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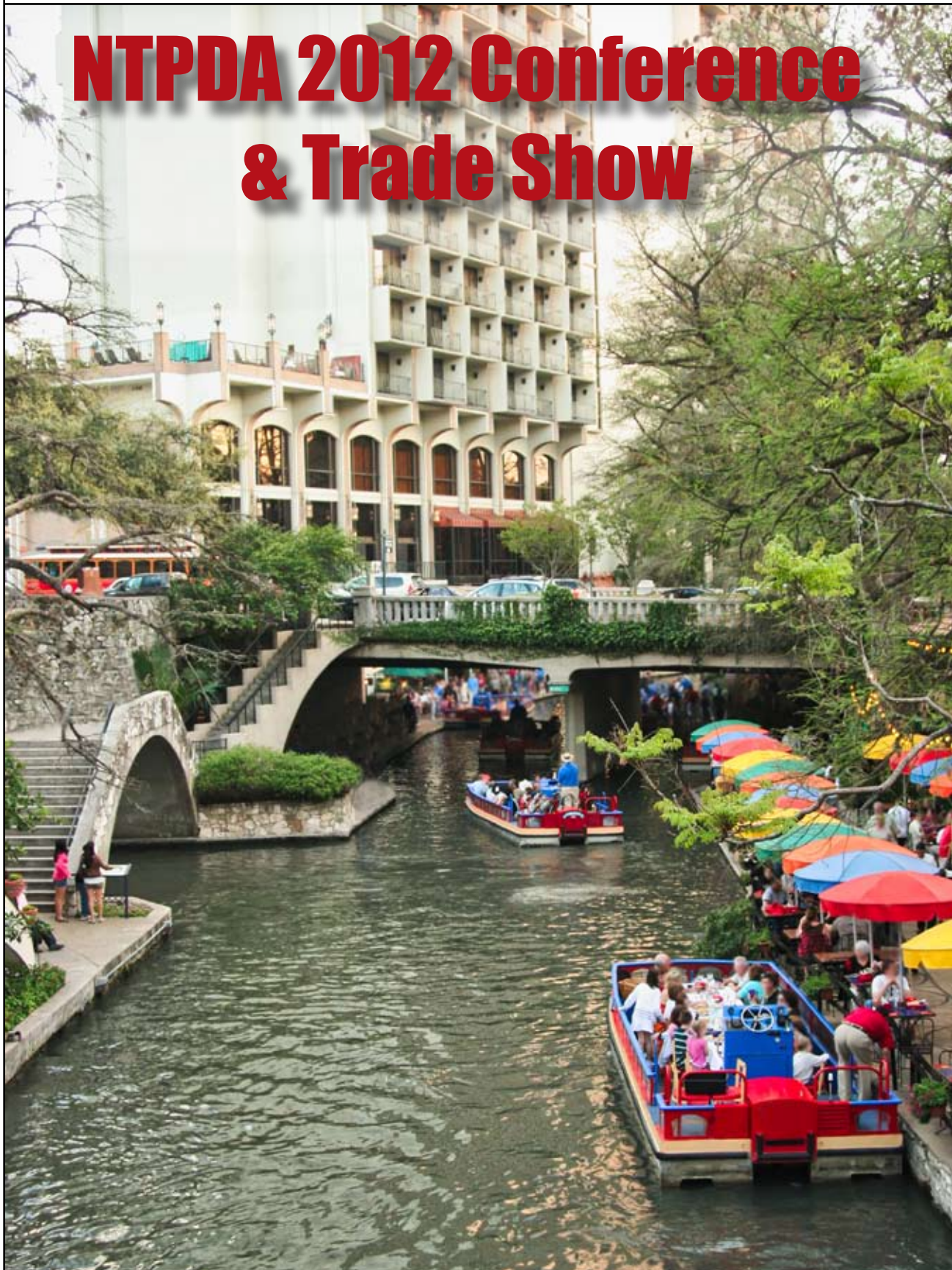


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VOL. 21, NO. 3

NTPDA 2012 Conference & Trade Show



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From the President's Pen ..



“That’s Not Fair”..... or is it?

We had a family weekend at the lake over Labor Day weekend, and at one point when my daughter told my grandson Jalen to eat his breakfast cereal at the table (while his sister ate hers on the couch in the living room) he whined “that’s not fair.” Grandpa (me) stepped in and said “Well Jalen, sometimes life is just not fair.” Very philosophical, right?



Well, that’s how I kinda felt about six weeks or so ago, when Carl Vande Weerde called me and said, “Good afternoon Mr. President.” He went on to explain that he had taken a job with Northern Sales (K and M) and had left Worthington Ag Parts which, in a sense, would nullify his Presidency, as K and M is; a) an Associate member of the NTPDA, and b) they already have an elected member on our Board of Directors (Kevin Mulder).

Don’t get me wrong – I ran to be your Vice President knowing that the Presidency was on the horizon....but that “horizon” was two and a half years away! So when I started this article out with the title “That’s Not Fair”, I was thinking c’m on Carl, that’s not fair, as in “I’m not quite ready for this!”

But maybe, just maybe, I am. I have watched Carl operate as President with great respect, and I truly believe that he had our organization’s collective members in mind when helping drive decisions and changes that were for the greater good. I’m not sure you could have had a better representative in that position, and I only hope I can live up to the standard that he set in his time at the top!

I have no agenda with this job other than to represent you, your investment in the organization, and any concerns you might have with issues, finances, etc. I’ve been involved with the NTPDA since 1998, which isn’t a very long time compared to our history, as a supplier setting up at the trade show (with Central Tractor.....remember them?) and now with All States Ag Parts (thanks to John and Paul Dyke for the support so I could take time to be on the board). I have

Continued on page 7



BULLETIN

PHYLLIS COX, Editor

NTPDA

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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.

Message from Phyllis



I hope this finds all of you cooling off a little bit and feeling a little fall in the air. We have been having so many problems with the drought and wild fires. It's really a sad situation for so many people. You feel so helpless and have such empathy for all of the people who have experienced such a loss. We are praying for rain and hoping to get some relief soon.

I think the cooler weather is going to make us all feel better. And cooler weather means we're closer to our conference and trade show! I hope many of you are planning to attend. You all should have received a memo the first of September telling you about several changes you will see on your Program at a Glance (Check out page 10). Like we did last year you will find your registration information in this issue of the Bulletin. Kim made this change and

it has helped so much in reducing the costs associated with the trade show.

If you want to take a look at Crowne Plaza Riverwalk San Antonio - go to www.crowneplaza.com. I think you'll all enjoy this hotel and it's convenient to the Riverwalk and several other points of interest in San Antonio. As noted on the Program at a Glance, the trade show will officially close after lunch on Saturday. We're hoping that many of you will stay over Saturday and join us for dinner at Rita's on the River. We'll have a great time!

At our board meeting in July we discussed having more time allotted to our regular members meeting with our displayers. You will note on the Program at a Glance that we have two days of Marketplace meetings. This will enable our regular members to have a scheduled time to meet with displayers. This is going to be a learning experience for all of us so we will appreciate your

feedback following our trade show.

And...it's time for us to accept nominations for our board of directors. If you are interested in running for the board or want to nominate someone please call the office and let Kim know. We will have a board member contact that person and go from there. Please take care of this by November 15th as we have to get the information out to all the members 60 days prior to the election.

Hope you enjoy this issue of the Bulletin and please make plans to join us in San Antonio!

Until next time,

Phyllis

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MARK YOUR CALENDAR!

2012 Conference & Trade Show January 18-22, 2012 Crowne Plaza, San Antonio, Texas

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Hope to see you there!



Entrance to the Rio Plaza

DID YOU KNOW?

By Kim Carroll



Did you know your Association recommended Wells Fargo Merchant Services credit card program does not have an annual, minimum monthly, PCI Compliance, or other optional fees like other programs? AND you can receive a FREE analysis of your current credit card program to compare it to the Wells Fargo Merchant Services Program?

Wells Fargo Merchant Services credit card program has been a member benefit of NTPDA for many years. NTPDA and Iowa-Nebraska Equipment Dealers Association jointly offer this program to our respective members. Recently, I-NEDA featured the program in their publication, *The Retailer*, and offered member testimonials of what their members had to say about the program. Below are excerpts from "Membership Pays!" in the July 2011 edition of *The Retailer*:

Morning Sun Farm Implement in Morning Sun, Iowa, was utilizing the Association's merchant bankcard program until a sales representative with a promise of lower rates convinced them to switch programs in 2009. Needless to say, the company didn't deliver as promised and the dealership went back to the Association program this spring. "I appreciate that it (the Association program) doesn't have any hidden fees," said Laura Griffith, office manager at Morning Sun. "Our previous processor told us they would charge us as low as X amount, but when we got the bill, that wasn't the case. There were all sorts of extra, hidden fees – per item fees, deposit fees, service fees, debit fees, compliance program fees, merchant advantage fees, and combination statement fees – it was just crazy!" Morning Sun is projected to save at least \$156 per month.

Gage County Equipment in Beatrice, Nebraska, started using the Association merchant bankcard program in March after they discovered their rates had increased considerably. "We were having trouble getting statements from our previous service," explained Jaimi Oliver, office manager. "When I was finally able to log online I discovered that they were charging us 7 percent. I felt duped since they raised our rate without telling me." She estimates the dealership is saving approximately 35 percent with the Association program. "The fee savings definitely make this program worthwhile," added Oliver. "Even if you don't save much, the conversion process is so easy and user-friendly. Everything from the terminals and reports, to the top notch customer service make the switch very worthwhile."

Waterloo Implement, in Waterloo, Iowa, took advantage of the free analysis offered by the Association to see if they could save some money. All three of their locations are now converted to the Association merchant bankcard

program. "Basically, the processor we had before nearly doubled their rates over a short period of time, so it was a 'no brainer' to start looking for something better," said Joe Engelkes, accountant at the dealership. He added, "We saw this (free analysis) as an opportunity to save a few dollars on a discounted rate. We sent some information to the Association and their analysis showed that we would be able to save some significant dollars. While the jury is still out, there is no doubt that we are saving money." Engelkes estimates the business is currently saving 25-30 percent.

"I absolutely recommend the Association Merchant Bankcard Program!" exclaimed Griffith. Even if you don't think you can afford to switch, I encourage you to get a FREE analysis done by the Association. There's a good chance you'll discover that the program will pay for itself in no time – even if you incur fees to break your existing contract!"

Oliver added, "There's not one thing I dislike about the program. The people I have spoken with throughout this process have been very helpful and friendly. That's huge for me. The training was also great – thorough, short, sweet and simple."

NTPDA is offering this same service to members. If you are interested in seeing what you can save, please send me your current statement for an analysis. It is FREE and you'll find out one of two things: 1) if your processor is competitive which will let you know that you are on a good program and should not change OR 2) let you know there could be a cost savings to you with the Wells Fargo Merchant Services Program. This is a revenue generating benefit to the Association. If it can save you money AND generate revenue for the Association, it is a win/win for both!

Remember this is YOUR Association.

Please feel free to contact us with questions, suggestions, or comments to assist us in making this an association that benefits you now and for years to come!

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President's Pen, continued

seen some changes, well, maybe lots of changes, in our industry over those years; and the way I see it, we've got so many good things going for us if we stand tall as a group in our little niche in this huge agriculture parts business, then we can surely feed off one another to be better business people and ultimately take care of customers.

The ag industry as a whole is in pretty good shape compared to the country's general economy, and as I said to one of my well respected peers, I see all of us in this salvage thing as not so much competing against each other, but more competing with the big boys to grab some respect for what we do – for our piece of the big pie. Think about it – our member salvage yards have SO much knowledge behind the sales counters and on the phones that if we were taking business from each other, well, we would be hearing about a lot more owners closing or selling out – and they're not.

In closing let me just say that "Life IS Fair." We build our businesses. We work hard. We take care of customers. WE SELL PARTS. WE MAKE MONEY. That's pretty fair, isn't it?

Carl, I wish you the best, and thanks for being a great Prez.

If any of you want to discuss NTPDA business or just catch up on things, my contact info is:

E-mail – jeff@asapagparts.com, or cell – 515-419-8742.

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NATIONAL TRACTOR PARTS DEALER ASSOCIATION
28th ANNUAL CONFERENCE & TRADE SHOW
Crowne Plaza Hotel/Riverwalk San Antonio
January 18 – 22, 2012

PROGRAM AT A GLANCE*

Wednesday, January 18, 2012

3:00 p.m. – 6:00 p.m. Early registration /Fiesta Pavilion Foyer
6:00 p.m. “Early Arrival Party”/River Plaza/Bad weather - San Antonio Ballroom

Thursday, January 19, 2012

7:00 a.m. Displayers set up. Must be completed by 4:00 p.m – Fiesta Pavilion
8:00 a.m. – 12:00 Noon Registration – Fiesta Pavilion Foyer
8:00 a.m. Continental Breakfast/Executive Salon 5

MORNING SESSION (Afternoon is on your own)

San Antonio Ballroom

9:00 a.m. – 10:15 a.m. Brandon K. Williams, CPA – “Financial and Tax Strategies for the Next Generation”.
10:15 a.m. – 10:30 a.m. Break
10:30 a.m. – 11:45 a.m. Donna K. McElroy, Attorney at Law – “Managing Employees in a Difficult Economy”

Noon. Lunch – Pick up box lunches in Fiesta Pavilion

6:00 p.m. “Welcome to San Antonio” - Reception/Sneak Preview of Trade Show
NEW EVENT: NTPDA Marketplace I – Associate and Regular members meet in small groups for potential business opportunities. (Details to follow)

Friday, January 20, 2012

10:00 a.m. Trade Show Opens
NEW EVENT: NTPDA Marketplace II - Associate and Regular members meet in small groups for potential business opportunities.
9:30 a.m. – 5:00 p.m. Registration - Registration Booth/Fiesta Pavilion Foyer
11:00 a.m. – 12:00 Noon General Session/Election of Officers – Fiesta Pavilion – All Members Please Attend
12:00 Noon Lunch/Trade Show Area
4:30 p.m. – 5:00 p.m. Displayers Meeting – Trade Show Area - Board Members Please Attend
5:00 p.m. Trade Show Closes
7:00 p.m. – 7:45 p.m. Cocktails/Lone Star Room – Lobby Level
7:45 p.m. Dinner/San Antonio Ballroom
After dinner enjoy the sites and sounds of San Antonio’s famous Riverwalk.

Saturday, January 21, 2012

7:30 a.m. Board Meeting/Private Dining Room/Lobby Level
9:00 a.m. Trade Show Opens
12:00 Noon Lunch/Trade Show Area

Following lunch - TRADE SHOW CLOSES

For those of you who are staying over Saturday night and wish to participate:

7:00 p.m. Depart for Dinner – Rio Plaza/Rita’s on the River

Sunday, January 22, 2012

All Day Departures

**Tentative schedule, subject to change.*



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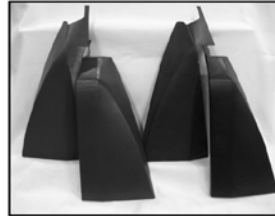
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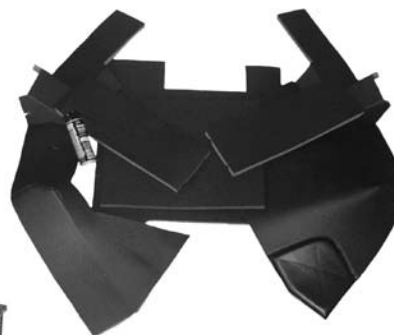
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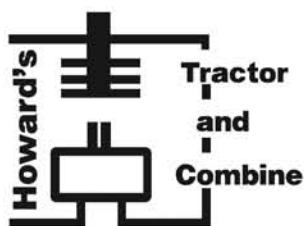
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ROLLIN H. WHITE INDUCTED INTO THE NATIONAL INVENTORS HALL OF FAME

Contributed by Landis Zimmerman

On May 3 and 4, 2011 a great honor was bestowed on the name of Cletrac when Rollin H. White, the founder of the Cleveland Tractor Company was inducted into the National Inventors Hall of Fame. Rollin was inducted specifically for his invention of a flash boiler that generated steam rapidly and safely in steam cars in the 1900 to 1910 era. He was also recognized for his invention of controlled differential steering in crawler tractors. This type of steering supplied uninterrupted power to both tracks even while on turns.

The Cleveland Tractor Company was purchased by The Oliver Corporation in 1944. Oliver crawler tractors were built until 1965 when this part of the business was phased out by White Farm Equipment Co., now owner of Oliver.

This story has a strong NTPDA connection. Here is how it came to be. In July 2008, I attended the NTPDA summer meeting in Aurora, OH. While our board of directors were hard at work, I made arrangements and met with Henry Merkel that lived near Cleveland, OH. This was the beginning of my role with Rollin H. White's nomination to the National Inventor's Hall of Fame, although I was unaware of this at the time. Henry is the grandson of Walter White, one of the founders of White Motor Company. As some of you know, I have a great interest to gather as much information on the Cleveland Tractor Company and the fine people that operated it as I can. Henry knew quite a bit about the White family history and also owns several White Steam cars.

During my conversation with Henry, He said, "You really need to con-

tact my cousin Betty King, she could help you a lot more." Upon returning home, I contacted Betty King, now living in Washington, DC. Betty is Rollin H. White's granddaughter and also the

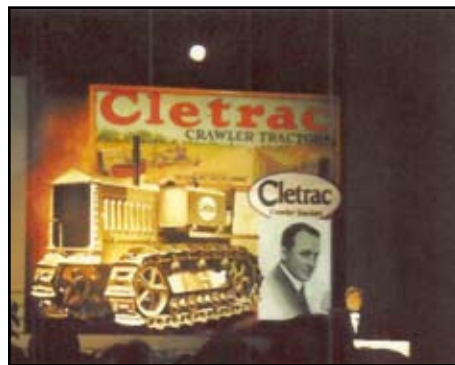


"Certificate of Induction"

White family historian. Betty was elated to hear that someone out there cared about the tractors built by her grandfather and was trying to keep them alive. Since I write regular articles for the

OLIVER HERITAGE magazine, I sent her some of my writings.

A few days later, Betty called me with a request. She said, "I have a huge favor to ask of you." I said, "I would be more than willing to help you if it's within my means." Betty was filling out an application to nominate her Grandfather, Rollin H. White into the National Inventor's Hall of Fame. It was required to explain how the individual had contributed to our Nation's welfare. Betty needed help with this. I was happy to help with this since I had researched every crawler tractor patent



Cletrac presentation

that Rollin held. Since my experience was limited to the Cletrac line, Thomas E. Goynes, Denver, Co. wrote the White steam car portion. I was also listed as the co-nominator.



May 4th Gala!

Before I go further, let me tell you about the National Inventors Hall of Fame and its purpose.

The National Inventors Hall of Fame (NIHOF) was founded in 1973 by the United States Patent and Trademark Office and the National Council of Intellectual Property Law Association to honor individuals who conceived, patented, and advanced great technological achievements since the birth of our nation. In 1973, Thomas Alva Edison was the first and only inductee for that year. Today, the NIHOF has a total of 460 inductees. The NIHOF museum is located in the atrium of the Madison Building at the headquarters of the United States Patent and Trademark Office, 600 Dulany Street, Alexandria, VA. More information can be obtained by calling 571-272-0095 or visit www.invent.org.

Over two years passed, and finally in January 2011, we received the wonderful news that Rollin's nomination had been approved and he would be inducted into the NIHOF along with 28 other historical inventors and 10 living inventors. A full list of the inductees can be found at www.invent.org. The induction ceremonies were to take place over two days on May 3 and 4, 2011 in Washington DC. The historical inventors were inducted at a ceremony held on May 3 at the NIHOF museum and the living inventors were inducted

Continued next page

WHITE - HALL OF FAME *continued*

at a grand ceremony held at the Smithsonian's National Portrait Gallery. Since I was the co-nominator of Rollin H. White and involved in helping with



Landis Zimmerman and Betty King the application, I was invited to attend both of these elegant ceremonies which I enjoyed hugely.

The above dinners were attended by 8 of Rollin H. White's descendants namely, Betty King (granddaughter), Rollin White III (grandson), Rollin White IV (great grandson), Grif King (great grandson), Elena King and her husband Scott Thomas (great granddaughter), Wende Ely White (great granddaughter), and Catherine Wright, (great, great granddaughter). Witnessing their ancestor being honored was certainly a high point in this family's lives. I felt honored to have played a small part in making this happen.

Rollin finally received the recognition that he deserved. He is now part of this prestigious, limited fraternity of men and women such as, Thomas Alva Edison, Eli Whitney, Robert Fulton, Samuel B.F. Morse., Elias Howe, Henry Bessemer, Alexander Graham Bell, and the following farm and industrial related notables such as, Cyrus McCormick (inducted in 1976), Henry Ford (inducted in 1982), John Deere (inducted in 1989), Lewis Miller (inducted in 2006), Rudolph Diesel (inducted in 1976), Benjamin

Holt (inducted in 2006), Simon Ingersoll (inducted in 2006), Nicholaus Otto (inducted in 1981), Henry Timken (inducted in 1998), Charles Goodyear (inducted in 1976), Harvey Firestone (inducted in 2006), and more recent notables such as, Steve Wozniak (Apple Computer), Esther Takeuchi (Lithium/Silver Vanadium Oxide Battery), and Steve Sasson (digital camera) to name a few. Rollin's accomplishments and superb engineering abilities are reflected in the thousands of Cletrac and Oliver crawler tractors that are still in existence today. In addition to this, controlled differential steering is still being used in certain modern crawler tractors today.

Following is a brief timeline concerning Rollin H. White and Cletrac crawler tractors.

- Rollin H. White is granted a patent for his flash boiler designed to generate steam safely and rapidly in steam cars in October 1900.
- Builds White Steam Cars from 1900 to 1911.
- First White gas cars produced in 1909.
- Rollin H. White is awarded a gold medal for his White Steam Car developments in 1904 at Louisiana Purchase Exposition.
- Rollin applies for his first Agriculture Wheel Tractor patent in June 1912. Patent granted March 1918.
- Cleveland Motor Plow Company is officially incorporated on January 20, 1916. The name is soon changed to Cleveland Tractor Company and trademarked as Cletrac.
- Rollin applies for his most important patent, Controlled Differential Steering in December 1916. Patent granted January 1918.
- In 1921 builds Cletrac model F, a small crawler with high drive sprocket and unit type construction.
- From 1923 to 1925 builds the Rollin Automobile. This auto was built right in the Cleveland Tractor Co. plant.
- In 1927 introduces the giant Cletrac 100, a large crawler tractor with 120

BHP. It was the largest crawler tractor on the market at this time.

- In 1928 offers a full line of crawler tractors. Five models ranging from 12 DBHP to 100DBHP.
- Cletrac controlled differential steering systems becomes a standard feature in many of the military tanks during World War II.
- The Cleveland Tractor Company is purchased by The Oliver Corporation on October 31, 1944 marking Oliver's entry into the crawler tractor field. The Cletrac line would now be marketed under the Oliver name.
- The Oliver Corporation is purchased by the White Motor Company on November 1, 1960.
- All Oliver crawler tractor production is discontinued in 1965.

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Kevin & Michelle
Mulder on the birth of
their granddaughter -
Grace Elyse.*

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Businesses and customers both love the convenience of wireless networks. But unless you follow security procedures, the data you transmit will be vulnerable to thieves. Small businesses are especially attractive to hackers who look for systems and procedures that are easy to circumvent.

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Look for vulnerability within your daily business

Think about the many ways you use your wireless network, and how it is accessed:

- **Accepting payments.** For example, an electrician or plumber uses a wireless device to accept card payments immediately on site. A restaurant owner with sidewalk seating uses a wireless card acceptor to quickly settle his customers' bills. If this is similar to your business situation, make sure you're using a current device from Wells Fargo with up-to-date WPA2 encryption. WPA2 (Wi-Fi Protected Access) is a security protocol developed by the Wi-Fi Alliance that is designed to help keep your wireless network secure.
- **Offering free wireless network access to your customers.** If you own a coffee shop or bookstore, you may offer a wireless network so customers can use laptops, smart phones, and tablets. Be sure to keep your customer-accessed wireless network completely separate from your POS network. Never have both networks on the same box. It's an open invitation to hackers!
- **Are you using an existing POS system,** such as Aloha — and now you'd like to add a wireless solution? This situation is more complex, so be sure to review the Payment Card Industry Data Security Standards (PCI DSS) wireless guidelines online. You should also verify that your POS application and version is PCI compliant by checking this website: www.pcisecuritystandards.org/security_standards/vpa. Questions? Rely on Wells Fargo's expertise for guidance. Contact your Wells Fargo Merchant Services Relationship Manager or call 800-451-5817.



- **Remote access.** Do you or your employees access your system remotely, using mobile devices? Educate your employees about using unprotected hotspots when traveling — and establish guidelines and procedures to protect your company data.

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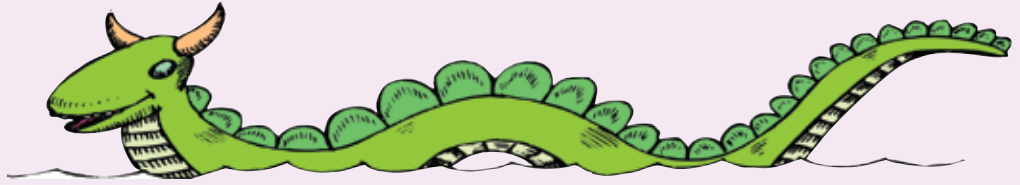
Follow PCI DSS wireless guidelines. You need to understand how security requirements apply to wireless transactions — and you must comply with the Payment Security Standards guidelines for wireless security. You can start by downloading the current PCI guidelines at: www.pcisecuritystandards.org/pdfs/PCI_DSS_Wireless_Guidelines.pdf

Use consistent, common sense solutions. Set up firewalls, change passwords frequently, and educate your employees. **Contact Wells Fargo Merchant Services to help simplify your wireless compliance.** We provide ways to streamline your compliance efforts and help you stay secure. We're committed to helping our customers find fraudulent behavior, prevent unauthorized attacks, and protect sensitive data in every form in their environments.

For more details about wireless security systems and wireless compliance, please contact your Wells Fargo Merchant Services Relationship Manager or call 800-451-5817.

Issue 12 | 3rd Quar2011 | Wells Fargo Merchant Connect

Fast Facts



The first written account of the Loch Ness Monster, or Nessie, was made in 565AD.

The 16th century Escorial palace of King Phillip II of Spain had 1,200 doors.

A dog was the first in space and a sheep, a duck and a rooster the first to fly in a hot air balloon.

Music was sent down a telephone line for the first time in 1876, the year the phone was invented.

Beer was the first trademarked product – British beer Bass Pale Ale received its trademark in 1876.

Playing-cards were known in Persia and India as far back as the 12th century. A pack then consisted of 48 instead of 52 cards.

Accounts from Holland and Spain suggest that during the 1500s and 1600s urine was commonly used as a tooth-cleaning agent.

The first mention of soap was on Sumerian clay tablets dating about 2,500 BC. The soap was made of water, alkali and cassia oil.

The first animal in space was the female Samoyed husky named Laika, launched by the Soviets in 1957.

In 1958, the US sent two mice called Laska and Benjy into space.

In 1961 the US launched a male chimpanzee called Ham into space.

Great Britain was the first county to issue postage stamps, on 1 May 1840. Hence, UK stamps are the only stamps in the world not to bear the name of the country of origin.

John Rolfe married Pocahontas the Red Indian Princess in 1613.

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SOCIAL MEDIA

by: Tom Winkleblack

Social media is a phrase that is being tossed around a lot these days. By definition social implies organized interaction of human beings for a common cause. In today's technological environment there are many ways to interact with one another on the Internet. Traditional media such as television, radio or newspaper are one way communications only while web based platforms afford the opportunity for many people to become involved with almost instantaneous feedback.

Technologies include: e-mail, instant messaging, blogs, music-sharing, picture-sharing, voice over IP, and many more. Accessibility of the internet continues to increase all over the world and thus the proliferation of its use and effect on society. A few interesting observations from Wikipedia include:

- A study by the University of Maryland suggested that social media services may be addictive and that users develop a "fear of missing out".
- Facebook is now the primary method of communication by college students.
- Social networking accounts for 22% of all time spent online in the U.S.
- 234 million people age 13 and older in the U.S. used mobile devices in December 2009.
- Twitter processed more than one billion tweets in December 2009 and averages 40 million tweets/day.

I read an article in a farm magazine that called social media the new coffee shop for farmers. It seems that when weather or season provides some spare time for farmers they are busy communicating with their customers and each other to see how they can improve their specialty crops (the best way to find out what a customer wants or needs is to ask him). One rancher cited an incident of tweeting for advice about weaning a stubborn calf and received half a dozen responses within 20 minutes.

Managing social media in the workplace has become a major challenge because of an obvious conflict- those customers that want advice, information, or just someone to talk to and those employees that would rather text, surf the web, or check on their Facebook account than work.

Facebook.com has these facts and figures posted on their web site:

- Facebook has over 600 million active users.
- 50% of Facebook users log on every day.
- Many users admit to logging in while at work.

There is a real conflict of responsibility on some of the

social networking sites when your "friends" or people that "like" you can post photos and information about you that may not be in your best interest. Once these things are posted retracting them is impossible and the damage is done. We can all think of some of the high profile athletes (and some coaches, too) that have had careers put in jeopardy because they received some "help" via social media. Google Maps and Google Places have had problems recently with thriving businesses showing up on their web sites as permanently closed. Even one hospital emergency room had been logged as shut down. Investigation uncovered a very simple reporting system that allows competitors or pranksters to wreak their havoc.

Many prospective employers and law enforcement agencies love social media as a legitimate avenue for running background checks on people. Two years ago I took a couple of my employees to a seminar on collecting bad checks put on by the States Attorneys' office. In response to a question from the audience the States Attorney said their employees were not allowed to have personal accounts, but they were sure glad that a lot of the criminal element had them.

If you choose to do your own background checks don't enter social sites under false pretenses and don't believe everything you read. It might be wiser to hire a 3rd party that knows the legal pitfalls and will remove protected class and other information that might lead to discrimination lawsuits.

During the commercialization of the Internet in the mid 90's I can remember a lot of hype about it being the information superhighway. In a short time it has become many things and like everything else some are good and some are bad (both of which are usually controlled by the human element).

I personally like to peruse product reviews by people who already own the product in addition to studying specifications and consumer group ratings.

If I'm having a problem with something that I can't diagnose and can't find enough information in manuals or on-line I will Google a descriptive fragment and look for a relevant thread in a blog by someone who's had the same experience.

For now, let's all help each other out and link our web sites to the NTPDA web site to enhance everyone's search engine optimization. Please contact Kim at the NTPDA office when you are ready to.





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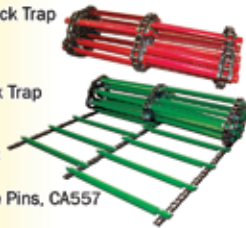
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Greetings from

Greasy Girl

By Terri Stevens

Dear Friends,

Labor Day week-end was the anniversary of the 11th year of the Tractor Barn fire. Eleven years ago my business burned down. It was a difficult time for me. The business was in a barn and they wouldn't insure it. So it was a total loss. In that fire was my Allis WD loader. My Dad had built it and it was a piece of equipment that we used every day. After the fire my Dad rebuilt the old loader and made it brand new. Were we ever glad to see that old tractor come back to work.

This July 4th I had a robbery and in the robbery they used my Allis loader to load equipment and in the process tore up my loader. Once again the old girl was down. It is very hard to operate without it and once again my Dad rebuilt it. My Dad built the tractor in 1976 and it is a 1950 so it is 61 years old this year.

It is a funny thing how we get attached to old tractors. Every day I wait on people that have a tractor that has become part of the family.

I once was told that the old tractors have integrity. I love that. How silly is it to become attached to a tractor?

However, that old loader has been used practically everyday and it has been faithful to start and do anything that I need it to do. It is something that the Tractor Barn couldn't run without. I told my Dad how grateful I was for him rebuilding it because he built it and he is the only one that truly understands how it works.

It is kind of like God - he made us and He is the only one who truly understands how we work. He knows what makes us happy, what makes us sad, He even knows how to make us right when we are messed up.

I want to be like my old loader. I want to be faithful and do what is needed at the time. I want to be a person of integrity. I want to go the long haul, I want to be dependable and I want to be loved.

So I don't really think it is funny when people are attached to old tractors...after all they can teach us lessons in life that are very valuable.

I am wishing you all a wonderful fall season with rain and cooler weather.



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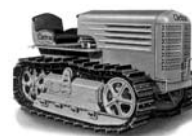
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Book your reservations by calling **1-888-623-2800 OR** on go on-line to <https://resweb.passkey.com/go/tractor>. Room reservations must be received on or before **Friday, December 18, 2011**. When calling in reservations be sure to identify yourself as being with National Tractor Parts Annual Conference & Trade Show, provide the guest name, requested type of room, requested bed type (i.e. king, queen), check-in and check-out dates. Any requests for special room arrangements must be made at the time of the call. When reservation is made the Hotel requires a first night room deposit or guaranteed with a major credit card. All individual cancellations must be made by 72 hours prior to arrival. Failure to do so will result in charging the credit card one night's room and tax. If a guest checks out prior to the guest's reserved checkout date, the Hotel will add an early departure fee, currently \$50, to your account.

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trade show, Friday breakfast voucher and dinner banquet on Friday night.***

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Please type or print a complete list of people attending. Be sure to show the names as you want them to appear on the nametags.

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*No booth/registration refunds after December 28, 2011.

Please indicate the number of persons attending:

Wednesday, January 18

_____ Will attend the "Early Arrival" Party at Crowne Plaza Hotel/River Plaza

Thursday, January 19

_____ Will attend morning training on "Financial and Tax Strategies for the Next Generation"
_____ Will attend morning training on "Managing Employees in a Difficult Economy"
_____ Will attend box lunch/Fiesta Pavilion area
_____ Will attend "Welcome to San Antonio" Reception/Sneak Preview of Trade Show/
NTPDA Marketplace I

Friday, January 20

_____ Will attend NTPDA Marketplace II and lunch in trade show area
_____ Will attend cocktails/dinner at Crowne Plaza Hotel/Lone Star Room & San Antonio Ballroom

Saturday, January 21

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The cost of electricity and/or Internet connection is an additional cost to be ordered directly from exhibit service.

Display Application & Liability Form

Purchase Booth by **November 30th** and Receive 1 (one) free Registration for each 10 x 10 booth space you purchase.

Company _____ Contact Person _____

Mailing Address _____

City _____ State _____ Zip _____

Number of 10 x 10 Display spaces needed _____ @ \$400 each = \$ _____

I DO/DO NOT (please circle one) need electricity in my booth. I DO/DO NOT (please circle one) need internet.

Internet and/or Electricity order form will be e-mailed to you. E-mail address: _____

NOTE: Associate Members who are planning to attend the conference and trade show must have at least 1 display booth.

NO COMBUSTIBLE LIQUIDS!

Set up will start at 7 a.m. on Thursday, January 19. You must be finished setting up no later than 4 p.m. on Thursday. Reception/Sneak Preview of Trade Show and Exhibit Area is Thursday at 6 p.m. The trade show opens at 10 a.m. on Friday, January 20. Tear down will follow lunch at noon on Saturday, January 21.

PLEASE SIGN AND RETURN TO NTPDA

I, _____, fully understand that exhibitor assumes responsibility for all losses, damages, and claims for displays and equipment, and shall indemnify the hotel, convention center, agents, and the NTPDA for any losses, damages and claims.

NOTE: Authorized personnel must sign!

RETURN THIS FORM ALONG WITH YOUR TALLY SHEET AND REGISTRATION FORM TO THE NTPDA

ONE DAY PASS*

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☐ **FRIDAY, JANUARY 20**

☐ **SATURDAY, JANUARY 21**
(includes Saturday dinner at no additional charge)

COST - \$100 PER PERSON

REGISTER NOW

Name(s):

1. _____
2. _____
3. _____
4. _____
5. _____

Company _____

Mailing Address _____

City _____ State _____ Zip _____

***One Day Pass available to Regular Members, Affiliate Members associated with a Regular Member, or Associate Members having representative(s) from their company who will only attend for one day. (NOTE: All Associate Members must have one 10 x 10 booth with representation during show hours.) Please send in completed Tally Sheet with this One Day Pass Registration Form.**

DEADLINE: JANUARY 6, 2012

Mail to: P.O. Box 1181, Gainesville, TX 76241 OR
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