

Feature
ADVERTISER

Rick's Ag Parts, LLC



How long have you been in business?

I started my own business in 2000.

Are you the only owner?

I am the owner.

How many people do you employ?

On a daily basis, it's me, myself and I. My son, soon entering the 10th grade, helps me when I go to shows and is starting to help me more with my website developing

What's the history behind your business?

When I was 11 years old, I started "hangin out" behind the parts counter at our Oliver-White dealership. I became "officially" employed in the late '70s and became parts manager in the early '80s. During all those years while I was at the parts counter, Oliver, White, White Farm, White-New Idea went through many changes and ownership. With those changes, our country lost many Oliver/

White dealerships, knowledgeable company representatives and a lot of knowledgeable parts counter personnel. With a lot of the farming community still depending of the Oliver/White Brands, I felt there was still a great need to continue sourcing and supplying parts.

How did you come to be involved in Hart-Parr / Oliver tractors?

In 1971, my dad purchased the local Oliver dealership. The dealership originally opened its doors in 1937. Every chance I had, I was at the dealership. Whether it was a late night going back in with dad to sweep the floors, fill the literature racks or help file paperwork or getting up early on a Saturday mornings and being there from 7:00 to 3:00, I enjoyed the dealership and being with the customers. I also have to admit that the penny peanut machine was quite a draw for me too! One of my



This was the original dealership at 1119 W. Lincoln Way. It is now a Chevy dealership.



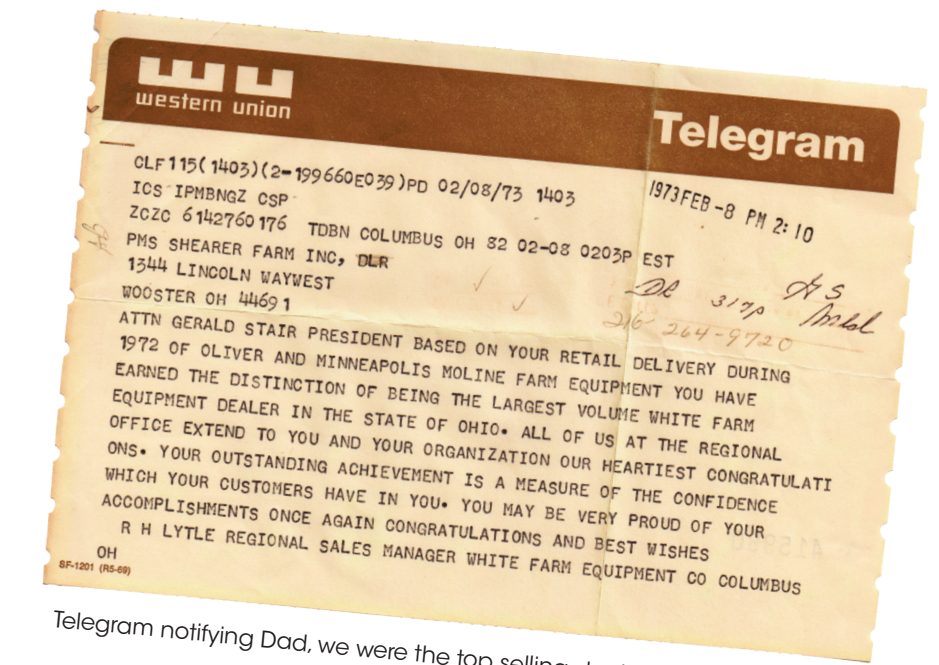
The new location was at 1344 W. Lincoln Way. Both locations can be seen from the fairgrounds.

first jobs when I got my drivers license was going to Columbus, OH about ever other week. White's one dealer branch was in Columbus on Phillipi Road. I also made stops at our Wheel Horse distributor (Mitsubishi Satoh), Rhino, Glencoe, Woods, Little Giant, Kelly, etc.

One of my biggest challenges was picking up an 18' Kwik-Cut Cutter Bar change-over kit and bringing it back in a 3/4-ton pick-up with an 8' bed. I had picked up three 3-Point log splitters from the C. A. McDade Company and had to use them as weight to hold the conversion kit down. With all that weight hanging out over the back, I'm pretty sure the front end of the truck had to of come off the road a few times.

How did you get started in your business? We sold our White/Oliver/Hesston dealership at the end of 1992 and sold out from our Deere store in 1993. After going to work for a couple other dealerships, it came down to I wasn't really happy and realized it was time to do my own thing.

What do you sell? I sell a little bit of everything, but my main focus is handling the parts for most of the Fiat made Oliver, White, Moline and Cockshutt tractors. I pretty much have accounts with all my suppliers that I did when we



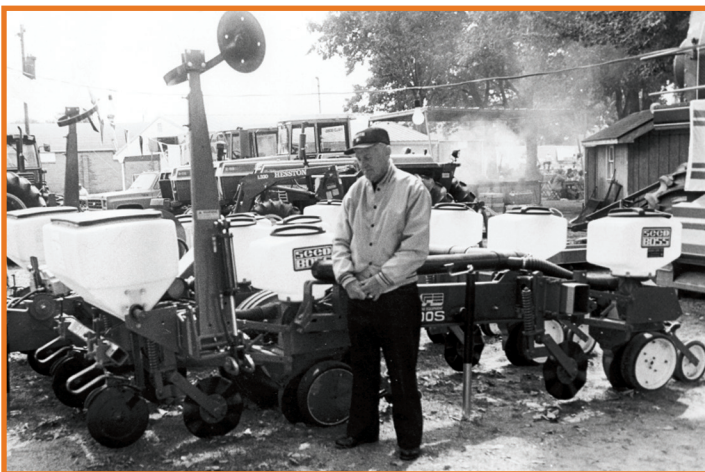
Telegram notifying Dad, we were the top selling dealership in Ohio in 1972.

had our dealerships, so that opens up a wide selection of parts and accessories for other makes. I am currently working at expanding my website to offer more of the popular and common parts for Hay and Forage equipment.

What's one of your favorite items that you sell and why? I guess I can't think of just "one" favorite item I sell. With both grandparents being farmers, I have a special place in my heart for helping the American Farmer. Any item I sell that goes to help produce food for our families' tables is a favorite one for me. I

also, really appreciate the talents of those that are in the collecting and restoration business. Supplying parts to preserve these tractors is pretty special too. The amount of time and "CASH" those individuals spend to help preserve our history is VERY much appreciated.

What is a unique thing that you offer to your customers? There are probably a couple things I could call "unique" or maybe "special" to my business. My main focus the past couple of years, since selling a part of my business to my brother has been more on the Fiat made tractors:



Mr. Shearer whom Dad purchased the dealership from and I had a great deal of respect for.



A picture of our open house.



Some of Rick's parts books.



Rick set up at a show with his merchandise.

Oliver, White, Moline and Cockshutt tractors. Parts for these units can be a little more time consuming trying to locate. There are a number of these tractors still in use and with dealerships become fewer and farther apart, my phone and in-box keeps getting busier. Something else I would call "unique" is what I'm trying to do with my web-sites. I have been scanning various Parts and Service Bulletins, Parts Breakdowns, Tractor Specs, Wiring Diagrams, Old Literature, etc. and placing on my sites. I also have plans on creating a "Customer Want List" on my site. This would work as a type of classified ad. If someone sends me an e-mail on items they are looking for and I do not have or cannot locate, I'll do a "copy and paste" to this page and maybe someone reading the page will have what someone is looking for and can contact the individual directly.

What is your favorite thing about being in this business? There are many favorite things about being in this business. Knowing that I am providing a much needed service makes this an enjoyable part of my life. The thousands of friends I have met via the phone or in

person is just awesome. I have also been approached by many in our area for years about trying to bring a HPOCA National Show to Wayne County Ohio. With the help of the Buckeye Oliver Collectors, 2011 is the year. Having the show only a block away from where our dealership was is really neat too. I have been blessed by so many in this great agricultural area which I live, that I am excited to be a part of making this year's national summer show happen in my home town.

How do you want customers to contact you? Websites are: www.RicksAgParts.com, www.PartsForOlivers.com, www.BigBalerParts.com

My Verizon Cell: (Voice or Text) 330.466.2164

Email: info@RicksAgParts.com

I know for some, the past couple months has been a bit of a challenge in trying to get a hold of me. Along with being heavily involved in putting together the 2011 Summer Show, I have recently sold my house and purchased a new place that has a 24'x24' shop on the property. By the time this article comes out, I hope to be moved in, have most of my parts unpacked and ready to roll. 🇳🇵



Our dealership set up at the Wayne County Fair in the early 70s, the same location as this year's Summer Show.