer that than the cold weather up north. I know many of our members that live in that area are ready for some warm weather, swimming, fishing and enjoying some vacation time with their loved ones!

We've reached the halfway mark of 2019 and that's when things get a little busier here at the NTPDA offices. This Bulletin highlights our scholarship recipients. We want to take this opportunity to thank our Scholarship Committee: Carol Russell, Linda Benton, Eric Shaul, Brian Kitch, and Erica Russell and let you know how much we appreciate the time and energy you dedicate to choosing these well-deserved

students. Also we thank the sponsoring members who also contribute to the monies that the recipients receive.

In just a few weeks the NTPDA board of directors and some of our NTPDA members will be meeting in beautiful Sioux Falls, SD for our Summer Mixer/ Board Meeting. We have made this not only a time to renew friendships and develop new ones but to also make this a learning experience by visiting some of our member locations. We'll be highlighting our Summer Mixer in the next quarterly Bulletin and also introducing you to what we have planned for our 2020 Conference and Trade Show in beautiful Maricopa, Arizona...just a conversation away from Phoenix!

I hope you have a wonderful summer and we'll see you soon!

*Phyllis*



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# The “Mystery” of Social Media Marketing

by Michael Libbie

I sat down to record an interview for the Business News Hour with a marketing professional who teaches at a local university. She was telling me about some of her students in a past class who were taking a beginning course on Facebook Marketing. You know, the basics.

Then she said, “As I was going over the list of students I noticed some names I recognized. A couple of searches later I found that they worked at companies or had their own company and billed themselves as ‘social media experts’. And, they are taking MY class?”

OUCH!

And, that my friends, is the “Mystery of Social Media Marketing”. I know several people who have made a great

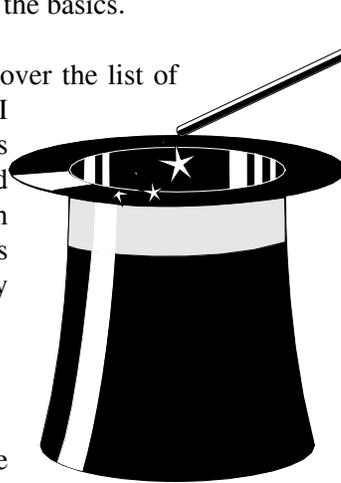
living out of telling unsuspecting business owners they are “social media experts” only to leave behind a frustrated client that saw no benefit in what they paid for. Meanwhile, because social media is such a “mystery”, there is no lack of “targets” for these “experts” who go off and scam somebody else.

There is an easy test to see if somebody truly is proficient at social media. All you have to do is check their social media accounts. I did this the other day. A person was telling me about a “Twitter Expert” who was billing \$1,500 a month to do tweets for a company. A quick check of his personal/business Twitter stream told me he had abandoned it months ago! Worse...the company profile he was working on was out of date and he was logging only two or three tweets a day.

Bottom line...Buyer Beware!

See you in Sioux Falls!

*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.*



## Heat Related Illness can strike anyone.

### Summer Heat Safety Tips

Extreme Heat often results in the highest number of annual deaths among all weather-related hazards. In most of the United States, extreme heat is defined as a long period (2 to 3 days) of high heat and humidity with temperatures above 90 degrees.

- Find air conditioning.
- Avoid strenuous activities.
- Watch for heat illness.
- Wear light clothing.
- Check on family members and neighbors.
- Drink plenty of fluids.
- Watch for heat cramps, heat exhaustion, and heat stroke.
- Never leave people or pets in a closed car.

HEAT EXHAUSTION	OR	HEAT STROKE
Faint or dizzy		Throbbing headache
Excessive sweating		No sweating
Cool, pale, clammy skin		Body temperature above 103° Red, hot, dry skin
Nausea or vomiting		Nausea or vomiting
Rapid, weak pulse		Rapid, strong pulse
Muscle cramps		May lose consciousness
• Get to a cooler, air conditioned place		<b>CALL 9-1-1</b>
• Drink water if fully conscious		• Take immediate action to cool the person until help arrives
• Take a cool shower or use cold compresses		

Weather.gov/socialmedia  
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## PROFILES IN PROGRESS

### Pat Russell founded Russell's Tractor Parts in October of 1992 . . .

With one telephone and one tractor from his family farm, the business was born and that business was originally located in a state prison where he was able to rent out one wing.

Russell's Tractor Parts grew in capacity and was able to move into their current building in 1995 and a large addition to that building was added in 1998.

Today, with two generations involved (father & son Pat and Trey) locating parts has always been their specialty. Customers that don't necessarily have time or the network rely on RTP to find essential parts for them. In addition to this, they provided warehouse space to Sparex and shipped parts throughout the

entire country for them. If they didn't have specific parts on hand they would access their resources to find those parts for their customers.

What makes RTP unique most unique?

Friendly and Knowledgeable staff with a rich reservoir of resources that saves their customers time, money and a considerable amount of aggravation by providing agricultural and industrial replacement parts in a quick and efficient manner.

The company currently has a team of six and they continue to locate parts through their network of suppliers and salvage Agricultural and Industrial equipment that keeps their customers up and running.

The Russells actively promote their company through print and digital media and advertising. Technology has allowed them to reach their target market and to service their customers more efficiently by reducing downtime and overall cost.

In addition to this, the Russells are able to expand upon their network and locate new customers by exhibiting at the National Farm Machinery Show in Louisville, Kentucky and



by staying actively involved in the National Tractor Parts Dealers Association (NTPDA).

"NTPDA has been good to us," said Trey Russell (general manager), "Pat has been involved with the association since its beginning (serving as a board member, vice president and president) and I am trying to follow his lead by serving as an NTPDA board member as well".

So what does the future hold for Russell's Tractor Parts?

Pat is planning on retiring to pursue a professional fishing career; Trey will run day to day operations and the family hopes to enroll yet another generation to help continue the legacy that first began with Pat.

One thing is for sure, they will continue to expand upon their network and offer the same level of service to their loyal customers that have helped them grow along the way...

-----  
*NOTE: If you are an NTPDA member company and would like to be featured in an upcoming edition of the NTPDA Newsletter, contact Steven P. Haas at 612-296-1806 or online at [shaas@dls-ww.com](mailto:shaas@dls-ww.com). Profiles are selected on a quarterly basis and will be featured in upcoming editions of the NTPDA newsletter.*

Steven P. Haas is a board certified marketing consultant, a seasoned sales professional and an Association Accounts Representative for DLS Worldwide. He administers the NTPDA freight program and has negotiated special freight rates and carrier concessions for NTPDA members. He can be reached at 612-296-1806 or online at: [shaas@dls-ww.com](mailto:shaas@dls-ww.com)



Steven P. Haas

# STEINER

---

## TRACTOR PARTS, INC.

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May 16, 2019

Kim Carroll  
NTPDA  
PO Box 1181  
Gainesville, TX 76241

Dear Kim,

I wanted to take this opportunity to thank everyone at the NTPDA for the continuance of the Scholarship program. Your program will help us support 2 awesome young women on their journey to obtaining college degrees, and becoming future leaders. My daughter Nicolette was the recipient of the NTPDA Scholarship back in 2005 and 2006. She graduated from Central Michigan University, with a Bachelor's Degree in Special Education. Later she earned her Master's Degree in Autism from Michigan State University. Today she is a wife, the mother of 2 young girls, and the Special Education Teacher Consultant for the Lapeer Michigan School District. I remember that my daughter and my family sincerely appreciated the financial help of the NTPDA Scholarships.

I am enclosing our sponsorship check of \$1,000.00. We are planning to issue a press release with a photo of the Award presentation. Again, thanks to everyone who helps keep this program alive.

Sincerely,



Dawn M Miller  
General Manager  
STEINER TRACTOR PARTS, INC.  
[dawn@steinertractor.com](mailto:dawn@steinertractor.com)

# Changing America



## More Baby Boomers Stay in Their Homes as They Reach Retirement, Skipping Downsizing

It's always been a sort of final chapter of the American dream: Get married and have kids. Buy a house. Move to a bigger house. Downsize to a smaller one. But a growing number of aging baby boomers are saying, "No, thanks" to downsizing, choosing instead to remain in the same sprawling houses in which they raised kids and created lifelong memories.

"We're just not seeing that much downsizing," says Alexandra Lee, a housing data analyst at Trulia, a real estate research firm.

While many older Americans are still stepping down to smaller homes, they're doing so later in life. The trend is contributing to a housing supply shortage across much of the country.

A more modest home typically means less upkeep and a potential financial windfall as a big chunk of the proceeds from the sale of the larger property can help bolster retirement nest eggs.

Boomers, however, are defying the traditional bounds of advancing age just as they rebelled against the establishment in the 1960s and work- and family-centered values in the 1970s in favor of self-fulfillment.

"They have refused to follow what the traditional expectations were," says Barbara Risman, a sociology professor at the University of Illinois at Chicago.

There are other forces at work. Boomers, generally those age 54 to 73, are working longer and putting off retirement. Many of their millennial children are living with them well into adulthood. And there's a dire shortage of less expensive entry-level houses across the country, pushing up prices in that category and making the trade-off less appealing.

Fifty-two percent of boomers say they'll never move from their current home, according to a Chase bank survey of 753 boomer homeowners released earlier this year. Chase doesn't have comparable data from an earlier period. An Ipsos/USA TODAY poll of 45-to 65-year-olds in 2017 found 43% anticipated remaining in their current residence through their retirement, possibly indicating the share of non-downsizers is rising.

Many boomers are staying in their longtime homes and communities because they're deferring retirement. About 20% of Americans 65 and older are working or looking for jobs, up from 12.1% in 1996, Labor Department figures show. Older people are staying in the workforce because

they're healthier and will need bigger nest eggs to finance longer retirements, according to Jennifer Schramm, senior strategic policy adviser for the AARP Public Policy Institute. Also, many older workers' retirement savings were hammered a decade ago, she says.

Jeff Levy, 58, an insurance broker who lives in a 3,900-square-foot, four-bedroom house in the upscale Memorial section of Houston, plans to work into his 70s. "Our home is less than one mile from my office," he says. "Downsizing and moving further away from the office is not attractive."

Levy's wife, Shelly, 55, wouldn't mind moving to a high-rise that offers more security and "turnkey" services at some point. "What do we do with this big space?" she says. But Shelly, a legal assistant, adds they would prefer to stay in Memorial and the few condominiums there cost about the same as their house. Plus, the Levys want to have the house available for visits from their two adult children and, eventually, grandchildren.

Source: [usatoday.com](http://usatoday.com)

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# 2019 Summer Mixer/Board Meeting

in Beautiful Sioux Falls, SD. July 18-21

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## Tyler Leefers Joins Area Diesel Service, Inc.

*Three Generations in Business at ADS.*



### FOR IMMEDIATE RELEASE

**Carlinville, Illinois** – Area Diesel Service, Inc. is proud to announce Tyler Leefers returning to the company to join management in overseeing daily business operations.

“Our long-range plan is to have Tyler be the future of the company,” said Area Diesel President Val Leefers - grandfather of Tyler Leefers.

Tyler Leefers will join his grandfather, and his father Vice President Von Leefers, to continue the family business that spans forty-six years and three generations.

“He is aware that following in Von and my footsteps requires sometimes very long hours, doing jobs no one else knows how to do, or will do, and full devotion to the service of the customer, our employees, and to better ADS,” said Val Leefers.

Growing up in the family business, Tyler Leefers spent many formative years as a part-time employee with ADS, which sparked a passion for the business and industry, and led him to continuing his undergraduate education in diesel and agricultural degree programs.

“Since I was just a little guy, building injectors, I knew that I wanted to be in this business and industry,” said Tyler Leefers, “that is why I pursued my degrees and have earned experience and training in the industry after college.”

A commitment to furthering his education that took him nearly fifteen-hundred miles away from the Carlinville, Illinois ADS headquarters to Montana State University – Northern in Havre, Montana.

In addition to the hands-on learning through the diesel technology and agricultural mechanic degree programs, Tyler Leefers also interned with Resource Power Group, a leading supplier of medium speed engines and services for large bore diesel and natural gas engines.

In 2016 Tyler Leefers earned his bachelor's degree in diesel technology and associate's degree in agricultural mechanics, and was quickly employed by Border Plains Equipment in Glasgow, Montana as a diesel service technician.



# SCHOLARSHIP

## *Recipients*

Academic Year  
2019-20

*The Scholarship Committee is proud to announce the 2019 scholarship recipients. The Scholarship Committee had the difficult task of awarding 7 scholarships. To everyone who submitted an application, thank you for taking the time to fill out the application and to show how committed you are to furthering your education and making your mark in the world! We are very proud of each and every one of you and we wish you the best in your future endeavors. We want to remind and encourage those of you who did not receive a scholarship this year to please try again next year.*

*A special thanks to our Scholarship Committee: The feedback we've gotten from members, their families and friends tells us that this particular member benefit is greatly appreciated and one that we hope continues for many years to come.*

### TATE BLANKESPOOR

Iowa State University  
Degree: Biology  
Sponsoring Member: A&I Products  
Parents: Loren & Phyllis Blankespoor

### ALICIA DENNIE

Purdue University  
Degree: Pre-Dentistry  
Sponsoring Member: Bates Corporation  
Parents: Cory & Teresa Dennie

### ADDIE DICKERHOFF

Purdue University  
Degree: Nursing  
Sponsoring Member: TTP – Diesel Power & Machine  
Parents: Doug & Kelly Dickerhoff  
Addie Dickerhoff graduated Summa Cum Laude with Honors from Warsaw Community High School of Warsaw Indiana on June 8th, 2019. While in school, she enjoyed activities in Octagon Club, National Honor Society, Unified Track and Volleyball where she was named Academic All-State. Addie will stay busy this Summer working at her High School Co-Op job at the local Hospital along with babysitting for her regular “clients” before heading to Purdue University in West Lafayette, Indiana to pursue her degree in Nursing. Addie would like to thank the NTPDA committee for their time and efforts in selecting and awarding her a scholarship.

### MADISON KORESH

Western Michigan University  
Degree: Psychology – Behavior Science  
Sponsoring Member: Steiner Tractor Parts  
Parents: Jeffrey Koresh and Stacy Roach

### ISABELLA LUU

University of Georgia  
Degree: Anthropology and Art History  
Sponsoring Member: Hy-Capacity  
Parents: Binh & Melanie Luu

### LILLY JOY STURGIS

Cedarville University  
Degree: Music  
Sponsoring Member: Steiner Tractor Parts  
Parents: Steve & Joy Sturgis

### JACOB TYLER VAN'T HUL

Iowa Lakes Community College  
Degree: Aviation  
Sponsoring Member: VH Mfg., Inc.  
Parents: Jeremy & Tonia Van't Hul



TATE BLANKESPOOR



ALICIA DENNIE



ADDIE DICKERHOFF



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# Gen Z Is Different From Millennials

## *In More Ways Than You Might Think*

The term “digital natives” may have started with Millennials, but Gen Z takes it to a different level: This group has never known the world without the Internet.

Gen Z is defined as the group born between 1997 and 2010, which means its youngest members are now trickling into the workforce (though they’ve been making money for years... but more on that later). They also currently hold a staggering purchasing power of \$44 billion. Although Millennials and Gen Z are close in age, there are a number of striking differences when it comes to their values, defining traits, and expectations in education and the workforce...

### **These are Digital Natives On Steroids**

Generation Z spends more than 70% of their time online, and the lines between their “online” and “offline” lives are fluid. While Millennials bounce between 3 screens at a time, Gen Z juggles a whopping 5 screens—and they’ve been doing so since their stroller days!

While Millennials grew up with MySpace and Facebook, Gen Z has been shaped by YouTube and Snapchat—channels that capitalize on video content and ultra-short attention spans (If you’re unfamiliar with Snapchat, users literally have seconds to view a picture before it disappears!).

Translation for your marketing efforts? It’s absolutely essential to be in more than one place and platform, and to get your point across as quickly as possible. Remember, this group expects a digital experience is nothing less than aesthetically pleasing and seamless. 62% report that they will ditch a slow-loading app without a second thought!

### **Their Stress Levels Are Real**

One reason YouTube videos are so popular with Gen Z? They provide entertainment and stress relief. Unsurprisingly, living in a constantly connected world full of Instagram “perfect” pictures has triggered epidemic levels of stress and anxiety in young people.

According to the APA’s 2018 Stress In America report, 91% of Gen Zers report experiencing at least one stress-related physical or emotional symptom. This group is less focused on “traditional” teenage worries, such as unplanned pregnancies, and more concerned about mental health issues and school safety. After all, they’ve grown up with a 24/7 news cycle featuring terrorism and cyberattacks, and 72% called school shootings “a significant source of stress.”

Other contributing factors to soaring stress levels? The substitution of social media for a true support network,

record-high levels of loneliness, and the never-ending bombardment of self-comparison (38% have felt ‘bad about themselves’ due to social media). However, the good news is that members of Gen Z aren’t taking these challenges lying down...

### **They’re Uber Self-Reliant & Independent**

Employers have often complained that Millennials need a lot of “hand holding.” While this group grew up with participation trophies and helicopter parenting galore, Gen Z had access to a world of knowledge at their fingertips, thanks to Google. As a result, this group is realistic, self-reliant, and quick to figure things out on their own. It’s also worth a mention that Gen Z was largely raised by pragmatic Gen Xers, while Millennials were mainly reared by more idealistic Boomers (speaking in sweeping generalizations, of course).

These independent learners have harnessed YouTube, podcasts, and other digital resources to explore their interests and even launch entrepreneurial pursuits at a young age. Unsurprisingly, 75% believe there are other ways of getting an education beyond college.

Due to their digital know-how, it’s not uncommon for older family members to trust them with not only household items, but also big-ticket purchases like vacations and furniture. Despite this influence, this group is more frugal and analytical about consumer decisions than their Millennial counterparts. Because they grew up impacted by the Great Recession, this cohort craves financial stability and independence, and exhibits the ambition to make it happen.

### **They’re The Most Diverse, Accepting Generation Yet—But Not When It Comes To BS!**

Gen Z has had access to Google since their diaper days, so it’s no surprise that they demand utter transparency from brands. Like their Millennial predecessors, they’re socially conscious and favor brands that make a positive difference. They expect brands to take a stand, period. Authentic content and genuine storytelling that makes Gen Z feel good, both in their own skin and about the world at large, is attractive to this group. Nielsen refers to this cohort as the “Green Generation,” and 76% of Gen Zers are concerned about protecting the environment.



## Gen Z, Continued

This attitude also translates to their viewpoints of gender, race, and sexuality. Nearly half of Generation Z is made up of racial or ethnic minorities, making them the most diverse generation to date. While youths are historically more liberal compared to their elders, data shows that Gen Z may be the most tolerant, radically inclusive, and gender-fluid group yet.

According to the Pew Report, about a third of Gen Z reported that they personally know someone who uses gender-neutral pronouns, compared to a fourth of Millennials. 59% believe information forms should offer broader choices than traditional “man” or “woman” options. McKinsey research found that 20% don’t consider themselves exclusively heterosexual. Brands and companies that take an all-inclusive approach will have far more success with tolerant, justice-minded Gen Zers.

### Tying It All Together...

When you examine the defining characteristics of Gen Z, a common thread of “connection” emerges. They’re constantly connected online, which blurs the lines between their real lives and their social media presence. They truly expect brand to live their truth and walk the walk, they demand diversity, and they’re much more global than their predecessors in both their thinking and interactions.

As these independent, resourceful digital natives continue to grow and enter the workforce, we’ll soon get an even better look at how they’ll impact the world...

Karen McCullough

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Karen McCullough is a nationally known keynote speaker and expert on change, generational opportunities and workforce trends.

Karen helps organizations cut through the generational biases and get back to reality by leveraging their team’s strengths, enriching the work environment, and driving better results. Each of her presentations brings a realistic perspective on workplace trends, employee engagement, while offering actionable content.

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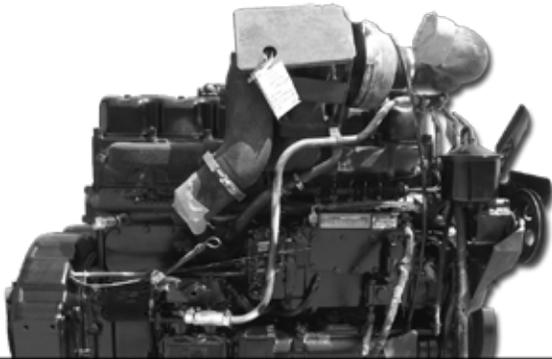
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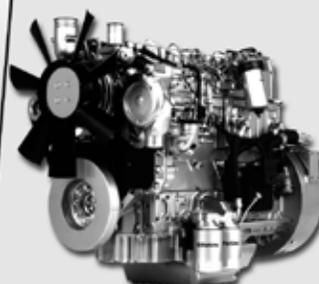
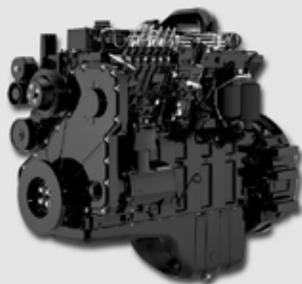
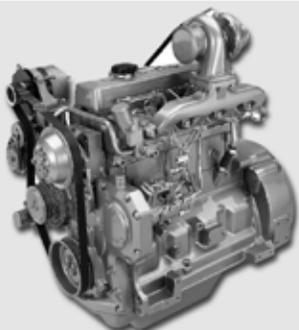
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Greetings from

# Greasy Girl

*By Terri Stevens*

Hello my friends,

Well happy summer time. A guy that works for me brought me fresh peaches this morning. That says “summer” like nothing else.

I hope you all are doing great. We have had a wonderful spring, lots of rain and some sunshine so the grass is growing. I love summer time. It is such a fun time of the year...lake, BBQ, ball games, floating, vacation, etc.

However, with all of those things, it is a very busy time of year at work and off work. So that brings me to what I wanted to talk about. I watched a video the other day about people on an airplane and how rude they were to each other. In the end the plane was going to crash and it was about their last words on earth to loved ones and strangers. So the point of the video was “complaining!” I thought that was interesting. So think about this. Complaining doesn’t solve anything! Isn’t that a profound thought? I decided...I am not going to complain for 24 hours. Well, to my surprise, I couldn’t do it. I don’t think I complained to anyone who could hear me but I sure complained to myself. I was amazed at how hard it was not to complain. That really made me think about why we complain. Are we not getting our way or do we feel like people aren’t doing what they are supposed to do? There are all kind of excuses.

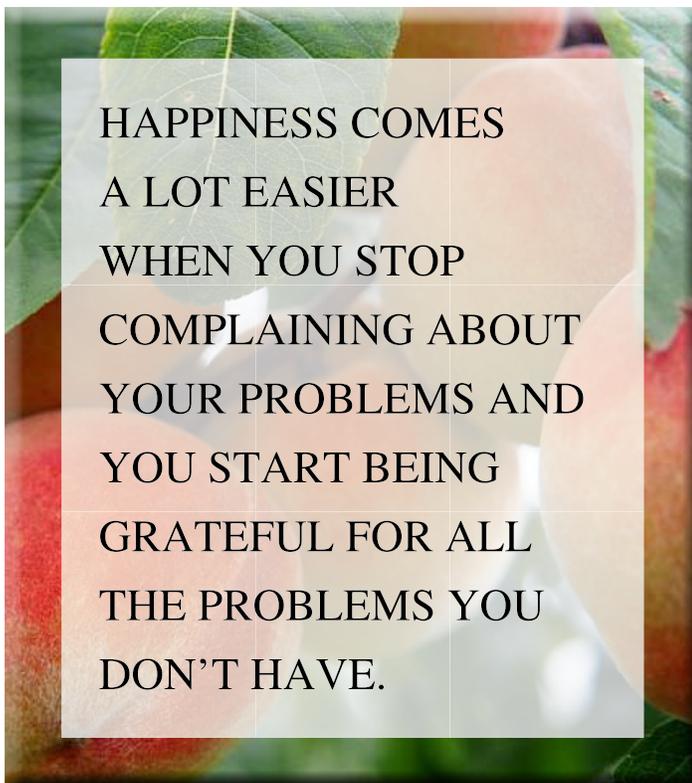


In reality complaining doesn’t solve anything!!! Try and remember that when you are complaining or your kids or your coworkers are complaining. It challenges me to not be a complainer and to try and come up with a solution to a problem rather than complain about it.

I even shared that with a customer and they agreed that we all are very fortunate and blessed and we really don’t have anything to complain about.

1 Chronicles 16:8-12 says, “Give thanks to the Lord and pray to him. Tell the nations what he has done. Sing to him; sing praises to him. Tell about all his miracles.

Be glad that you are his; let those who seek the Lord be happy. Depend on the Lord and his strength; always go to him for help.”



So as we enjoy sunsets, fresh peaches, trips to the lake or just some time having a BBQ on the patio with friends let’s be people that let gratitude and thanksgiving flow from our mouths instead of being known for being a complainer. So, are you a blessed person who shows gratitude and thanksgiving or are you a complainer?

Take the 24 hour challenge; it will let you know. Hope you do better than I did and, if not, we all can work on realizing how blessed we are and work on complaining less.

Happy Summer

Greasy

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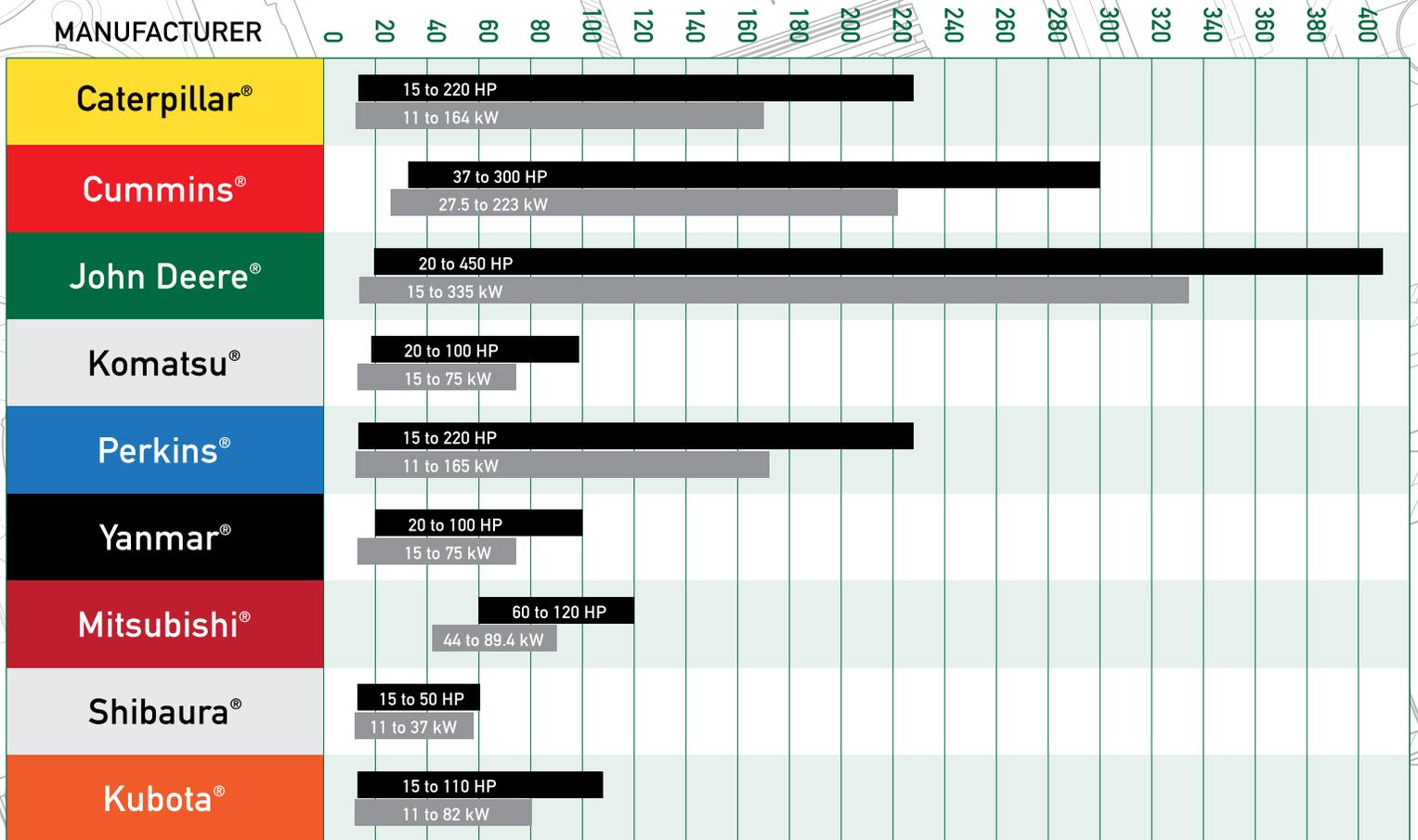
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