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Collective Reporting On Progress

SPRING 2015



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Chad Koster, CEO



JOHN DEERE

SPRING

Highlights

Dear Valued Customers,

I don't know how you feel but I am one that is ready for spring and warmer temperatures. We have experienced some unusual weather the past few months with some very cold temperatures but also some unseasonably high temps. I am hopeful you received some beneficial moisture over the winter and will be blessed with spring rains. These much anticipated spring showers will give us optimism for an exciting spring planting season and help us enjoy a bountiful wheat harvest this summer!

In our Fall/Winter 2014 CROP newsletter, we highlighted our winter service program. By keeping your equipment well maintained and ready for the season, you will reduce major breakdowns and maximize critical uptime! Over the past few years there has been a shift in our service workload and winter has become one of our busiest times of year for our dedicated service teams. They are focused on getting your equipment through the shop timely. It is our goal and priority to get your service work completed in advance. Please communicate with your local American Implement service team if you have any concerns as we approach the upcoming busy use season. An exciting component of our winter service program was for each winter service inspection completed, American Implement will donate \$100 to a local charity or organization selected by you. We are in the midst of these inspections and hopefully there will be more, but as of the middle of February, American Implement will be donating \$79,300 shared by 51 local organizations. From all of us at American Implement, thank you for your parts and service business. We look forward to presenting checks to so many wonderful local groups and giving back to our local communities!

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Spring planting is just around the corner. Now would be a great time to get your planter ready. Let us help you save money on these necessary repairs and updates. American Implement is offering 10% OFF planter parts in stock or stock ordered during the month of March. March is also a great time to stock up on your John Deere talc and graphite with 10% savings. And please don't forget your planter software updates. It can be a challenge to keep up with software updates but it is critical that you always have the latest software. Stop in and visit with your local AI Integrated Solutions Specialist so they can help get these updates done for you. It is the start of a new season and you know how critical planting is so make sure your planter is in great condition so it can perform at its peak.

Lastly, a topic I want to touch on is Customer Satisfaction Surveys. In this CROP newsletter you will see an article from Robert Webb our Director of Service. Please take a few minutes to read it. Believe me; I understand that you are being overwhelmed by surveys sent out by almost every company you do business with. Our industry is no

different and sees the positive value in the customer survey process. Your input and feedback helps John Deere and American Implement continuously improve. Therefore, Deere and American Implement are active and engaged in this survey process like so many others. John Deere wants to hear from you on how they are doing as a manufacturer and American Implement wants to know how we are taking care of you, our valued customer. Robert's article explains the different types of surveys and how the process works. What has changed recently is words like satisfied and completely satisfied have been replaced with a numbering system "1" thru "10". "1" is really poor and "10" is excellent! What we want you to understand about the survey grading process is anything other than a "9" or "10" is actually considered poor to neutral and therefore not acceptable. So when you receive your John Deere/American Implement survey, please remember they are important to us and we make improvements based on your feedback. We ask that if we don't deserve a "9" or "10", please contact us immediately so we can address your concerns. American Implement strives for excellence and wants to be a "10"!

I wish you the best this spring and all of 2015. American Implement thanks you for your patronage and the trust you put in us.

Sincerely,

Chad Koster, CEO

March Savings!

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See parts for complete details.



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PARTS

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Article by:



Spring is always a great time of year to get outdoors and shake off the winter blues. Spring is also a great time to look over your equipment and see what we can improve on over last year. You might be thinking of better ways to make your new or not so new equipment more productive, efficient and convenient. Let us help you with our new and exciting line up of attachment and accessories for your John Deere equipment. These can be field installed or installed at the time of the sale on the equipment.

For starters let's look at some of the attachments available for John Deere tractors. Tractor cabs these days are your business offices and we have accessory mounting brackets with tablet mounts as well as cell phone mounts to help you optimize and organize your space. We also offer a front-mount utility box that mounts to your front weights to store your essential hand tools without taking up valuable cab space. LED lights are great for those long work days that turn into work after dark. These lights produce more light and consume less energy providing less strain on operator's eyes.



Upgrade your "business office..."

Maximizing the efficiency of your planter is very important for accurate seed placement. John Deere offers a wide variety of planter attachments to enhance your planting process. Screw adjusting row cleaners clear the seed bed for better seed placement. Pro-Shaft drives replace chain drives, for a smooth, durable and maintenance free seed drive. Heavy duty or pneumatic down-force options prevent row units from bouncing and improve planter penetration in hard or trash conditions. Auxiliary fill lights help with loading CCS planters at night for better visibility.

Improving your harvest experience is possible with our line-up of combine attachments from John Deere. We now have the High-torque, variable-speed feeder house drive kit available for high-capacity power in the high-yielding corn conditions. This is a heavy-duty unit that provides faster ground speeds and more capacity than

the standard feeder house drive unit. Another great kit available is the conveyer auger bearing kit for older combines. These kits provide better bearings for the conveyer augers, reducing maintenance and downtime. Speaking of reducing maintenance and downtime, we also offer an automatic lubrication system for S series combines back to the 50 & 60 series combines. This system uses a Lincoln Quicklub closed unit that lubricates moving bearings at set intervals to help you stay in the field longer.



John Deere conveyor auger bearing kits

Add more productivity to your John Deere self-propelled sprayer with these new attachments. The Direct Injection system accurately injects chemicals in the carrier flow so you no longer have to mix it in the solution tank. No longer do you have to rinse the solution tank between applications, resulting in quicker load times and less chemical waste. Direct injection is currently only available on the 4940 sprayers. Your parts professionals at American Implement can show you there are a variety of kits available to help make your sprayer more productive.

Add More  Do More

with John Deere attachments.

We even offer attachments for your lawn tractors, zero turn mowers and Gator utility vehicles. With spring just around the corner you may want to look at a rear bagger for that lawn tractor. What about a roof or a windshield for that new gator? John Deere attachments are now ordered through the Parts Department and if we don't have them in stock, we can get your attachment in a couple of days or maybe the same day from one of our 14 locations. So let us help you make your equipment more productive and convenient for years to come.

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we're social!
connect with us



SALES REPORT: *New Beginnings*

Article by:



Ryan Ortner,
Director of Sales

Spring is finally here. Spring always brings the promise of a new beginning. There's no more time to think about what might happen this year, it's time to go make it happen. In a short time we will start with a busy planting, mowing, and building season. The days are getting longer and the grass a little greener!

American Implement is very excited to announce we have expanded our in-stock offerings of John Deere Compact and Utility size tractors. Our focus on this great line of tractors has helped us to develop package tractor and attachment specials. We hope to show you some of these great Package Specials

at one of our **DRIVE GREEN EVENTS** this spring. We will be holding these ride and drive events at the following locations this year:

March 20-22: Western State Bank Expo Center
Dodge City, KS

March 26: American Implement Location
Colby, KS

March 28-29: Finney County Fairgrounds
Garden City, KS

April 10-11: American Implement Location
Scott City, KS

April 17-19: Spring Fling: Grant Co. Civic Center
Ulysses, KS

Save the date!

SEE IT. DRIVE IT.
DRIVE GREEN
OWN IT.

Win a new tractor or get \$500

The theme for this year's Drive Green program is "See it. Drive it. Own it." Not only will you have the opportunity to see the latest in John Deere Sub-Compact, Compact and Utility tractors, you will also have the opportunity to get your hands on these units and try them out! Check out the functionality, drivability, and even put the bucket in the dirt and see how well they perform! When you are finished with your onsite demo you will also qualify for a \$500 rebate just for coming to check out the John Deere lineup. This rebate may be claimed on any qualifying purchase of John Deere Sub-Compact, Compact or Utility tractors. Claim this rebate in addition to the current published finance rates that may be as low as 0% and you will have a winning combination for a really green spring! Admission is free to all the events and no pre-registration is required to attend. For more information about the Drive Green events, visit your nearest American Implement location.

American Implement has also been busy heating up special deals on our used equipment! We are currently offering Used Row Crop Planters at 0.90% Fixed Interest rates for 60 Months, Semi Annual Payments. We have a huge selection of these planters, most with new Tru-Vee opener blades, 8-36 Row with and without liquid fertilizer. Stop by your local American Implement location and get a special quote on one of these great planters that is sure to sell!

Have a safe, productive and green spring!

Special Financing



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.....*now only \$239,500*



'11 JD 8360R, IVT, ILS, Prem Cab, AT Rdy, 1520 Hrs..... \$248,000
.....*now only \$234,000*



'10 JD 8345R, IVT, ILS, PTO, AT Rdy, 3350 Hrs..... \$191,500
.....*now only \$181,500*



'10 JD 8320RT, Track, IVT, 3pt, PTO, 2457 Hrs..... \$184,500
.....*now only \$175,500*



'08 JD 8430, MF, PS, PTO, AT Rdy, 4651 Hrs..... \$123,500
.....*now only \$118,500*



'08 JD 8330R, ILS, IVT, 3pt, AT Rdy, 3121 Hrs..... \$139,500
.....*now only \$134,500*



'12 JD 9510R, PS, AT Rdy, 357 Hrs..... \$270,500
.....*now only \$263,500*



'07 JD 9520, PS, 4WD, 3pt, 4513 Hrs..... \$140,000
.....*now only \$136,500*



'12 JD S670 STS 4WD, CM, AT Rdy, ProDrive, 565 Sep Hrs..... \$253,500
.....*now only \$245,500*



'12 JD S670 STS, CM, Prem Cab, AT Rdy, 186 Sep Hrs..... \$307,500
.....*now only \$292,500*



'10 JD 9770 STS, LL, Prem Cab, 1381 Sep Hrs..... \$143,500
.....*now only \$138,500*



'12 JD S680 STS, CM, Prem Cab, AT Rdy, 672 Sep Hrs..... \$283,500
.....*now only \$265,500*



'13 JD 4940, 120' 587 Hrs..... \$267,500
.....*now only \$254,500*



'12 JD 4830, 100' 627 Hrs..... \$239,000
.....*now only \$209,500*



'08 JD 4930, 120' 2300 Hrs... \$435,500
.....*now only \$130,500*



'11 JD 1770NT, 16R30, CCS \$404,500
.....*now only \$99,500*

This is a partial listing of our equipment. We have an excellent selection of hay, planting, drilling and tillage equipment. Visit our website or call today!

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SURVIVING THE SURVEY ASSAULT

Take The Survey

Article by:



Robert Webb,
Director of Service

Surveys... they come at us from every direction, we get them in the mail, we get them at restaurants we frequent, we get them in the retail outlets where we shop. Everywhere we spend our time or our money they want to know what we think... thus creating this so-called "Survey Assault."

The Webster dictionary defines the word Survey with multiple definitions:

- 1) consider something generally
- 2) look at something carefully
- 3) question people in a poll
- 4) critical inspection, analysis of poll

sample... All of these indicating the need to gather information so those querying can be in the know.

Surveys are not new. The Roman Emperors polled their citizens in the ancient times. Over the years those in pursuit of constructive data have perfected the survey process to assure more accurate information and analysis of that data. There have been four major scientific leaps in survey development over the last 200 years that have propelled us to the modern survey that we know today.

Respondents Can Be Trusted... Ask the right people.

Small Random Samples are Accurate...

More is not necessary.

Statistical Control Manage and sort data.

Logistical Developments...

Ease and abundance of communication.

We at American Implement, in conjunction with our manufacturing partner John Deere, are participating in a survey process developed, provided and managed by a company known as Satisfyed. Our survey process consists of three types of surveys. The first is if you buy a piece of equipment you will receive a **PRODUCT** survey. This survey has been recently revamped and is considerably shorter than one you may have received in the past. There will be one segment that will ask you specifically about your dealer. The second is if you choose to use John Deere financing you may randomly be selected to receive a **FINANCE** survey for that experience. The third deals with our aftermarket Parts and Service group and is known as a **DEALER** Survey. This survey has been designed to randomly target our customers when they spend over \$400 with either our Parts or Service departments. Both the Finance and the Dealer surveys have restrictions to limit the number and frequency that you could receive them.

When completing one of our surveys a very important aspect we want you to consider is one that may come as a surprise. That is the scoring methodology and how it impacts our

rating. The surveys have a 1-10 scale, based on your marks you are classified as either a Detractor, score 1-6; Neutral, score 7-8; or a Promoter, score 9-10.

The way the system tallies results goes like this: if American Implement gets three surveys returned, 1 was a Detractor, 1 was a Neutral and one was a Promoter our percentage rating would not be the 50% you might expect but actually 0%. The other aspect that can be even more concerning is the fact that an 8 or in essence an 80% satisfaction, a solid B from our high school days results in a neutral rank and worse, a negative score for American Implement at the end of the day.

The single most important aspects of the survey process that we at American Implement want you to understand, we cringe at the thought of being another shark in the survey tank, circling, desperate to feed on your data. We do want and need your participation, but what we really value is your satisfaction and confidence. So that when you deal with American Implement through our efforts there is only one way that you would mark a survey from us and that is with the highest score possible, a 9 or 10 in this case. That is our goal, and that is our commitment to you our valued customer.

The bottom line is if we did not score the highest marks possible... I would ask you to stop, do not fill out that survey. Instead pick up your phone and call your American Implement dealer. Advise him or her of your concerns and reservations in scoring them at the highest score possible. I guarantee you will get the satisfaction you deserve. So the next time one of our surveys hits your mail box there will be no question or need for direction to what was good or bad because you will have only one thing to say about our performance...give those boys a 10! Thank you for your business and we will try to keep the surveys to a minimum!

Our Customers? 0 1 2 3 4 5 6 7 8 9 10 ✓



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Article by:



Kelley Baker, Marketing

Most of you know me as the Director of Marketing for American Implement and as the interviewer for this "On the Farm" portion of the CROP newsletter. But I'm going to turn the tables, so to speak, and let you get to know a little more about me.

I'm a happy farmer/rancher's wife, the mother of two little cowboys, passionate about agriculture (both professionally and personally) and grateful for God's grace. I grew up in the Texas Panhandle, surrounded by agriculture but in a lot of ways oblivious to what farming entailed. My father worked a typical office job, 8 to 5, so when I fell in love with a farmer/cowboy and ended up in southwest Kansas, almost an hour from the

nearest Starbucks, I had a lot to learn. It's been a fun (at times stressful) ten year journey. Here are few tips that I've learned along the way...

Farm Wife Survival Tips:

1) Find Good Friends. You are alone a lot. Between daily chores, fixing things, meetings, fixing things and then the really busy times of the year (planting, harvesting, haying, etc...), your farmer is away from home a lot. Friends with common interest can really help fill a void and make you feel less alone. Be it quilting, scrapbooking, running, etc... it's nice to surround yourself with others. Friends are worth their weight in gold.

2) Sharing is Caring. As strange as it seems to you and me, our way of life is not the norm. Many of my extended family members and friends from a far don't realize all that goes into a farming/ranching operation. The processes such as brandings and harvestings are the most interesting. I try to share as much as I can via blogging, social media and then with the events aforementioned, we invite friends & family to come out to help. Our brandings end with a large meal and social gathering. It's a great opportunity to share a taste of cowboy life.

3) Involve the Children. Raising cattle and owning a ranch has been my husband, Tyler's lifelong dream. Since he was little, his fondest memories come from working side-by-side with his grandfather and uncle on the farm/ranch. His raising was simple, but molded him into a hard worker. He loves his career. He's passionate about it. I think this kind of vocational passion is rare and admirable. In turn, he


demonstrates daily the value of an honest day's work to our children, but in an exciting way. I love that our boys are experiencing the same simple life. They truly enjoy helping out on the farm. For them it's not work - it's fun. Our boys aren't glued to video games and iPad's. They want to be outside, driving their John Deere Gator (pretending to check irrigation wells) and when we're inside they're playing with farm sets.

Tyler teaching son, Keeler, at an annual branding.



4) Relax on Schedules. This one is possibly the hardest concept I've had to learn to adjust to. When growing up, dinner was on the table at six o'clock. Not now. Farm life is so unpredictable. I've learned that dinner time is never at the same time. I've learned that just because you RSVP to an event, that doesn't guarantee that you will make it. I've learned a date to the movies might end up with us in our pajamas watching Netflix because Tyler has to work late because a pivot is stuck or there's a cow having difficulty calving. These things all take precedence over previous plans. My favorite bible verse is Philippians 4:4-7 "Do not be anxious about anything, by prayer and petition, with thanksgiving present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus." I have the type of personality that gets worked up easily so this verse is great to have in the front of me at all times - at home, at work... everywhere. It allows me to take a deep breath, pray and understand that He is in control.

5) Wet Wipes. Trust me, you will need these.



Recipe Card No. 1 Cowboy Beef V8 Stew

©From the Kitchen of Deep South Dish

Prep time: 10 min | Cook time: 2 hours | Yield: About 6 to 8 servings

<ul style="list-style-type: none"> • 1 tablespoon of oil • 1 cup of chopped onion • 1/2 cup of chopped mixed peppers • 1/2 cup of celery • 1 tablespoon of garlic salt • 1-1/2 pounds of ground beef • 2 tablespoons of all-purpose flour • 1-1/2 cups beef stock or broth • 4 (11.5 ounce) cans of original or spicy V8, or tomato juice 	<ul style="list-style-type: none"> • 1 (14.5 ounce) can of diced tomatoes • 2 large potatoes, peeled/diced • 2 cups of fresh diced carrots • 2 cups of corn • 2 cups of cut green beans • Dash of Worcestershire sauce • Couple dashes of your favorite hot sauce • salt & pepper, to taste
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Instructions
In the bottom of a Dutch oven or other heavy pot, heat the oil over medium high heat. Add the onion, peppers and celery; cook and stir until softened, about 4 minutes. Add the garlic and ground beef, cook and stir until meat is browned and cooked through. Drain off excess fat. Sprinkle meat with flour; cook and stir for 3 minutes. Add the beef stock, V-8 juice and diced tomatoes. Stir in the potatoes, carrots, corn and green beans. Add Worcestershire, hot sauce and seasonings to taste. Stir, cover and simmer over medium to medium low (low bubble) for 1-1/2 to 2 hours, or until veggies are tender, stirring occasionally. Taste and adjust seasonings as needed.

Cowboy stew can be served as is, or spooned over rice or mashed potatoes. Serve with hot cornbread, biscuits or rolls.

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INTEGRATED SOLUTIONS

Article by:



Gene McKinley,
Integrated Solutions Manager

Proactively managing or just looking ahead? With so many unknowns in today's farming business, it's essential to take a proactive approach to managing expenses. When you sit down to create your yearly budget, it definitely helps to be able to plan ahead. You save money and manage costs by identifying recurring expenses. Along with identifying these expenses, you build a plan that lets you pay for them upfront and budget for the year. This concept is obviously nothing new for many of our producers, but we've built a new program to do even more. By leveraging your American Implement Integrated Solutions Team and our suite of John Deere technology products and services we can help you cut costs and be more

efficient and effective.

We've created and developed the American Implement Solutions Selling Program. This customized program is built around interdepartmental coordination of tasks during the planting, harvest, application, or tillage crop cycles. Solution Selling is built to your specific needs. How does it work? Simple! We provide you with a development tool which lists all tasks associated with the identified Crop Cycle. These tasks range from proper ballasting, to driving and mapping boundaries, and building a data set of client/farm/field information. It can include John Deere Parts Onsite™, post-harvest yield reports, and even John Deere Wireless Data Transfer to whichever third party advisor you choose. You choose the specific tasks needed for your enterprise. Once the tasks are selected, we'll sit down with you and create a schedule/timeline for completion of each task.

Each Solutions Selling Program is broken down into three specific areas: Pre-Season, In-Season, and Post-Season. Again, each area has a very specific set of tasks within it. As you go through the crop cycle, American Implement is right there with you, making sure each task is

Solutions for Success

completed timely and accurately. Once the task is done, we'll continue down the list to make sure each task is completed and that you're completely satisfied with the outcome. We work from a defined set of metrics to measure and communicate across departments. Our goal is to make sure everyone knows who needs to be where, when and what needs to be done, for you!

Whether you choose planting, seeding, harvest, tillage, or applications - at the end of the crop cycle, you have a complete set of accurate and up-to-date information.

I also want to mention American Implement partnering with service providers such as Crop Quest, Inc. This provides our producers with direct access to our products, along with Crop Quest, Inc.'s services. By working together, you can leverage the expertise of your American Implement John Deere Dealer along with the many services our partners provide. Crop Quest, Inc. is extremely proficient in their area of expertise and by partnering we can provide you with a whole new level of service. When it comes to Precision Farming with your John Deere AMS equipment, American Implement is always looking for ways to help you get the most value out of your equipment. Our partner's services along with our products create a value proposition designed to deliver you the best possible value.

Through our strong commitment to training, our specialists are ready to focus on your service and support needs. Have a great planting season!



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