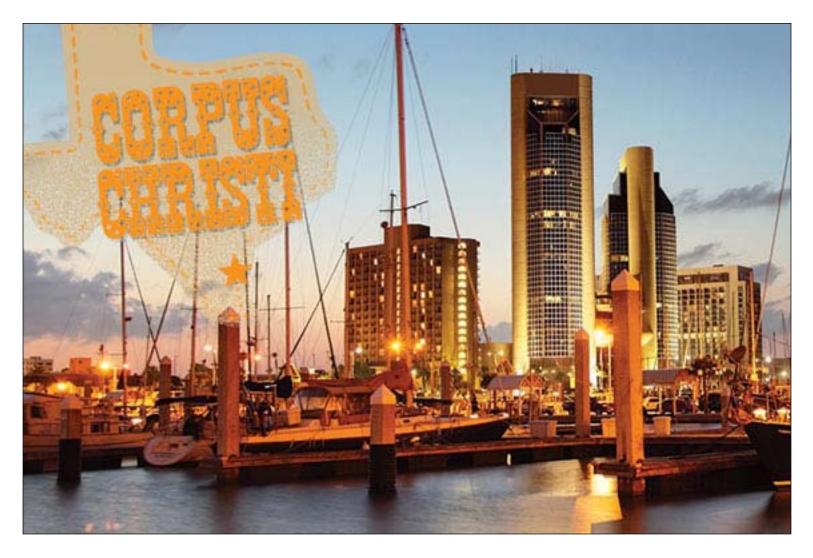


Celebrating OUR VOL. 27, NO. 4

WINTER 2017

34TH ANNUAL CONFERENCE AND TRADE SHOW





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> Vice President TBD

Secretary Terri Stevens ~ 800-383-3678 The Tractor Barn, Inc. • Brookline, MO

Treasurer Kathie Witte ~ 800-972-7078 Gap Tractor Parts, Inc. • Cranfills Gap, TX

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Kendall Jensen ~ 800-950-9917 T R Salvage, Inc. • Thief River Falls, MN

Matt Pohronezny ~ 800-451-5240 Wengers of Myerstown • Myerstown, PA

Lon Sturgeon ~ 800-345-4456 Sturgeon's Corner, LLC • Meno, OK

Trey Russell ~ 800-248-8883 Russells Tractor Parts • Scottsboro, AL

Sid Vanderleest ~ 800-563-0112 Westlock Tractor Salvage, Ltd. • Westlock, Alberta Canada

ASSOCIATE DIRECTORS

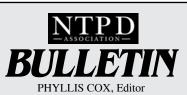
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INSIDE

President's Pen	3
Message From Phyllis	4
About Our Members	4
2018 Board Nominations	5
Thank You 2018 Sponsors	6
Summer Board Meeting	8
Right to Repair	8
Greasy Girl	11
by Terri Stevens	
Spouse Program	12
Meet The 2018 Trade Show Speakers	12-13
The QR Code Revival	14
by Michael Libbie	
Trade Show Program at a Glance	15
Omni Hotel Information	16
Introducing Doug Strahan	19
Honoring Speer Cushion	19
Coming Event	19
Early Arrival Party	20
Thank You Advertisers	27



NTPDA

KIM CARROLL, Operations Manager PHYLLIS COX, Meeting Planner/Event Coordinator P.O. Box 1181 • Gainesville, TX 76241 940-668-0900 • Toll Free 877-668-0900 Fax 940-668-1627 nt to: email: kim@ntpda.com

Articles, letters, advertisements and comments are encouraged and should be sent to:

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 ...



Temperatures here continue to fall and just this week we had our first (hopefully last?) snow. Vicki and I celebrated an early Christmas with her family in Cancun last week and I am here to tell you that you don't need snow to have an awesome Christmas! But it won't be long and the ice here will be thick enough on the lakes to get out ice fishing.

As most of you know, I took over as NTPDA president this summer when former president Doug Swanson resigned for health reasons. Doug has been on leave from Abilene Machine and continues treatments for bone cancer. Please say an extra prayer for him as he fights this hated disease. (Cancer Sucks!) He left the NTPDA in great shape and has helped make the transition very smooth.

We will be doing a fund raising effort at the Conference and Trade Show in January to help Doug with his medical bills. So please join us in Corpus Christi and learn the latest benefits the NTPDA has to offer, learn about trends



in advertising and marketing, share experiences and ideas with your peers, and sit down with your old friends over a cup of coffee or a beer.

We have many great events again this year that you won't want to miss, and don't forget to sign up for fishing on Saturday! We chartered a boat when we



were in Corpus Christi this past summer during the summer board meeting, and they did not disappoint! We brought back a double limit of fish and we even got to eat what we caught at Virginia's next door. Delicious! See you there!!

Merry Christmas!! And remember the true Reason for the Season!



Scott Schelling Rock Valley Tractor Parts



Message from Phyllis



Merry Christmas...Happy Holidays and Happy New Year to all of you!

As you know...this is the busiest time of year for Kim and I in the office. Not only are we trying to take care of our families and Christmas shopping but we're putting the finishing touches on our upcoming conference and trade show in Corpus Christi! We're looking forward to seeing many of you there...and we have some new companies joining us this year. We'll have plenty of networking time to meet our new folks and catch up with old friends!

This issue of the Bulletin will highlight our show so please

be sure to check out our Program at a Glance to see what the Board of Directors has planned for you in Corpus. As always we'll kick-off the week with our Early Arrival Party at the House of Rock. Followed on Thursday with our speakers Ms. Crystal Washington (back by popular demand) and Mr. Richard Flint. We've also added a presentation by Kenny Roelofsen with Abilene Machine who will update you on Right to Repair.

Phyllis

About Our Members

We would like to increase the information on our "Members Page." This is more like a personal information page. New grandchild, wedding, anniversary, etc. Send it to us...we love hearing from you!

Guess who is the most adorable town in Kansas...Abilene!! It's the hometown of President Dwight D. Eisenhower. Just a tidbit of info you might like to know! Good job... Abilene Machine...I'm sure you had a lot to do with it!



For those of you that attended our conference and trade show last year you may recall that at the end of the auction our own Mr. Chuck Hice challenged the group to donate a \$100 dollar bill to add to the money we raised during the auction.

This year the "Chuck Challenge" has taken a different turn and we will be donating those C notes to Doug Swanson to help with his mounting medical bills. So...please tuck an extra \$100 in your wallet and help us raise money for Doug!

By the way...he doesn't even know about this because he would probably not endorse it! But...we're not asking him!!! Thank you all!

Please continue to keep Doug Swanson in your thoughts and prayers as well as Dick and Kay Schaefer who were involved in a very serious car accident.



Checks can be made payable to Abilene Machine. Send them to PO Box 129, Abilene, KS 67410 -- Attn: Misty Collins. Shipping available. Just need to know the quantity and sizes.



NATIONAL TRACTOR PARTS DEALER ASSOCIATION

"Used, Rebuilt and New Agricultural and Industrial Repair Parts"

- TO: NTPDA Members
- FROM: Nominating Committee

RE: 2018 Board Nominations

DATE: November 20, 2017

The NTPDA Nominating Committee would like to present nominations for the 2018 Board of Directors, including President, Vice President, Secretary and Treasurer. This is our present slate of nominees for NTPDA Officers, Board of Directors and Associate Directors. Please be advised that we will continue to accept nominations and will accept floor nominations. The election will be held during our annual business meeting on Friday, January 19, 2018 at our 34th Annual Conference & Trade Show being held in Corpus Christi.

OFFICERS

President:	Scott Schelling, Rock Valley Tractor Parts, Rock Valley, IA
Vice President:	Lon Sturgeon, Sturgeon's Corner, LLC, Meno, OK
Treasurer:	Kathie Witte, Gap Tractor Parts, Inc., Cranfills Gap, TX
Secretary:	Terri Stevens, The Tractor Barn, Inc., Brookline, MO

BOARD OF DIRECTORS (4 two-year open positions 1 one-year open position)

Gary Bennett, Bennett Tractor Parts, Aubrey, AR Mike Bloom, All States Ag Parts, Black Creek, WI Liz Fawcett, Fawcett Tractor Supply, Ltd., St. Marys, Ontario, Canada Kendall Jensen, TR Salvage, Inc., Thief River Falls, MN Trey Russell, Russells Tractor Parts, Scottsboro, AL Dan Waters, Waters Tractor, LLC, Othello, WA

ASSOCIATE DIRECTOR (1 open position)

Steven Haas, DLS Worldwide, Savage, MN

To nominate someone or if you would like to run for a board position, please contact the office or one of our Executive Committee Members: Scott Schelling, Kathie Witte or Terri Stevens



Thank You 2018 Sponsors!

The NTPDA Board of Directors, members and staff would like to take this opportunity to thank all of our Sponsors!

Cocktails - Early Arrival Party Wednesday Sponsored by All States Ag Parts Allied Information Networks Steiner Tractor Parts, Inc.

Reception – Early Arrival Party Wednesday Sponsored by Abilene Machine, Inc. Reliance Power Parts

Entertainment – Early Arrival Party Wednesday Sponsored by Memo Corporation

Refreshments during Displayer Setup Thursday Sponsored by Plastics Unlimited

Continental Breakfast Thursday Sponsored by Memo Corporation

AM Break Thursday Sponsored by Fawcett Tractor Supply

Lunch Thursday Sponsored by Allied Information Networks Hy-Capacity, Inc. Memo Corporation Cocktail Reception Thursday Sponsored by All States Ag Parts Allied Information Networks Memo Corporation

Welcome Reception Thursday Sponsored by Schaefer Enterprises

Breakfast Trade Show Area Friday Sponsored by Hy-Capacity, Inc. Memo Corporation TractorHouse/AuctionTime.com

Refreshments during Trade Show Hours Friday Sponsored by Steiner Tractor Parts, Inc.

Cocktails Friday Sponsored by All States Ag Parts Memo Corporation

Dinner Friday Sponsored by Allied Information Networks

Entertainment Friday Sponsored by Steiner Tractor Parts, Inc.





Summer Board Meeting

Embassy Suites Downtown Minneapolis July 12-15, 2018



Mall of America





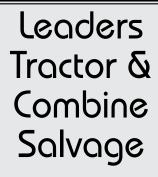
Right to Repair (R2R)

Join us at 2:15 p.m. on Thursday when Kenny Roelefsen will meet with members to discuss the unique challenges and opportunities that the Right to

Repair effort faces. This will include the challenges we face in trying to get a bill passed, garnishing support and funding

When we pass the bill it will allow the NTPDA members the right to sell diagnostic equipment to their customers. Furthermore, in discussing the opportunities that, if passed, the right to repair could have for our organization and its members.

Kenny will also offer a brief history of the bill's progression and background on how it came to be.



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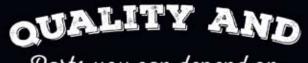
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By Terri Stevens

Dear Friends,

Merry Christmas and Happy New Year! Goodbye 2017 and hello 2018! I can't even believe the sound of that.

Where does the time go and where do our lives go? In 2018 I am going to turn 60!

It was just the other day that I was 18 and starting in the tractor business. It's funny how you start

down one road and then you look up and 42 years later you have spent a lifetime in the tractor business. It is sort of like raising kids. When they are young and in diapers, car seats, and high chairs you can't wait until they are independent and doing things on their own and then one day you look up and they are grown.

Same with doing the same thing when you are young and learning how to do something you think you will never learn and then you look up and you are thinking about drawing your social security.

So as I tell you all of this I want you to think about your lives and what you are doing with them. Are you living your life to the fullest? Are you showing love and kindness? Are you developing peace within your relationships? Are you living as a giver or as a taker? Let 2018 be the year that you are the best you can be.

I am realizing that on my time line it is getting closer to the end and that each and every day counts. Take time to enjoy your life and all the blessings that God has given you. Don't let the little things stress you; be patient in ways that you haven't been patient.

Galatians 5:22-24. The fruit of the spirit is love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self control. Against such things there is no law. If we all would choose to live by the spirit of God instead of our nature the world would be a different place.

I hope your New Year is the best ever. Blessings,

Terri

NTPDA,

Please Give To Help More Kids Live

While most of us are celebrating, many of our children and their families won't be able to go home for the holidays, because they'll be at St. Jude fighting for their lives.

Every child deserves a wonderful holiday celebration. That's why St. Jude goes above and beyond to make the hospital a home away from home for sick children and their families. Thanks to caring people like you, St. Jude provides the world-class patient care that also brings joy and hope to families who need that special gift right now, more than ever. We couldn't do this without your support!



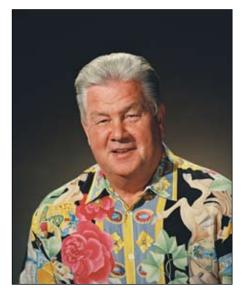
MEET THE SPEAKERS



As one of America's top personal development speakers and coaches (he travels and speaks over 210 times per year and personally coaches many businesses and individuals from on the road), Richard has been successfully mentoring and quietly helping professional organizations, large and small businesses and individuals for over 30 years.

Considered a well guarded secret by companies and organizations due to his results, Richard Flint motivates, inspires, teaches and helps people and companies metamorphosize into their 'Power To Be', so they can Do or Have anything they want. Interestingly, he does it without you having to set goals.

With his decades-long professional experience in counseling and teaching at the University Level, he knows business organizations (both large and small) are made of individuals. He has the unique ability to 'see' and then train each person to perform to their strengths, while each one synergistically creates the momentum for the group to move forward. Many entrepreneurs, individuals and organizations have found his individual coaching exactly what they needed to propel them to the next level, both personally and professionally.



Richard Flint is on a mission (he calls it a Crusade) to help people have their best life possible. He knows how through his own experience.

After lunch, Mr. Flint will again present to us... Finding the Right People for Your Company. This is the #1 issue any business faces today. One of the results of a company not "Embracing Change" is its inability to attract people who are looking for a company that is committed to growing. Quality people aren't attracted to companies that are stuck in their

yesterday. Finding The Right People For Your Company demands you prepare the environment for moving forward. These people are out there for your company, but you must be ready for them. This program will show you whom you have, whom you need and how to find those Right People for your company.

People!

That is what I will be concentrating on during my presentations with NTPDA. Business is all about PEOPLE. The purpose of every company MUST be to create a presence that has presence when they aren't present! That is all about the relationship between Leadership and their People, and their People's relationship with the Customer.

My two presentations are going to focus on People! Finding The Right People For Your Company is going to focus on finding those People who can help you create that Presence with Presence. My second presentation, Mastering The 5 Skills For Effective Leadership is going to take a look at the Leadership skills the Leader must have in order to build a quality internal force of People who can help grow the company through the quality of their Presence.

> Richard Flint, CSP StarMaker 2018, July 27-29 Chattanooga, TN Topic: Finding Balance For Your Life

Couples Escape, March 10-11 Palm Beach Gardens, FL Personal Mentoring Available

Corpus Christi Spouse Program

ART TOUR WITH LUNCH

We will pick up our guests at the Omni Bayfront Hotel at 10:00 AM.

Tour will include seeing and hearing about a number of public art pieces on our tour route, stops at several unique art galleries and art studios, and lunch at the Citrus Bistro at the Art Center of Corpus Christi.

During our tour we will visit K-Space (contemporary art) and Holland/Wilhelmi Studio and Gallery.

Additionally, we will stop at Water Street Market where each guest will be able to select for themselves which gallery or museum to visit. There will be an opportunity to view and purchase art at all stops.

We will end our tour at the Art Center of Corpus Christi, and our guests will have a chance to see local artists at work and to view local and regional exhibitions. The Citrus Bistro is located at the Art Center and will have lunch ready for us.

We will return to the Omni at the end of our tour (around 1:00 PM).

MEET THE SPEAKERS



We welcome Crystal Washington back to present - Advanced Digital Marketing for the Tractor Parts Industry - Over 80% of Americans are online; your next generation of clients are definitely there. However, it's not enough to simply show up on social media or send a mass email every holiday season--you need a plan! In this high-energy session, Crystal will break down advanced social media, web, and email strategies in plain English.

OBJECTIVES:

- Discover how to use YouTube to attract everyone from shop foremen to farmers
- Understand how Facebook Ads fit into your marketing strategy
- Uncover how to use Email Marketing to create valuable sales funnels Crystal Washington works with organizations to leverage technology to increase profits and productivity. She is known as the "technology translator." Infusing humor,

she shares only the practical applications of social media, apps, and the Web. Crystal's clients comprise Fortune 500 companies including Google, Microsoft,

and GE. As a sought-after keynote speaker, she has educated and entertained audiences across North America, Africa, and Europe. She regularly appears on major television networks and in business publications for her expertise.



Crystal is the author of the books *One Tech Action* and *The Social Media Why*. Outside of technology, Crystal considers herself to be a travel fanatic and afro-puff aficionado.

Is Digital Marketing For You?

It's easy to see how some members of the tractor parts industry may not know the value of online marketing. After all, small mom and pop businesses have flourished for generations through merely building relationships. However, the landscape has changed dramatically. As your customers are becoming younger and more technology savvy, it's imperative to reach out to them according to their preferences—and that includes technology.

Think on Blockbuster versus Netflix and Yellow Cab versus Uber. In each of these examples, there was a wellestablished business model that fell victim to disruptive innovation solely because the "Goliath" in each instance rested on the laurels of yesteryear.

What Digital Marketing Mediums Matter to the Tractor Parts Industry?

The three most important items for digital marketing include a mobile-friendly and easy-to-use website, a robust email marketing strategy, and social media. In the January workshop, we're going to dedicate our time to leveraging these last two items, specifically for your industry.

Email Marketing—An Often-Overlooked Money-Maker While the internet is saturated with articles on the importance is ultimately free, though you can pay for ads. For that reason, business owners do not own the information of their likers, followers, and fans. If a social media brand decides to remove

your page tomorrow, all of your contacts are gone. Scary! It's imperative to consider the fact that not all of your customers or prospects use social media with any frequency. However, most professionals pay attention to email.

Creating strategy to encourage social media contacts to share their email address for newsletters and sending out email updates are a vital part of any business in this century.

Social Media Demystified

You are not selling hand-crafted jewelry, nor are you running for political office. The way that you should use social media is very different from the general information that you hear. Twitter is not a great use of your time. Both Facebook and YouTube are the networks where your customers are most likely to be. Facebook trends a little more mature. Meanwhile, YouTube, owned by Google, can get you top placement in Internet searches in your area.

We'll discuss both free and paid ways to take advantage of social media to build both your sales funnel and relationships.

No matter your knowledge level, you're going to walk away with some actionable items for your business. Bring your questions and some coffee, we're getting to work!

of social media, the one thing many of these experts fail to stress is the importance of capturing your audience's information. Having a Facebook page or YouTube presence



by Michael P. Libbie

It may surprise you to know that the QR Code (you know that funny looking image you may have seen on products and print ads) has been around for a very long time. In fact it was developed in Japan back in 1994 to track automobile production.

Over the years we've used QR Codes (QR is short for "Quick Response") for a number of our clients. Pet food clients put QR Codes on their pet food bags that points to short videos about the product, lawn and garden clients do the same. We've put QR Codes on shelf tags so shoppers can access short informative videos about what they are looking at.

Sadly, the QR Code fell out of use mostly because businesses that used them didn't tell consumers what would happen when they scanned the code and, perhaps more importantly, you had to download a QR Code Reader for your smart phone. Many consumers didn't know that or didn't want to be bothered.

Welcome to 2017!

The QR Code is back and this time it's due to the help of Apple. If you have an iPhone and you've downloaded the recent IOS update you can now go to your camera, point your phone at the QR Code and the camera will recognize it as such and ask you if you want to open the website in your browser. Android phones still have not made this as part of their update but that could be coming in the near future.

Now that QR Codes can be scanned without having a special app watch for more business and marketing applications. For example, here are TWO QR Codes...One points to something very important to NTPDA Members and the other points to...

Go ahead, give it a try!



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.



Program At A Glance

NATIONAL TRACTOR PARTS DEALER ASSOCIATION 34nd ANNUAL CONFERENCE & TRADE SHOW Omni Hotel/Corpus Christi, TX January 17-20, 2018

Wednesday, January 17, 2018

2:00 p.m. - 5 p.m.Displayers - early set-up - Corpus Christi Ballroom6:30 p.m."Early Arrival Party" - House of Rock/Music by Doug Strahan

*Please NOTE there is NO Early Registration on Wednesday. Please register on Thursday morning beginning at 8:00 a.m. There will be information for you at check-in regarding Wednesday's Early Arrival Party and Thursday morning opportunities.

Thursday, January 18, 2018

<u>,,,</u>	
7:00 a.m.	Displayers continue set-up. Must be completed by 3 p.m. – CC Ballroom
8:00 a.m 12 Noon	Registration – Outside CC Ballroom
8:00 a.m.	Continental Breakfast outside Nueces B
9:00 a.m. – 10:00 a.m.	"6 Steps to Embracing Change – Richard Flint – Nueces B
10:00 a.m. – 10:30 a.m.	Break
10:00 a.m. – 1 p.m.	Spouse Program – Art Tour and Lunch
10:30 a.m. – Noon	"Advanced Digital Marketing for the Tractor Parts Industry – Crystal Washington
Noon	Lunch Provided
1:00 p.m. – 5:00 p.m.	Registration – Outside CC Ballroom
1:00 p.m. – 2:00 p.m.	"Finding the Right People for Your Company – Richard Flint – Nueces B
2:15 p.m. – 3:15 p.m.	R2R Update – Kenny Roelofsen – Abilene Machine – Nueces B
5:00 p.m. – 6:00 p.m.	"Welcome to Corpus Christi" – Reception/Trade Show Opens/CC Ballroom
6:00 p.m 7:00 p.m.	NTPDA Marketplace I – Regular members meet in small groups for potential
	business opportunities with exhibitors. (Details to follow.)
7:00 p.m. –8 p.m.	Reception Continues

Friday, January 19, 2018

8:00 a.m. – 9:00 a.m.	Networking – "Coffee & Conversation" – Spend some time one on one with your
	NTPDA friends and colleagues. CC Ballroom - Breakfast Served
9:00 a.m. – 11:00 a.m.	Registration - Outside CC Ballroom
9:00 a.m.	Trade Show Opens – CC Ballroom
10:00 a.m. – 11:00 a.m.	NTPDA Marketplace II
11:00 a.m. – 12 Noon	General Session/Election of Officers – CC Ballroom – All members please attend.
12 Noon	Lunch/Trade Show Area
1:00 p.m. – 1:30 p.m.	Keynote Address – Mastering the 5 Skills for Effective Leadership – Richard Flint
1:30 p.m.	Displayer's Meeting - Board Members please attend
2:00 p.m. – 4:00 p.m.	NTPDA Marketplace III
4:00 p.m.	Trade Show Closes
4:30 P.M.	Board Meeting moved to Friday- Meet in Aransas
7:00 p.m.	Cocktails/Dinner/Entertainment – Bayview Room
	Music by Doug Strahan

Saturday, January 20, 2018

Members going deep-sea fishing will receive separate instructions. Please use your Saturday breakfast voucher. Have a safe trip home or enjoy your weekend in Corpus Christi!!!

Omni & Hotels & Resorts

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National Tractor Parts Dealer Association 34th Annual Conference & Trade Show January 17 – 20, 2018

ROOM RATE

Room Rate: \$129 Single, \$139 Double, \$149 Triple, \$159 Quad Rate. Rates do not include applicable state and local taxes, fees and assessments, currently 15% and are subject to change without notice. Check-in time is 3:00 p.m. Check-out time is 12:00 noon. Our group rate is valid from January 16 – January 20. Rates will be available 3 days prior and 3 days after the event dates in the room block, subject to availability of guest rooms at the time of reservation. An early departure fee in the amount equal to one night room and tax will apply if an attendee checks out prior to the confirmed checkout date. Guests wishing to avoid an early departure fee should advise the Omni Corpus Christi Hotel at or before check-in of any change in planned length of stay.

RESERVATIONS

Phone Reservations – Please contact the Omni Reservations at 1-800-THE-OMNI and reference National Tractor Parts Dealer Association to get the special negotiated room rate.

Online: Go to the **National Tractor Parts Dealer Association reservation page**. You can find page by going to the NTPDA website, select 2018 Convention, and then Hotel Information.

The "cut-off date" for reserving rooms in the Room Block is

Wednesday, December 27, 2017. Reservation requests received after 5:00 p.m. local time at the Hotel on the cut-off date will be accepted based on guest room availability at the prevailing transient rates. The group rate may not be available after the cut-off date. At time of cut off, all unused rooms and suites will be automatically released for general sale.

All reservations must be guaranteed by a valid major credit card, which will be supplied at the time of reservation. Any guaranteed reservation not cancelled 72 hours prior to arrival will be subject to one night room and tax cancellation fee.

PARKING

The Hotel will offer discounted self-parking at \$6 per day, based on availability.

Complimentary shuttle service to and from the airport is available. Contact the Omni at 361-887-1600 upon arrival to the Corpus airport OR you can preschedule pick up by calling the hotel prior to your day of arrival with your flight information.

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Introducing Doug Strahan To put it simply, Doug Strahan is an American Band or if you're into the whole

To put it simply, Doug Strahan is an American Band or if you're into the whole sub-genre thing, then call it American Old School. It's funky but it isn't funk; there's country, soul, and blues in there, but it isn't any of these; it's American, but it's not Americana. Like your favorite bands from the 60s and 70s, they are steeped in old school American music, but they evolved into something all their own.

Join us when Doug and his guys entertain us at the Early Arrival Party at the House of Rock and Friday evening during cocktail and dinner! See you soon in Corpus!



Honoring Speer Cushion

We learned last quarter that Speer Cushion Co. would be closing their doors as of November 2, 2017. We wanted to take this opportunity to thank Deb, Wally & Ruth for their support of NTPDA. Speer Cushion joined the NTPDA as Charter Members and their support on the Board of Directors and as displayers at the conference and trade show has been greatly appreciated. Thank you so very much and we wish you the best!



A Little Humor

A Department of Water representative stopped at a farm and told the farmer, "I need to inspect your farm for your Water allocation."

The farmer said, "OK, but don't go in that field over there," as he pointed out the location.

The Water representative said, "Mister, I have the authority of the Federal Government with me. See this card? This card means I am allowed to go WHEREVER I WANT on ANY agricultural land."

The farmer tried to explain, "But you need to know . . ."

The inspector interrupted, "No questions asked or answered! Have I made myself clear? Do you understand?"

The farmer reluctantly but politely nodded and turned back to his farm chores.

A short time later, the farmer heard loud screams and saw the Water Rep running for the fence. Close behind was the farmer's huge prize bull. The bull was gaining on the Water Rep with every step and the Rep was clearly terrified. The farmer threw down his tools, ran to the fence and shouted.....

"Your card! Show him your card!"

Coming Event!

We are excited to announce that following our trade show In Mobile...we have reserved cabins for our NTPDA members that attend the show to extend their fun and head to Mexico on Carnival Cruise! You're already at a port...so why not? Kendall Jensen, one of our esteemed Board Members knows all about cruises...he states, "This is a great value especially if you have never cruised before. I'm pretty sure that with the air fare already paid to attend the trade show that many members would be up for this. It looks like a great itinerary for a great price. I think it looks real attractive." -

- Kendall

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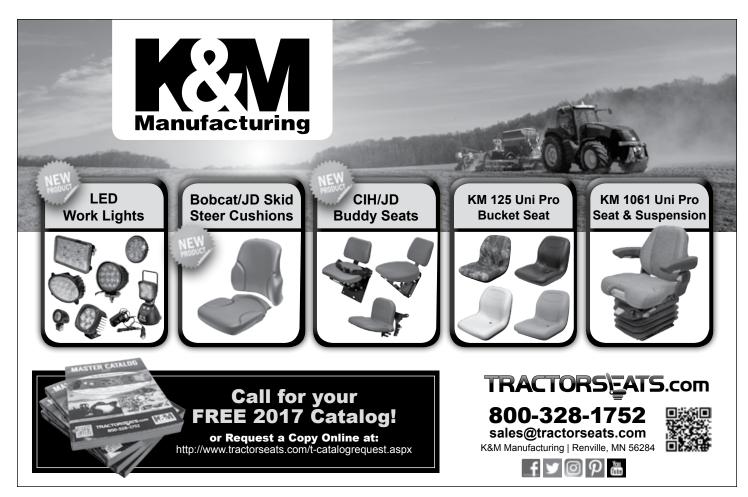
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