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International Harvester Collectors • Chapter #23

LABAMA

Early Summer 2018

All Set for Red Power Round Up 2018!



Randy's Ramblings

President's Letter from Randy Bodine

fter three years of anticipation, Red Power Round Up 2018 is almost here! If you haven't been website rpru2018.com lately, please go visit. As a little reminder for all of us, Matt Bodine has installed a countdown timer. I can almost hear the music from the Jeopardy game show for the timing of their answers. However, I mainly hear Buck Owens singing in my ear "I've

got a tiger by the tail it's plain to see". I'm afraid that if I let go, it will turn and eat me for lunch. Therefore, I'm holding on for dear life.

I have had the unique privilege to see all the "behind the scenes" efforts that you are doing. Each person has worked diligently in their own individual area and it is all coming together for a common goal. I have been able to watch each committee's "piece of the puzzle" being put together to create a wonderful picture. Thank you for stepping up and spending countless hours preparing for Red Power. Many more of you will be helping out in the coming days preceding RPRU 2018, as well as working during, and after the show. So many of you have gone the extra mile and you will hear about those in the coming days and in future ramblings.

If you still have not volunteered to help, it's not too late. We have plenty of places you can serve. There are time slots available from Saturday, June 9 – Sunday, June 17 in all areas. Please plan to bring tractors or other IH exhibits. If you don't attend RPRU 2018, you will truly be missing out on a once-in-alifetime opportunity.

On Monday night, June 11, we will have a Volunteer and Vendor Appreciation Fish Fry at Garrett Coliseum at 6:00 pm. Special thanks to Donnie Wedgworth and his Catfish Navy for sponsoring this event. This will be a great time of fellowship and celebration to kick off RPRU 2018.

You want to be sure you don't miss out on getting one of the Cotton Picker Toy Replicas. We are still receiving orders every day, so if you want to insure



Kasey Bodine blows out the candles on her cake as wet friends shiver at a chilly June birthday pool party.

you get one, place your order today. We don't want our club members to be disappointed if they miss out. The toy turned out great!

Since we started down this path called RPRU 2018, I wish I had a dime for every time someone asked or commented about the weather in Alabama. I can't predict what the weather will be like, but on opening day, June 13, my sweet daughter Kasey will celebrate her birthday. While she was growing up, she always had her birthday parties either at the lake or the pool. Most years we were freezing. The kids would be almost blue from trying to swim in the cold and the parents would be wrapped up in their towels. So, I do know we generally have a cold snap that week. In 2002, the average high for June 13-16 was 66 degrees. Last year in Des Moines, IA during RPRU it was in the 90's in Iowa and in the 70s in Alabama. However, I also tell people that I don't care if it is 60 or 90 - any day, hot or cold, rain, sleet or snow, is a great day for a tractor show!

In keeping with tradition and trying to bring normalcy to our chapter in the midst of Round Up, we will have our regular chapter meeting during RPRU 2018 under our red and white tent on Saturday at 11:00 am. This is also our State Show for 2018. Let's not forget that we have two new and exciting venues for our other chapter meetings to finish out the year. We will meet at Fyffe on August 25 and St. Florian on October 6. I look forward to seeing everyone there. Bids are open for hosting the Alabama State Show for 2020. If your club is interested, please contact Clay or me.

Finally, from the bottom of my heart, I

CONTINUED ON PAGE 3



An Alabama 501 (c)(7) Non-Profit Corporation

Officers

Randy L. Bodine – President 1798 Lauren Lane Auburn, AL 36830-7562 (334) 887-8867 randy@bodines.com

Gary Bell – Vice President 58 N. Johnson Chapel Rd. Danville, AL 35619-6504 (256) 773-4922 (256) 303-9525 gbell4922@charter.net Clay Nordan – Sec/Treas. 2907 Virginia Road

2907 Virginia Road Birmingham, AL 35223-1253 (205) 870-1535 cnordan@me.com

Directors

Buck Brown '18 347 State Farm Road Alexandria, AL 36250-6028 (256) 452-1793 bbrown@tractor-equipment.com Charlie Grimmitt '18

808 W. 6th St. Sheffield, AL 35660-2532 (256) 381-7268 pilotlitecharlie@yahoo.com Dean Higgins '18

357 Hoagtown Loop Sylvan Springs, AL 35118-9709 (205) 491-6062

Robert Bodine '19 P.O. Box 274 Guntersville, AL 35976-0275 (256) 582-8593 bodinefarms@yahoo.com Ronnie Lott '19

74 Cheaha Rd. Munford, AL 36268-7032 (256) 362-5574 farmerron15@gmail.com **Sherman Roberts '19**

10766 Hwy. 78 Jasper, AL 35501-8243 (205) 483-65083 shermanihc@yahoo.com Joe Criswell '20

PO. Box 538 Snead, AL 35952-0538 (205) 466-3500 sneadequip@yahoo.com

Clay Nordan '20 Donnie Wedgworth '20 782 AL Highway 61 Greensboro, AL 36744-5490 (334) 352-1038 donniewedgworth@gmail.com

Advisors

Charles Allen Wiley Johnson Conrad Bell

Minutes of AL Chapter #23 International Harvester Collectors Meeting at Montevallo, AL 11:00 a.m., April 7, 2018

8 Directors present
Robert Bodine
Buck Brown
Joe Criswell
Charlie Grimmitt
Ronnie Lott
Clay Nordan
Sherman Roberts
Donnie Wedgworth

2 Advisors present Conrad Bell Wiley Johnson

2 Visitors present Mary Bodine Vicki Lott

27 Members present Sally Grimmitt Lynn Helms Joe Acker Stephen Allen Hal Hoaglin Sharon K. Allen Dennis Johnson Richard Artz Gene Jones Harold Beck Gerald Keeton Retha Beck Johnnie Lemmond Gary Bell Larry Lemmond Jana Bodine Glenda Mims Kasey Bodine Joe Mims Randy Bodine Darwin Prewitt Gary Couey Jane Roberts Larry Couey Tenia Smith Carey Thompson Bill Friday

The meeting was called to order by president Randy Bodine and he began the meeting with an invocation.

The first agenda item was Clay's report. He had no additions to the minutes as published in the recent newsletter and said that the chapter balance had not changed from the recent report in the newsletter: \$14,501.16.

He reported that membership currently stands at 322. Since the newsletter went to the printer, four new members have joined the club and are included in the total. He also reported that he had received word of the passing of Ron Warner, member #546, from Greenville.

CONTINUED FROM PAGE 2

want to personally thank each and every one of you that have helped make Red Power Round Up 2018 the success that I know it will be. Thank you for having my back. Also, I want to apologize in advance for you having to put up with me barking orders for all the Round Up days to come. I can't help it – my overwhelming charm just has to come out.

I am truly honored to be part of such a special organization and I look forward to continuing to work with you side by side in Montgomery as we see all our efforts come to fruition. I believe this will be one of the best RPRU's ever!

Happy Tractoring!

Randy

There was a motion and second to accept the minutes and report and the motion passed.

Next on the agenda was recognition and a word of welcome by Randy to our three new directors, Joe Criswell, Clay Nordan, and Donnie Wedgworth. He also thanked Charles Allen, Conrad Bell, and Wiley Johnson for their service to the chapter as directors. When their terms expired at the end of December, they all transitioned to Advisors.

Randy then called on vice-president Gary Bell for a report on the national Winter Convention that was held in Branson, MO in March. Gary said that the convention was well attended and a big success. He reported that Branson was a great location for the convention and offered a lot to keep visitors occupied and entertained. He said that Chapter #23 members were pretty overwhelmed by the interest and enthusiasm expressed by IHC members at Branson about coming to Montgomery in June for the Red Power Round Up.

Robert Bodine then reported on what is going on with the FFA restoration project at Asbury High School. He said that the tractor has been moved to Bodine Farms and is ready to paint. He said that lots of work has been done on the tractor and that it runs great. He said that he is actively working with the FFA group, along with Carl Pletcher, to get the tractor finished as soon as possible.

The next agenda item was an appeal to all Chapter #23 members to sign up to work at the Montgomery Red Power Round Up in June. He also said that we are in need of mechanics to work on equipment between now and June. He said that there is also a need for equipment haulers between now and the start of the show.

Next was an update on upcoming meetings. Our next Chapter meeting will be at the state show in Montgomery that will be part of the Red Power Round Up. That meeting will be at 11:00 am on Saturday, June 16. The third meeting of the year will be at Fyffe on August 25 and the final meeting will be at St. Florian on October 6.

Randy reminded everyone present that show schedules remain available and that posters with the schedule have been made to distribute to feed stores, ag supply businesses, and tractor repair shops.

Next was a request for anyone wanting to promote an upcoming show to do so. Among the shows mentioned by members were Snead, Wetumpka, and Greenville.

Finally, Randy went through the list of future Alabama State Shows and Red Power Round Ups that have been scheduled.

As the meeting progressed, the temperature inside the chapter tent dropped steadily and the wind picked up. Some members had to wrap up in blankets to keep warm during the meeting and Randy said that if he had known that the weather would take such a turn that we would have met in the classroom that the Montevallo High School FFA had made available for today's Red Power Round Up meeting scheduled for 1:00 pm.

With no further business to discuss, and to the great relief of those in attendance, the meeting was adjourned.

Respectfully submitted, Clay Nordan – Secretary/Treasurer

Financial Report

 Net Assets, April 2018
 \$14,501.16

 Income
 260.00

 Dues
 260.00

 Interest
 47.36

 Subtotal
 307.36

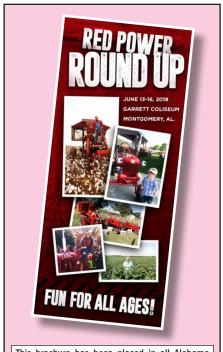
 Expenses

 Newsletter
 1257.25

 National Dues Paid
 120.00

 Subtotal
 1377.25

 Net Assets, June 2018
 \$13,431.27



This brochure has been placed in all Alabama Tourism venues, including 9 visitor and welcome centers. Funding provided through a grant from the Alabama Tourism Department.

Next Meeting



Alabama IH
State Show at
RED POWER ROUND UP
Garrett Coliseum
Montgomery, AL
11:00 a.m.
Saturday
June 16, 2018

In keeping with tradition we will meet under the Chapter #23 red and white tent.

Attention Chapter #23 Members

Saturday, June 9 and Sunday, June 10 have been designated as Red Power Round Up show prep days. We ask that all committee chairmen and assistants plan on being at Garrett Coliseum at 8:00 am both days and ready to help set up the showgrounds.

324 Active Members

6 New Members Added Since Last Newsletter

Roy Parker #641/25406 4684 Friendship Rd. Tallassee, AL 36078-4238 (Elmore County) (334) 318-0952 ◆ parkertire@aol.com

Brad Parker #642/25407 1508 Gilmer Ave. Tallassee, AL 36078-2336 (Elmore County) (334) 318-0952 ◆ parkertire@aol.com

Donald Thorn #643/25428 4820 Hwy 24 Red Bay, AL 35582-3514 (Franklin County) (256) 356-4065 (246) 668-2617 CELL

dawnthornrb@bellsouth.net

Dawn Thorn #644/25429 4820 Hwy 24 Red Bay, AL 35582-3514 (Franklin County) (256) 356-4065 (246) 668-2628 CELL

dawnthornrb@bellsouth.net

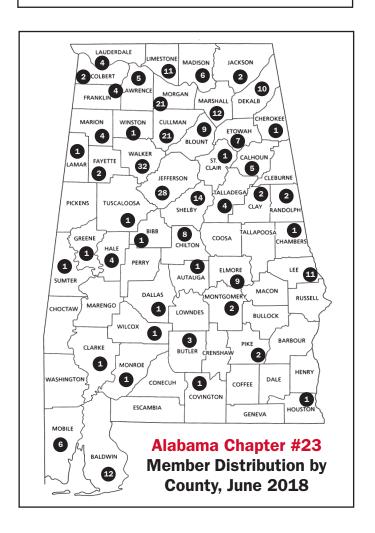
Harland Brasher #645/25446 11804 County Road 42 Jemison, AL 35085-6221 (Chilton County) (205) 217-1348 ◆ hbtractor@yahoo.com

Phillip Garrett #646/25462 249 Holcombe Road Calera, AL 35040-4637 (Shelby County) (205) 335-2736

dinnerbell7633@hotmail.com

44 Out of State Members

Florida5	Mississippi4
Georgia17	Pennsylvania1
Indiana2	Tennessee5
Louisiana7	Texas3





- * Letterheads
- Envelopes
- Invoices
- **❖** Raffle Tickets
- Purchase Orders
- **❖** Labels
- ❖ All Types Invitations
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- Coroplast Signs
- Banners
- ❖ Vinyl Lettering
- Magnetic Signs



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Fax: (205) 387-9102 graphicp@bellsouth.net

2018 Tractor Show Schedule

Montgomery, AL – Red Power Round UpJune 13-16
** Montgomery, Alabama – IH State Show June 16
Cotaco – Soggy Bottom June 16
Gadsden - Goodyear Plant June 23
Hanceville June 30
GuntersvilleJuly 21
SpeakeJuly 28
Athens - Piney Chapel August 3-4
Lawrenceburg, TNAugust 17-18
Russellville – Watermelon Festival August 18
** Fyffe August 25
Fairview (Labor Day) Sept. 3
Eagleville, TN Sept. 7-8
Nicholasville, Kentucky – IH State ShowSept. 14-15
Hartselle Depot Days Sept. 15
Inman, Georgia - IH State Show Sept. 21-23
Winfield Mule Day Sept. 22
Montgomery – AL National Fair Sept. 28 - Oct. 8
Eva Sept. 29
Boaz Oct. 5-6
Centre Fall FestOct. 6
** St. Florian
Gadsden – Noccalula Falls "G" Roundup Oct. 12-13
Cordova – Jean's On the RiverOct. 13
Cordova – Jean's On the River
Cordova – Jean's On the River Oct. 13 Falkville Festival Oct. 13 Shelby – Iron Works Oct. 13 Dothan - Landmark Park Oct. 20 Jasper Heritage Festival Oct. 20 Wedowee Oct. 20 Hartselle – Southland Flywheelers Oct. 27 Greenville Oct. 27
Cordova – Jean's On the River

**Alabama Chapter 23 Meeting at 11:00 a.m.







MOULTON IMPLEMENT CO., INC.

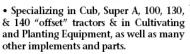
13511 ALABAMA HWY. 157 P.O. Box 548 MOULTON, ALABAMA 35650

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Our first meeting of the year was held at the Montevallo High School FFA Farm Day at 11:00 a.m. on April 7. The chapter tent was not much protection from a chilly wind that sprang up during the meeting. Fortunately, the well attended and productive Red Power Round Up meeting at 1:00 p.m was held in a warm classroom nearby.





Montevallo FFA Farm Day kicks off with an early morning parade through downtown. Main Street had undergone a complete update and face-lift for more than a year as part of the city's Bicentennial celebration. The FFA parade was the first one to come through town since work was completed recently. (Left) Gary Bell waves to the camera from his Farmall Super MTA, followed by Conrad Bell on his McCormick Super W-4. (Right) Donnie Wedgworth passes the post office on his narrow-front Farmall 504 diesel.





(Left) Dennis Johnson (#510) maneuvers his recently restored Super C with loader into display position near the chapter tent. (Right) Tractors brought to the show had to park on the pavement since the show grounds were soggy from rain the night before.

Chapter #23 Red Power Round Up Exhibitors

Don't miss your chance to make a memory of the Red Power Round Up coming to Alabama.

Be sure to get your free photo made with your display for the 2018 Red Power Round Up Show Book while you are in Montgomery.

Just drive your tractor, Cub Cadet, Truck, or Scout to the Crawford Arena between 8:30 & 5:00 (closed 12:30 - 1:30 for lunch) on Wednesday, Thursday, or Friday.

We will also be selling high quality color prints in four sizes, suitable for framing, that you can pre-order at the same time you have your photo made.

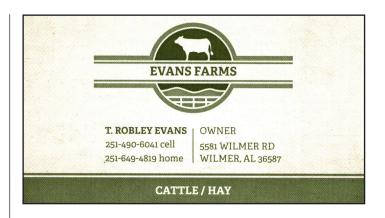
While you are at the arena, don't forget to pre-order your copy of the 2018 Show Book (\$35 +\$5 shipping – Credit Cards Accepted).



Joe Mims (#324) from Clanton is a regular in the FFA parade at Montevallo. Joe is a former Chilton County Ag teacher and FFA sponsor and supports the Montevallo event each year.



Projected slides were an effective communication tool used by Randy Bodine at the meeting on April 7 at Montevallo.









How We Advertised Red Power Round Up - 2018

By Clay Nordan

At our first meeting of the year in early April of 2017 at the Loxley, AL Strawberry Festival, president Randy Bodine handed over to me a shopping bag full of ag and tractor oriented publications that he either subscribed to or had accumulated with an ulterior motive.

It was more than a year before Red Power Round Up 2018 would be upon us, but he was already thinking about the best ways for us to get the word out to as many potential visitors to Alabama as possible while also spending as little money as we could

As chairman of the Publicity/Advertising committee, he gave me an assignment to study the contents of his bag, as well as any other print publications that seemed right for running our ads promoting RPRU 2018.

Randy also suggested that once I had become familiar with all of our options that I put together a time-line that we might follow as a guide to when and where we would need to place our advertising.

In a few weeks I had finished my homework and put together a chart made up of all the options I had identified. The chart showed events with printed programs, magazines, show guides, and newspapers, etc. It also showed the cost of advertising, the number of readers we could hope to reach, and the date when the



ad had to be sent to the publication.

This time-line chart proved to be indispensible in helping us decide where to advertise and whether or not we were getting the biggest bang for our buck.

It was not long after I finished this work that we realized that our first advertising opportunity was right on top of us.

The big Piney Chapel show, near Athens, AL, that is always on the first weekend of August, sells advertising space in their show program. Their deadline for ad submissions was at the end of June, so I had to get the OK from Randy to make the commitment, and then put together an ad in time to make the due date.

This was the beginning of a regular process, that has lasted a full year, of evaluating similar advertising opportunities and getting a decision about whether or not they were right for us.

During the year, we passed on many publications that were in the running, usually for reasons of cost or limited subscriber/reader base, but in the end we have had great success in getting our message in front of many thousands of potential visitors to Montgomery, AL and Red Power Round Up – 2018.

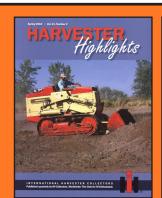
The ad at left ran twice in May in Farm Collector magazine's weekly eNewsletter. It included an interactive link that, with a click, took the user to www.rpru2018.com.





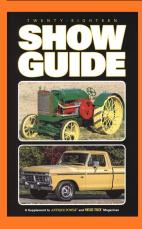


The ad at left above is a general purpose ad that we used until the end of 2017. Beginning with the Winter issue of Harvester Highlights, the ad on the right, which contains more information, became the standard ad we used for the rest of the campaign. The middle image shows our press release as it appeared in the March issue of the Alabama Farmers & Consumers Bulletin.

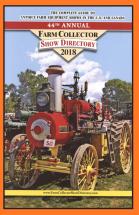










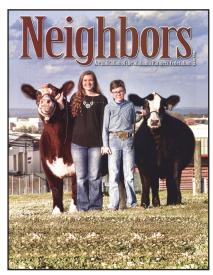


Red Power Round Up Advertising 2017 – 2018

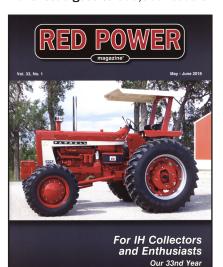
- Piney Chapel Show Program (full page)
- Rantoul, IL Show Program (full page)
- Scout Nationals Show Program (full page)
- Eagleville, TN Show Program (full page)
- Southland Flywheelers Show Program (full page)
- IHC Winter Convention Program (full page)
- Farm Collector Annual Show Guide (free event listing)
- Antique Power Annual Show Guide (free event listing and purchased full page)
- · Harvester Highlights
 - (Fall 3 full pages, Winter 3 full pages, Spring 4 full pages)
- Red Power Magazine (March/April full page; May/June full page)
- Farm Collector Magazine (May full page)
- Farm Collector eNewsletter (First and last weeks of May sidebar ad)
- Alabama Farmers & Consumers Bulletin
- (March RPRU news release; April, May, June 1/4 page ad)
- Neighbors Magazine (May full page, June full page)
- Tennessee Chapter 2nd Quarter newsletter (full page)
- Florida Chapter March newsletter (full page)
- A news release providing information about RPRU 2018 was provided to all Alabama daily and weekly newspapers in early May by the Alabama Press Association's news release distribution service.)



Farm Collector is a popular magazine for antique ag equipment enthusiasts.



Neighbors magazine is a monthly magazine sent to members of Alabama Farmers Federation (ALFA). Their June 2018 issue goes to 350,000 readers.





Ronnie Lott brought his excellent IH Scout and two good looking Cub Cadets to the Snead CASE/IH show in April.





The show at Snead Equipment is a great early season show each year – always with a good turnout and lots of variety.



Richard Artz (#160) of Guntersville checks out the vintage Farmalls at Snead. Joe Criswell's (#357) dealership hosts the show where free lunch is a big attraction.



The "Best of Show" award went to Conrad and Gary Bell at Snead for their Super MTA.



Sherman Roberts shows his recently completed International I-4 restoration at the show at Snead.



Another recently completed project shown for the first time at Snead was Gary Bell's IH 300 Utility, known as the "Elvis Tractor".



A nice line of red tractors at the Louisiana State Show at Franklinton, LA held on May 4-5.



Dan Cotten (#491) stands with his red flat-faced 1960's era Cub at Franklinton. Red was a special order color for this tractor.



AL Chapter #23 members promote Red Power Round Up – 2018 at the Louisiana Chapter #31 State Show at Franklinton in May. (L-R) Conrad Bell, Gary Bell, Dan Cotten, Skeet Cooper, Roselea Cooper, Buddy Banks, Royce Colvin, Sherman Roberts, Jane Roberts, Jack Barnett.

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