

# CROP

*Collective Reporting On Progress*

## American Implement



**JOHN DEERE**

SPRING 2014



**AMERICAN  
IMPLEMENT**



**JOHN DEERE**

*newsletter*

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Dear Valued Customers,

After a long and cold winter, Spring has finally arrived. I'm sure you are like me and ready for increasing daylight, warming temperatures, and spring planting. I went a different direction with this edition of C.R.O.P., sharing a highlight on each of our location managers allowing you to get to know them better. I hope you enjoy some fun and interesting facts about our leadership team. American Implement is committed to a strong store driven model where decisions are made at our store locations. It is this team that is empowered to provide leadership, develop talent, and provide exceptional customer service. I am extremely proud of this talented group of managers that have over 192 combined years in the farm equipment industry. — Thank you for the trust you put in us. Have a great spring season!



JOHN DEERE

## LEADERSHIP TEAM highlights...



Dan Cammack - Dodge City

Where'd you grow up? Littleton, Co

First job? Service Technician, John Deere G&E Dealer thru College

Favorite hobbies? old airplanes, old Ford Mustangs, old Harleys and golf.

What do you love most about working at American Implement? Stability of company.

Tell us about your family! Wife Cindy, 2 married daughters and 4 grandkids

Number of years in the industry: 40 years



Joe Ford - Hugoton

Where'd you grow up? Seminole, TX

First job? stock boy atIGA grocery store.

Favorite hobbies? hunting + fishing with family, motorcycles and Nascar

What do you love most about working at American Implement? The people, I feel like I'm part of a strong family to learn, grow + progress.

Tell us about your family! married with 4 children: Taydon (14), Austin (13), Gracie (9) and Tyler (8)

Number of years in the industry: 8 years



Dennis Hugenman - Garden City

Where'd you grow up? Larned, KS  
First job? selling clothing in a retail store "Palace Clothier Inc."

Favorite hobbies? golf + watching K-State Athletics

What do you love most about working at American Implement? The people, how well they take care of their people.

Tell us about your family! wife, Joyce w/ kids: Stacey, Bryce and Mike

Number of years in the industry: 20+ years



Tyler Kough - Scott City

Where'd you grow up? Scott City, KS

First job? Farming w/ Granddad

Favorite hobbies? Hunting, fishing and wood working.

What do you love most about working at American Implement? I love the environment. As far as my location, we are a big family...

Tell us about your family! wife of 12 years, son - Jason (11) / daughters - Jordynn (18), Brooke (4) + Ella (3)

Number of years in the industry: 15 years



James McGuire - Walsh

Where'd you grow up? Shelton + Kearney, NE  
First job? Running cultivator at 9 yrs old.

Favorite hobbies? Golf, Hunting, Tractor Pulling

What do you love most about working at American Implement? Great products and a large inventory with great people to back it.

Tell us about your family! wife, Karen of 9 years, 2 step children + 4 step grandsons

Number of years in the industry: 7 years



Mark Miller - Colby

Where'd you grow up? Colby, KS

First job? farm job

Favorite hobbies? going to sand dunes and skiing

What do you love most about working at American Implement? Everything!

Tell us about your family! wife, Kelly of 25 years children: Tyson (23), Abby (21), Trey (12)

Number of years in the industry: 18 years



Nick Ortner - Goodland / Wheeler

Where'd you grow up? Sioux City, IA  
First job? Sales Rep. for Pella Corp.

Favorite hobbies? Spending time with family, watching our children play sports, Nebraska + K-State Football

What do you love most about working at American Implement? We are treated like family. Emphasis on family values and it's reflected on how the business is run.

Tell us about your family! wife, Jamie 5 children: McKenna, Cheyenne, Peyton, Else and Tristan

Number of years in the industry: 4 years



Mo Pando - Elkhart

Where'd you grow up? Rolla, KS

First job? Mowing yards + farming

Favorite hobbies? Horses and golfing

What do you love most about working at American Implement? Very well run company that makes their employees feel very appreciated.

Tell us about your family! wife, Billie w/ Sons: Jax (3) + Jett (1)

Number of years in the industry: 9 years



Jason Pfiefer - Oakley

Where'd you grow up? Oakley, KS  
First job? Mowing lawns and washing tractors

Favorite hobbies? water/snow skiing, do-it-yourself remodel projects, Nascar, college sports + anything my kids are doing.

What do you love most about working at American Implement? I like the family atmosphere, and the fact that we are never content...

Tell us about your family! wife, Jayme of 14 years, 2 kids - Jackson (10) + Gracie (7)

Number of years in the industry: 15 years



JR Riegel - Sublette / Unkles

Where'd you grow up? Ford, KS

First job? on the farm.

Favorite hobbies? golf + Harley Davidson

What do you love most about working at American Implement? openness of all the the people in the organization.

Tell us about your family! 4 kids; 3 daughters, 1 son and 10 grandkids

Number of years in the industry: 34 years



Brad Schields - Leoti

Where'd you grow up? Goodland, KS

First job? Farming - family

Favorite hobbies? yardwork + Nascar

What do you love most about working at American Implement? the people + resources

Tell us about your family! wife of 37 years, 4 daughters, 1 son-in-law, a grandbaby next month

Number of years in the industry: Agriculture for Life



Mike Wall - Montezuma

Where'd you grow up? Montezuma, KS  
First job? Mowing lawns

Favorite hobbies? exercising, shooting, the lake, snowboarding/skiing, ATVs, golf and flying

What do you love most about working at American Implement? My job. The company is moving in the right direction allowing for growth.

Tell us about your family! Karoly (wife) - Teacher, 2 Daughters: Alayna (3yrs) + Zada (1yr)

Number of years in the industry: 10 years



# It's the **PARTS** that:

## *Keep us prepared!*

*Article by:*



Scott Kells,  
Director of Parts

With spring time upon us, producers in the country as well as city folks are ready to spend more time outdoors. This is a very busy time on the farm. Everyone is getting their planters, sprayers and tractors ready for one of the most important times of the year. Spring planting can be hectic if one is not prepared. We can help as we have a good supply of planter parts, talc and graphite in stock. This year we are offering an 80-20 blend of talc and graphite. This works with John Deere Pro-Max and precision planting units.

Tuning up your planter is a great way to optimize your planter accuracy and performance.

This year will be our first launch of the new Final Tier 4 engines in agriculture equipment. New self-propelled sprayers will arrive with these engines this spring. Row crop tractors will follow in May thru July. New combines with Final Tier 4 engines will be shipped this fall. These new implements all share a common technology. Selective Catalytic Reduction, or SCR, removes nitrogen oxides (NOx) from the engine exhaust. In order to do this Diesel Exhaust Fluid (DEF) is injected into the exhaust stream. This process uses a small amount of DEF that must be maintained on the piece of equipment.

There are several things to know and understand about proper storage and handling of Diesel Exhaust Fluid. Make sure the DEF is ISO 22241 specification. Customers need to know their usage per day on their equipment. Tractors with a 6.8L engine should expect to use 1/10 of a gallon per hour or 1 gallon per 10 hour day. The 9L engines used in 8000R tractors, sprayers and combines will use 1/5 of a gallon per hour or 2 gallons per 10 hour day. The large 13.5L engine found in 4WD tractors will use 3/10 of a gallon per hour or 3 gallons per day. Depending on your operation and hours of use, this will determine how much DEF you should keep on hand. American Implement is currently stocking 2 ½ gallon jugs at competitive prices in our parts departments. There are also 55 gal. drums and totes available. Portable dispensing units that fit in the bed of a pickup for service convenience are also available. Plan your storage so as to use the DEF in a reasonable amount of time.

DEF begins to freeze at 12 deg. F. Even if your DEF freezes solid, it

can be used once it is thawed out. DEF expands about 7 percent by volume, so allow room for expansion in the storage container. Make sure all excess DEF is drained from pumps, meters, nozzles and hoses to prevent damage. Never use antifreeze with DEF as this could damage the SCR system. DEF should be stored out of extreme heat as well. Exposure to very high heat can degrade the quality and affect the vehicle performance also. Avoid storing DEF in direct sunlight.



"There are several things to know and understand about proper storage and handling of Diesel Exhaust Fluid."

DEF is a clear product that has a slight ammonia smell. If DEF is cloudy or has a color tint and a strong ammonia smell, don't use it. DEF is highly corrosive to several materials. DEF is about as corrosive as salt water. Stainless steel and polypropylene should be used in DEF pumps, meters, nozzles and fittings. It is very important to keep the storage equipment as clean as possible. Any contamination in the DEF injection system will cause service problems.

When you are in need of a reliable source for Diesel Exhaust Fluid, American Implement is here to help with your needs. Ask your counter sales person or Parts Manager about the different applications.

## **AMERICAN IMPLEMENT**

*we're social!*  
connect with us



# SALES REPORT: *Survey Says...*

Article by:



What a fantastic part of the year spring is! Finally the cold winter winds are behind us, and we can get going in the field! In this issue of CROP I would like to discuss Surveys, what surveys do for you and how American Implement uses the results of your surveys.

Surveys, the mailbox is full of surveys. Every time you buy something, we send you a survey! You might even think we send a survey on the survey! Or so it seems... the truth of the matter is surveys are extremely important to the way American Implement and John Deere try to become better at serving your business. As your business has

gotten larger, many times, your managers or employees are receiving surveys from us, as well and we appreciate feedback from everyone involved in your operation. What we hope to learn from you and your team is how we can save you time, money, and provide better value. You can rest assured that surveys returned to us are read, reviewed and action is taken as necessary..

The surveys that have been returned have been extremely valuable to follow the progress of change. Ultimately they let us know if we were going the right direction, or where we needed to change directions.

Below are some examples of how your input is used to improve our service for your operation.

1. We learn best practices being used at locations and work to adopt them across all our locations
2. We find out if we are not meeting your expectations and then work to change behavior and practices to meet your needs.
3. We learn how machines are being used and how to gain efficiency in the use of them.
4. We identify ways to provide better value, saving you time and money

When completing your next survey, if you feel unable to mark down a 9 or 10 in any category from Dealer to Deere experience, please contact your American Implement representative. We would like to know if we have not met your expectation as a 10, and ultimately do everything that we can to give you a better experience.

We appreciate very much the time and effort that you have taken to respond with these surveys and thank you in advance for the submittal of future surveys. American Implement will use your input wisely to enhance our relationship with you. Have a great Spring! Thank you for the opportunity to serve you!

## AMERICAN IMPLEMENT

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(9) '13 JD 8360R, IVT, ILS, Premium Cab, 100-800.....fr \$274,000



'12 JD 8335RT, PS, Dlx Cab, AT Rdy, 300 Hrs.....\$262,000



(11) '11 JD 8360R, IVT, ILS, 200-2100 Hrs.....fr \$229,500



(4) '11 JD 8285R, ILS, 2000-700 Hrs.....fr 168,500



'11 NH T8.390 570 Hrs.....\$189,500



'10 JD 8345R, IVT, ILS, 1800-3300 Hrs.....fr \$191,500



'13 JD 6125R, MF, 24sp, 600 Hrs.....\$89,000



(7) CIH MX285 PS, MF, 5000-6100 Hrs.....fr \$87,000



(4) '13 JD 9460R, PS, AT Rdy.....200-400 Hrs.....fr \$289,000



'12 JD 9560RT, Track, PS, Dlx Cab, AT Rdy, 1100 Hrs.....\$284,500



'10 JD 9430, Dlx Cab, AT Rdy.....860 Hrs.....\$225,500



'05 NH TJ375 4WD, Air Seat 3100 Hrs.....\$116,500



(9) '13 JD S680 STS, 300-600 Hrs.....fr \$273,000



(11) '12 JD S670 STS, 200-800 Hrs.....fr \$251,500



'10 JD 9770 STS, 850-1300 Hrs.....fr \$146,500



'08 JD 9870 STS, 750-1200 Hrs.....fr \$141,500

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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# VALUE ADDED SERVICES

Article by:



If you have purchased a new tractor in the past year, you were probably asked if you would be interested in purchasing an additional VAS or Value Added Service. At American Implement we have packaged this VAS in our 3-3-1 offer. It is the 1 of the 3 -3-1 and the value added services it covers are as follows. One significant value is it pays for any mileage charges that would normally apply to any warranty repair that you may experience in the first year of ownership. In addition, it covers Unlimited Service Advisor Remote (SAR) connections, all administrative requirements necessary for the proper

set up of your JDLink™ system, and unlimited technical phone support for JDLink™. It also provides a machine optimization report that will be printed and delivered to you by your sales person or CSR to review and discuss the overall performance of your machine.

Just in case you are not familiar with the 3-3-1 offer, it represents 3 years PowerGard™ warranty coverage, 3 year JDLink™ subscription and 1 year of Value Added Service. The 3-3-1 offer was designed to give you, our customer, piece of mind and better control of out of pocket costs during your ownership.

"...we have begun the process of expanding this opportunity to encompass other services we hope you will perceive as value added."

Year to date, American Implement has a 63% take rate for this offer and we are very encouraged with the potential of this product moving forward. We are so optimistic we have begun the process of expanding this opportunity to encompass other services we hope you will perceive as value added.

We are working with our manufacturing partners to ascertain trends and services that will help you, our customers, in a variety of needs. We are developing service products that transcend the normal perception of what we as a dealer can provide for our customer. Products that will enhance what our equipment can do for you while providing you higher productivity and efficiency with a fixed cost.

When we talk in terms of Value Added Service's it encompasses every aspect of what our dealership can provide you our customer. We have developed services that cover everything from annual service contracts that assure all your maintenance requirements for a specific piece of equipment, to Intergraded Solution products that assure continued precision performance in the field. We are even open to discuss parts on hand or parts on consignment opportunities. We are very motivated!!

In the past we discussed these types of services but were very concerned with our ability to deliver them in a consistent and



Plan Includes:

## • 3 Years Extended PowerGard™ Limited Warranty

- ✓ TRACTORS: 1 year PowerGard™ Limited Powertrain beyond base warranty or 2000 total hours.
- ✓ COMBINES: 2 years PowerGard™ Limited Powertrain beyond base warranty or 1500 total hours.
- ✓ SPRAYERS: 2 years PowerGard™ Limited Powertrain beyond base warranty or 1500 total hours.

## • 3 Years JDLink™ Ultimate Subscription

## • 1 Year Value-Added Dealer Package:

- ✓ JDLink™ Administration
- ✓ Machine Performance Analysis (Annual Report)
- ✓ Unlimited Remote Machine Connection for Dealer Alert Levels through Service ADVISOR™ Remote
- ✓ Unlimited Technical Phone Support for JDLink™
- ✓ First Year Travel and/or Transportation Costs for Warrantable Repairs

(Some restrictions apply. Contact us for details)

dependable manner... So what has changed that gives us the confidence level that we can deliver these products today? SERVICE ADMIN PORTAL and SERVICE DELIVERY - these are John Deere programs that allow us to integrate and communicate all of these commitments across all of our mediums. So if you as a customer purchase a particular service ...say an annual service inspection, once processed the Service Admin Portal will recognize that transaction and notify the service department that an agreement exists and note that commitment every time that customer or machine is brought up in our business system, guaranteeing delivery of that commitment.

Value Added Services can be purchased at the point of sale of new equipment and combined into your finance proposal. They can also be purchased as an Aftermarket product, working with either your local Service Manager or Customer Support Representative. The real advantage of this product is our ability to design it to fit your specific needs. We are very excited about this opportunity to partner with you and confident that we have a product that will meet your needs and if we haven't then we can develop it with your guidance. We hope you will reach out to our professionals and inquire on a Value Added Service that would benefit your operation.

Thank you and as always we will strive to make a Stronger American Implement.



JOHN DEERE

**CROP**  
American Implement



**Molitor Family**

*Article by:*



Kelley Baker, Marketing

On a crisp, sunny morning in mid-March, Darrell Base, Dodge City Sales Representative, and I had the privilege of traveling to meet with three generations of family farmers: Ed, Kirk and Marc Molitor. The Molitor farm and cattle operation headquarters is located east of Dodge City in Ford County. The family also farms in Edwards County. Before meeting the family, Darrell described the Molitor's as very loyal and wonderful to work with. Darrell has enjoyed working with them personally for over 25 years through the Dodge City dealership, both in Parts and Sales. Once I met the family, I quickly learned that he wasn't exaggerating, they're wonderful.

Kirk and his son, Marc, currently manage the daily operations of the business. Kirk purchased his first quarter of ground close to original family land in 1975. Ed Molitor (Kirk's father) retired from the farm in 1995 and Kirk has continued to maintain and grow the family's business. Since his farming retirement, Ed served eight years as county commissioner in Ford County and still manages to help on the farm by running parts, time-to-time.

Marc Molitor is a fifth generation farmer and recently returned to the farm to join his father, Kirk, after graduating from Kansas State University with a degree in Ag Economics. Marc has been intrigued with the history of the family business and shared that it's been over 125 years since the Molitor family first broke ground at their homestead in Ford County, Kansas. First generation farmer, Joseph Molitor, arrived to Ellis Island from Germany to pursue the "American Dream" in April of 1865. Not only was this a historical day for the Molitor family, but it was a historical day in America. The day Joseph arrived flags were flying at half-mast because it was the day President Abraham Lincoln was assassinated. Joseph was a carpenter by trade

but eventually purchased land in our beloved Kansas territory to begin farming. Marc also shared that he recalls the family mentioning that once Joseph's land purchase was complete, he rode the train to Kinsley, Kansas and then walked to the homestead quarter, which would be close to 15 miles. The family was rightfully proud that they still have in possession the original sod plow that broke the ground of the original homestead quarter in 1887.



Marc, Kirk & Ed with the original sod plow refurnished by Ed.

Obviously, the farm has evolved over the past 125+ years. It was interesting to listen to Ed talk about the progression of equipment. Some of their first combines required him to manually raise and lower the headers. He said now Kirk can accomplish more in one day with one combine than custom cutters could with 6-7 machines in several days. "Dad was amazed the first time I took him in a tractor with AutoTrac™" said Kirk. Along with technology, the adaption of no-till



Left to Right: Marc & Kirk Molitor at Operations Headquarters in Ford Co.

has been one of the biggest changes/improvements to their operation, stated Kirk. As mentioned previously, Kirk and Marc run both the farming and cattle operation alone, *aside from seasonal help during harvest*. "That would not be possible without no-till," said Kirk. When Ed retired in 1995, Kirk's wheat crop was hit by a hard freeze. Kirk was left with twice the expense, no crop and was forced to no-till his fall crop. This ended up being a blessing and opened his eyes to an improved way of farming that best fit his needs.



Left to Right: Marc, Ed and Kirk Molitor

When asked, what is the biggest reward of the farming lifestyle, Kirk answered "Working with family and growing crops and cattle." "I enjoy the lifestyle and raising kids in the country. However, farming has to be viewed as a business to be successful in today's world." Son Marc said he's had a job since he was 10 years old. "The job has taught me to be capable and take care of things." He said it was the lifestyle that drew him back home. "I like to see what I'm doing and see the fruits of our labor." When not hard at work, Marc and Kirk can be found at their old abandoned sandpit, their so-called "sanctuary." They have fond memories and stories of fishing, hunting and spending time with the family.

"I've always remained with John Deere because they have reliable equipment. Our local service is excellent and the parts are good," said Kirk. "It's the people that make the difference." This was a wonderfully true statement shared by Kirk and speaking for American Implement, we feel the same way about our customers, "It's the people that make the difference."

Thank you Molitor family for opening up to us and sharing just a snippet of what is a family's, "American Dream" come true.

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## INTEGRATED SOLUTIONS

Article by:



Gene McKinley  
Integrated Solutions Manager

Thank You to everyone who attended our clinics and trainings over the last couple of months. There was a lot of great information conveyed by the American Implement presenters. We've had great turn outs so far and hope the level of participation continues to grow as we offer more opportunities throughout the year. Hopefully each of you benefitted in some way from our efforts to bring information and instruction on relevant topics.

If there's something you would like to know more about, please ask your Salesman, Integrated Solutions Specialist or anyone at your local American Implement Dealership. We can get you the information and training necessary to be better informed, equipped, and prepared for any farming task.

With Spring comes preparation for planting. For many, anticipation of the unknown can weigh on your mind. The Integrated Solutions Team at American Implement is ready to assist by providing options designed to help eliminate the unknown.

- For our customers with the American Implement Standard or Premium AMS Support Agreement, we're scheduling your software updates, optimizing your tractor, planter, and AMS equipment to make sure your equipment is field ready.

- For our RTK Network users, we continue working diligently to ensure that the quality, integrity and reliability of our RTK Network meet's your expectations. We're always looking for opportunities to expand our coverage, making sure you have the accuracy needed for nutrient and seed placement, no matter where you farm.

Spring is finally here. Great planting and thanks so much for your business!

## Solutions for Success

### Field Connect:

Monitors Moisture with Alerts  
Informed Timely Decisions  
Conserves Water...  
Reduces Nutrient Leaching

Contact Your Integrated Solutions Specialist for More Details.



Water Management is essential to optimize (increase) yields and the best product available is John Deere Field Connect. With our successful trial last year, we've fully released this great tool designed to assist with making decisions for managing one of your most valuable resources. The Field Connect Gateway and Probe are durable components built to last, providing updated information every thirty minutes. As water conservation and variable rate irrigation continue to become more critical to improved yields, John Deere Field Connect is the perfect tool for getting the information you need. Come in and talk to your local American Implement Integrated Solutions Specialist for an exciting offer we currently have on John Deere Field Connect for this crop season.

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