



BULLETIN

NATIONAL TRACTOR PARTS DEALER ASSOCIATION

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

SPRING 2016

VOL. 26, NO. 1

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BULLETIN

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NTPDA

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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.

As I sit down to write this, I find it difficult to put the thoughts that I have, concerning the Association, onto paper. When I was younger, I fancied myself something of a writer. Oh certainly nothing along the lines of a Thoreau or Hemingway, and in truth not even close to Louis Lamour or Baxter Black ... but I didn't care. I thought I had plenty to say and that was the best way. As I've gotten older I have found it harder and harder to put my thoughts into words that make any sense. And now Phyllis is telling me that I HAVE to do this!! And Phyllis ALWAYS gets what she wants ... just kidding Phyllis!! But, I will try to keep things brief for everyone's sake (a few of you know how long winded I can be!).

In thinking of the companies that make up the NTPDA, I am reminded of a small rural town. We consist of friends, relatives and neighbors with very similar interests and hobbies. We're not a large town by any means, and it seems as though we are getting smaller every year as our population ages and the kids leave for greener pastures. But like any small town, we have some good things to offer too. Your board, like any city council, tries to put programs into place to keep the old-timers here and hopefully bring some new companies into the fold. Some of these are window dressing, while others offer a chance to increase our income. But whether it is a city council or our board of directors, we need input from you. We need your ideas, no matter how wild they seem, on what you want to do or where you want to go. We need your service. Volunteer for a committee, write an article for the Bulletin or our blog (you might even get paid for it). Anything that you do can help and would be greatly appreciated. These are the things that small communities do. Yep ... I'd say we are just like a small town. Oh ... we have the occasional squabble or spat but for the most part we're just friends and neighbors trying to make our way.

I'd like to take a second to thank Jeff Griggs for his leadership and guidance these past few years. He has set a good course for us, and I hope to continue along the path he has started. To that end, we are looking at several potential new member benefits to further enhance our value to the membership. Additionally, we are looking for new or better ways to attract new members, while retaining our current ones. To me, this is our most important task, and I welcome any ideas or thoughts on this that anyone may have.

I'd also like to take a couple of seconds to thank, and apologize to, Phyllis and Kim. As of writing this, it's not quite been 2 months since the Tradeshow and I know that

they are both wanting to kick my behind as I try to get into their routine (I don't know if any of you are aware of this or not, but I can be somewhat thickheaded from time to time). I hope I haven't caused them too much aggravation. And I do so much appreciate all the work that they both do, not only for me, but for the Association as well.



Also I'd like to thank the owners of Abilene Machine for allowing me the time and opportunity to be on the board, and for all of their support to both the Association and myself.

I'm going to wrap this up, because it's starting to feel like an acceptance speech on an award show, but before I end I want to thank each and every member of the NTPDA and I hope that I can live up to your expectations in the coming year. And as Jeff has said several times, this is your Association. As a board, we are here to help you ...

Thanks,

Doug

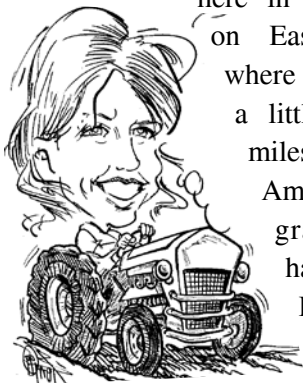
We raised \$10,423 for St. Jude!



Message from Phyllis

Spring is here and I know everyone is excited!! Of course the weather in Texas is crazy! It was beautiful and warm

here in San Angelo
on Easter Sunday
where I live...but
a little over 200
miles away in
Amarillo my
granddaughter
had to hunt
Easter eggs
in the snow!



This issue of the Bulletin highlights are 2016 Conference and Trade Show in Kansas City. We had a great show - but we sure were hoping for a larger attendance. But consensus was that it was a very informative and educational trade show. Thanks to everyone who presented on Thursday. Greg Loeske with TractorHouse, Mike James with James Environmental and Steven Haas,

Michael Libbie and Elsom Eldridge, Jr. who brought us Marketing Boot Camp. We are in the process of bringing you another great show next year in San Antonio.

Once again - for the second year - we raised money for St. Jude through our raffle and our auction. Thanks to Cabela's for donating the Polar Cap Cooler and NTPDA for donating the YETI cooler. We raised a total of \$10,423! Thanks to everyone who brought auction items, bought raffle

tickets or gave a donation. And of course the auction was a big success because of our amazing auctioneers Alvin Kaddatz and Lon Sturgeon. Let's make next year bigger and better!!! And...thanks Nancy Kieffer for the comedic entertainment throughout the evening. Hope you'll come back next year!

And a big thank you to our new Board of Directors! We're going to have a great 2016!

Phyllis

NTPDA - WORKING TOGETHER WE CAN ACCOMPLISH MUCH!

A special thank you to . . .

Greg Loeske with TractorHouse for bringing us information on "Sandhills Cloud."

Mike James with James Environmental for updating us on OSHA Audits.

Our Boot Camp team for presenting on Thursday afternoon - Steven Haas, Michael Libbie and Elsom Eldridge, Jr.

Our guest auctioneers - Alvin Kaddatz and Lon Sturgeon - can't wait until next year!!!

Our outgoing President, Jeff Griggs. Glad to have you on board for another year as Past President!

Thank you, thank you, thank you - Kim Carroll and Mike Hansen. The show would not come together so perfectly if you guys weren't there to make it all come together.

Congrats to Anderson Tractor - Best Marketplace Presentation

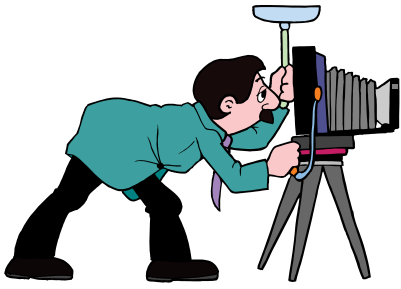
Thank you Craig Shaver for joining us in Kansas City and updating us on the status of our NTPDA finances! We appreciate you! And another big thanks to our trustees John Dyke, Randy Roelofsen, Tom Winkleblack and alternate trustee Brian Kitch.

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2016 TRADE SHOW PHOTO HIGHLIGHTS

"Wow, it has been some years since I last attended the NTPDA Conference and Trade Show. They had announced something called Market Place. I remember thinking there was no way this was a good idea. I am eating those words. I probably work 10 tradeshow a year and this was easily one of the best for being able to see the maximum number of people and experience an opportunity of selling our services to people we would not normally speak with. We had great success and I think it was clearly because of this thing you call Market Place."

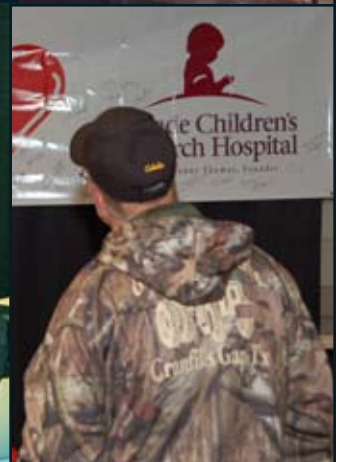
—Mike James

"Kim,
It was nice meeting you in person. We had a nice time and appreciated all the hospitality and how welcoming the members were. Also took back a lot of knowledge we'll put to good use. We will see you in San Antonio!"

—Dan
Reliance Power Parts







Thank You to Cabela's

We raffled off the Cabela's cooler along with a YETI cooler donated by NTPDA. It was a great way to raise money for St. Jude. The winner of the Cabela cooler was Johnny Lindgren who graciously donated it back and we auctioned it off! Thank you to Bates Corp. for purchasing the cooler. And the YETI cooler was won by Dick Bomberger. We hope everyone enjoys their coolers this summer and please remember to use your Cabela's card for your 10% discount!

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"Lily Marie was born on December 28, 2015, weighing 8 lbs., 9 oz., and was 21" long. She is welcomed by her parents, Matt and Jessica Pohronezny, brother David Kesner and sister Michaela Guilbault. Congratulations to the entire family!!

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Sympathy



Reuben Cumbee Finney of Mountain Brook passed away March 15, 2016. Reuben began working for Thompson Tractor Company in 1961 as their first Sales Trainee. During his 14 years there, he served as Service Manager and Vice President of Sales. He was a member of Governor Fob James cabinet from 1979 to 1983 serving as the Director of the Alabama Development Office. In 1985, he founded Finney Equipment & Parts in Birmingham, where he continued to work until his passing.



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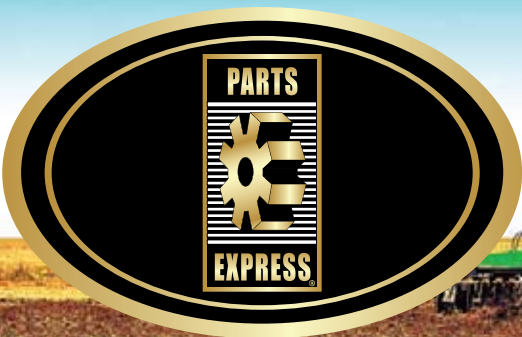
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The Fight for Right to Repair



By Tom Winkleblack

According to Wikipedia the Motor Vehicle Owner's Right to Repair Act, sometimes referred to as Right to Repair, is a name for various proposed bills in the United States Congress and several state legislatures.

The 1990 Clean Air Act Amendments required all vehicles built after 1994 to include on-board computer systems to monitor vehicle emissions. This bill also required automakers to provide independent repairers the same emissions service information as provided to franchised new car dealers. California further passed legislation requiring that all emissions related service information and tools be made available to independent shops. Unlike the Clean Air Act, the California bill also required the car companies to maintain web sites which contained all of their service information and which was accessible on a subscription basis to repair shops and car owners.

On November 26, 2013 the Massachusetts legislature signed a Right to Repair bill that prompted the Automotive Aftermarket Industry Association, Coalition for Auto Repair Equality, Alliance of Automobile Manufacturers, and the Association for Global Automakers to sign a Memorandum of Understanding which would commit the vehicle manufacturers to meet the requirements of the Massachusetts law in all fifty states.

The Automotive News Journal reported in January 2014 that two trade groups representing automakers - the Alliance of Automobile Manufacturers and the Association of Global Automakers - announced an agreement with independent garages and retailers to make Massachusetts' law a national standard. Under this agreement all automobile manufacturers would make their diagnostic codes and repair

data available in a common format by the 2018 model year as the bill requires.

More specifically the law will:

- Require automakers to make available to repair shops the same vehicle repair information they give to dealers.
- Allow repair shops to purchase that data with an ordinary computer over a standardized, Internet-based service.
- Require automakers to offer a nonproprietary interface for diagnosing problems with vehicles, starting in the 2018 model year.

When you step back and analyze the time line that exists here, you realize how long it takes our legal and political processes to actually accomplish anything!

The first Right to Repair bill was first introduced in the United States Senate and in the House of Representatives in August 2001. It took until January 2014 to reach an agreement with some teeth in it - and then it takes effect on the models coming out four more years down the road! New vehicles have varying warranty periods, but most are at least a minimum of two years and that not only keeps the consumer tied to the O.E.M. dealers, but keeps the aftermarket parts and service vendors outside looking in.

So far this article has been centered on the automotive industry because that is where this fight began and has received the most publicity. But all of us involved in the equipment business have seen the same scenario evolving in the farm and construction equipment sectors in the same way.

As equipment technology has advanced, computers came to control the vital systems of every vehicle, including brakes, steering mechanisms and most of the engine and drive train functions. Repairing equipment has become a high-tech operation, with computer diagnostic tools replacing a mechanic's observation and experience. These developments have enabled the manufacturers to become the "gatekeepers" of the technical information necessary to repair or supply parts to modern machinery.

The next issue will be who "owns" the machinery and its intelligence?

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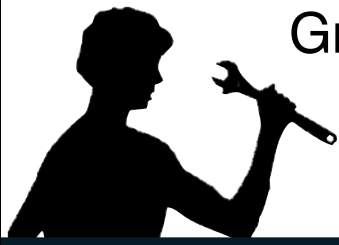


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Greetings from

Greasy Girl

By Terri Stevens

Random Acts of Kindness

Well let me start off this article by saying how good it is to be back. I have missed all of you. It seems that our lives and our businesses take turns and sometimes we have to regroup and come back to what is important.

I am a person that values friendships and relationships so today I want to tell you all about something that my Bible study group did recently. We were challenged to do Random Acts of Kindness. I recently studied 1 Corinthians 13 or better known as the chapter on love.

It starts out with Love is Patient . . . Love is Kind. As I look around at our world there isn't much of that going on. That makes me sad. It is such a wonderful thing to be treated with patience and kindness and it feels pretty good when you are the one that is being patient and kind.

We started our day off with a great breakfast and then we were off. We took plates of cookies and went to the nursing home, we went to gas stations and paid for peoples gas, we went to the fire station and told them



"Thank you." We paid for peoples' meals in the drive thru windows.

We totally got out of our comfort zone.

How long has it been since you have been out of your comfort zone? It is so good for you. Try it sometime.

Recently my husband and I were eating lunch at Subway and a young man came in and Russ said, "I will buy his meal." The young man said, "Why would you do that?" and Russ' reply was, "I forgot you at Christmas." We all laughed and the man left with a big smile on his face. Random Acts of Kindness! I want to challenge you all to try it. Try it everyday. It doesn't have to cost money. Maybe it is carrying an elderly person's groceries to the car or opening the door for

someone or letting someone go before you in a line or maybe just smile at someone.

We wonder why our country isn't the country it once was... well I think this is one of the reasons. Our lives are not about us; they are about showing love.

The love of Christ. We are to treat people as we want to be treated.

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Heartland Communications Group, Inc. Celebrates 50-Year Milestone

FORT DODGE, IOWA (March 24, 2016) – Heartland Communications Group, Inc., a leading full-service publisher specializing in agriculture, construction, aviation, industrial machines, and consumer lifestyle magazines, is celebrating its 50th anniversary in 2016.

On April 14, 1966, the first four-page *Contractors Hot Line* “want-to-buy” newsletter was distributed by an Iowa contractor and his wife to industry professionals searching for an easier way to locate and sell equipment in the Midwest. The success of the newsletter became the foundation for Heartland Communications Group, which has launched many publications over the last five decades. Today, the company produces more than 40 print and digital publications and annual guidebooks that reach an expanding global audience.

Heartland leaders credit its employees and many clients for the company’s success. Mr. Gale W. McKinney, Heartland President and CEO, stated, “Heartland’s success is a direct result of the dedicated, passionate commitment of its staff past and present. What we do is not easy. Our staff must know our customers’ businesses as well as our own. Heartland has persevered for 50 years because of our staff’s significant skill set and the customized solutions we consistently tailor for our clients to reach their customers. In some ways we are a bit of a throwback—relying on the attributes of a strong work ethic and a dedicated commitment to our clients’ success. These values learned through our history combined with an array of new marketing innovations will provide Heartland with a bright future.”

While Heartland Communications Group Inc. continues to adhere to the philosophy of connecting buyers and sellers, it has expanded its offerings over the years to provide a full range of marketing services—from print and electronic advertising, editorial and public relations, subscriptions, list marketing, bulk mailing and graphic design. The company operates from its home office in Fort Dodge, Iowa, as well as satellite offices in Des Moines, Iowa; Kansas City, Mo.; Lincoln, Neb.; Manitowoc, Wis.; Phoenix, Ariz.; Denver, Colo.; and London, England.

As Heartland Communications Group, Inc. approaches its golden anniversary, it looks forward to continued growth and providing the industries it serves with experience, professionalism and creativity. “We are grateful for our customers who have trusted and relied upon our services to disseminate their messages to their target markets. Their partnerships have helped us develop compelling products to better meet their needs. We value the personal and professional relationships we have cultivated through the years and look forward to reaching new customers as we continue to grow,” McKinney said.

To celebrate this company landmark, two events are scheduled for Friday, April 22, at the company’s headquarters at 1003 Central Avenue in downtown Fort Dodge. At 2 p.m., the Greater Fort Dodge Growth Alliance and city leaders will hold a ribbon-cutting. An open house will follow from 2-4 p.m.

Press Contact: Mr. Gale McKinney, President and CEO, Heartland Communications Group, Inc.
Phone: (515) 574-2342 Email: gale@hlipublishing.com

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