

AMERICAN
IMPLEMENT®



JOHN DEERE

CROP

Collective Reporting On Progress

SPRING 2019

ON THE FARM
FARM kid
EDITION

*Top 10 Reasons Why
Raising Kids on the Farm
is Awesome!*

WHAT'S INSIDE:

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Always Growing pg 10



JOHN DEERE



Chad Koster, CEO

Dear Valued Customers,

Happy late spring to you. In previous CROP newsletters we have shared the importance of our people. American Implement remains 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 appreciate the hard work and effort of our 400 dedicated employees and would love to showcase them all but due to space restrictions will highlight our 15 Location Managers in our Spring 2019 CROP. I hope you enjoy the information shared on this very talented group of managers that have over 360 combined years of experience in the farm equipment industry.

LEADERSHIP TEAM highlights...



MARK MILLER - COLBY

Where'd you grow up?

Colby, Kansas

Tell us about your family:

Wife, Kelly and
3 kids: Tyson, Abby & Trey

Favorite hobbies?

spending time at the
lake and snow skiing

What do you like most about working
at American Implement?

We all have the same goal &
that's taking care of the
customer.

How do you help your customers succeed?

Continue to respond to our
customers' needs year after
year!

Years in the ag industry? 27 years



DAVE TREMAIN - DODGE CITY

Where'd you grow up?

Caney, Kansas

Tell us about your family:

Wife, Angela and
6 kids & 5 grandkids

Favorite hobbies?

hunting and fishing

What do you like most about working
at American Implement?

The total support from all locations
and the support center from parts,
service, and equipment both new
and used.

How do you help your customers succeed?

Help them realize they are
important by listening and
developing a plan that can
help their bottom line. By being
available at all times so they
know we care about them and
their success.

Years in the ag industry? 34 years



MO PANDO - ELKHART

Where'd you grow up?

Rolla, Kansas

Tell us about your family:

Wife, Billie and
3 kids: Jax, Jeff & Mia

Favorite hobbies?

golfing and farming

What do you like most about working
at American Implement?

Great people - starting from the top.
A large inventory of equipment & parts
that can be transferred in a day's notice.
Being able to assist or get assistance
from another location to get your
customer in the field in a more timely
matter.

How do you help your customers succeed?

I get to know my customers & their
employees. AI provides many tools. In
sales, I find the best equipment to fit my
customers' needs by using Early Order
Programs to figuring Lease options. Our
customers know that we available to
assist at any time, even after hours.

Years in the ag industry? 15 years



NICK SCHUETZ - GARDEN CITY

Where'd you grow up?

Linton, North Dakota

Tell us about your family:

Wife, Courtney and
3 boys: Asher, Lincoln & Niko

Favorite hobbies?

hunting, fishing and sports

What do you like most about working
at American Implement?

The people I work with & watching
them succeed. Building
relationships with producers.

How do you help your customers succeed?

We represent the best farm
equipment manufacturer in the
world and offer the best
selection of used equipment.
Our team strives to provide the
highest quality support with
Parts, Service and AMS.

Years in the ag industry? 10 years



TIM NETZEL - GOODLAND

Where'd you grow up?

St. Francis, Kansas

Tell us about your family:

Wife, Jill and
4 children

Favorite hobbies?

working on classic cars, water
& snow skiing, riding ATVs &
motorcycles.

What do you like most about working
at American Implement?

Flexibility & understanding that
every location & it's customers
are different to best meet their
needs.

How do you help your customers succeed?

Always being available to help
get them going and resolve
issues. I also take great pride
and pleasure being out in the
field when necessary.

Years in the ag industry? Lifetime

5th generation farm family.



GABE BAEZA - HUTTO

Where'd you grow up?

Rolla, Kansas

Tell us about your family:

Wife, Becky and
5 children (all boys)

Favorite hobbies?

going to ballgames

What do you like most about working
at American Implement?

The team I work with everyday, the
support team I have in Garden City
from upper management to peers,
and most of all building customer
relationships.

How do you help your customers succeed?

I listen to their equipment needs, try
to supply those needs, help keep
them going in the field, and attempt
to do this all while attempting to
keep them financially stable and
happy as a return customer.

Years in the ag industry? 19 years



NICK (HENOWETH) - JOHNSON

Where'd you grow up?
Springfield, Colorado
Tell us about your family:
Wife, Mikela and
3 children, 1 daughter-in-law &
1 grandchild, Kaceton

Favorite hobbies?
Fishing, hunting & riding
ATVs

What do you like most about working
at American Implement?
Family atmosphere, good
selection of equipment to choose
from.

How do you help your customers succeed?
Building a relationship of trust
and trying to do our best to
keep them going in the field.

Years in the ag industry? 25 years



BRAD SHIELDS - LEOTI

Where'd you grow up?
Goodland, Kansas
Tell us about your family:
Wife, Dana of 42 years
4 daughters, 3 grandkids + one
on the way

Favorite hobbies?
Big Nascar fan

What do you like most about working
at American Implement?
Great people to work around,
great atmosphere and a good
solid product.

How do you help your customers succeed?
Have great people in place to
take care of their needs.

Years in the ag industry? 62 years



MIKE WALL - MONTEZUMA

Where'd you grow up?
Montezuma, Kansas
Tell us about your family:
Wife, Karoly and
2 girls: Alayna & Zada
Favorite hobbies?
working out, going to the
lake and golfing

What do you like most about working
at American Implement?
The people; colleagues,
coworkers and customers.

How do you help your customers succeed?
Having a great staff with
numerous years of experience
& 4 strong departments in 1
location gives us a competitive
advantage allowing us to
service our customers in many
facets of the industry.

Years in the ag industry? 15 years



JASON PFEIFER - OAKLEY

Where'd you grow up?
Oakley, Kansas
Tell us about your family
Wife, Jayme and
2 kids: Jackson & Grace

Favorite hobbies?
going to the lake and watching
my kids play sports

What do you like most about working
at American Implement?
Great people to work with and
very family oriented.

How do you help your customers succeed?
By letting them know and
showing our customers that we
want to be their partner of their
family farm or business. Doing
our absolute best in delivering
quality customer service.

Years in the ag industry? 20 years



TYLER KOUGH - SCOTT CITY

Where'd you grow up?
Scott City, Kansas
Tell us about your family:
Wife, Alisha and
7 kids: Lily, Jaxson, Brodie,
Jordynn, Camren, Brooke & Ella

Favorite hobbies?
Woodworking & riding 4wheelers

What do you like most about working
at American Implement?
Never the same thing every day,
one day I could be in the office
and the next be out on a tractor
with a customer.

How do you help your customers succeed?
Helping them find the right
equipment to make them more
efficient & profitable. Being there at
startup to make sure everything is
working at highest performance
possible.

Years in the ag industry? 22 years



JR RIEGEL - SUBLETTE

Where'd you grow up?
Ford, Kansas
Tell us about your family:
Wife, Linda and
4 kids & 8 grandchildren

Favorite hobbies?
Riding my Harley, golfing and
watching all sports

What do you like most about working
at American Implement?
The people that we work with and
our customers.

How do you help your customers succeed?
American Implement has a large
inventory of equipment and we
provide great support.

Years in the ag industry? 38 years



DENNIS FERRIS - ULYSSES

Where'd you grow up?
Haswell, Colorado
Tell us about your family:
2 children: Janel & Brandon
5 grandkids: Taygen, Braya,
Braxtyn, Abby & Noah

Favorite hobbies?
Hunting and riding ATV's

What do you like most about working
at American Implement?
Large selection of products and a
lot of great people to support it all.

How do you help your customers succeed?
Being there for them with great
products and customer service.
Showing them that we care.

Years in the ag industry? 18 years



DAMON MCGEARY - WALSH

Where'd you grow up?
Springfield, Colorado
Tell us about your family:
Wife, Katelyn and
a baby on the way

Favorite hobbies?
collecting antique tractors

What do you like most about working
at American Implement?
American Implement has a
great support system to help me
& my location be successful.

How do you help your customers succeed?
I use our extensive inventory
and vendor list to help
customers with any needs they
may have.

Years in the ag industry? 6.5 years



KEATON FREWEN - WHEELER

Where'd you grow up?
St. Francis, Kansas
5 miles west of the Wheeler Store
Tell us about your family:
Wife, Whitney of 3 years

Favorite hobbies?
Golfing, hunting, being outdoors
and spending time with family.

What do you like most about working
at American Implement?
We have a great selection of
equipment. We work hand in hand
with our customer on all aspects of
the farm. A great family atmosphere
is present throughout all the stores.

How do you help your customers succeed?
Work with them a one-on-one basis
& get to know their operation. Not
all operations operate in the same
manner. We need to be able to
handle any question that comes our
way... keep everyone going.

Years in the ag industry? 16 years

Investing in the Future One **AgTECH** at a Time.

Article by:



Many times, in the course of my career I have been asked, "What does it take to run a successful service department?" My answer has always been, "Investing in good people." I bet any manager would say that, and they would be right. But when it comes to service departments, it takes on a whole new meaning! I always kid my good friend Scott Kells, American Implement's Director

of Parts, how easy his department is to manage due to the nature of his commodity. That exhaust manifold on the shelf is going to be the same exhaust manifold today as it was yesterday, as it will be tomorrow, or by the time a tech installs it and it's finally off the shelf. Now let's talk service. What is our commodity? It's our people's time. We sell the time we buy from our people, our technicians, and that time is known as labor sales. You can imagine the complexity of selling time compared to parts when you add in the human factor. That is our business back in the shop in a nutshell.

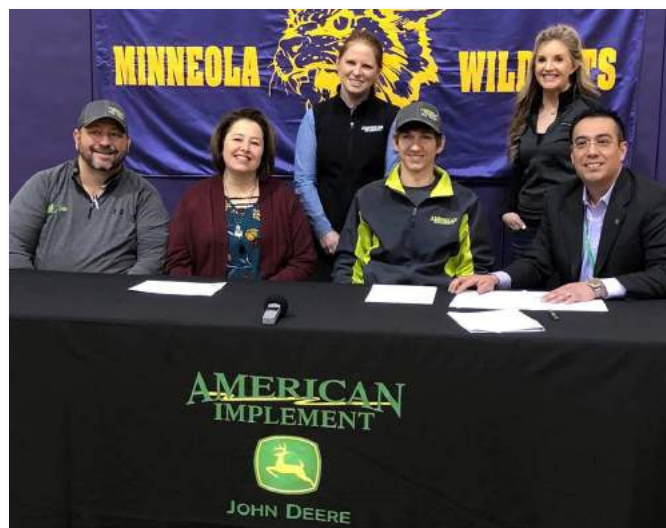
At American Implement we are blessed to have some of the best techs in the business. That's credit to good luck, good policies and a solid investment to find and develop high-performing talent. These techs are extremely talented and hard to find. We feel we have developed rock-solid programs to keep our pipeline full of potential great techs, but it is not without a substantial investment! The American Implement Ag-Tech Program has been in place since the John Deere program came to the Garden City Community College (GCCC) in 1980. Over the years it has developed into an amazing program supporting and developing talent throughout Western Kansas. You will find us promoting our Ag-tech Program in high schools across Kansas and Colorado. We celebrated with four graduates of GCCC's John Deere Tech Program just a couple of weeks ago and are excited to have 11 students who are wrapping up their first year either at GCCC or other near-by programs. You might have seen also; we have signed eight graduating high school seniors throughout Western Kansas this spring! By signing, I'm referring to them accepting their AMERICAN IMPLEMENT SCHOLARSHIPS. This is a huge part of the investment I mentioned in finding and



Left to Right: Britt Sellard - AI Development Specialist, Romano Burger - Hugoton Ag Tech Grad, Corny Klassen - Montezuma Ag Tech Grad, Gabe Baeza - Hugoton Location Manager, Edwin Berg - Montezuma Ag Tech Grad, Brock McCabe - Elkhart Ag Tech Grad, Jessie Ruiz - AI Recruiter, Mo Pando - Elkhart Location Manager, Robert Webb - AI Director of Service, Albert Vaughn - Hugoton

developing highly trained technicians. Each of these scholarships represents approximately \$50,000 for tuition, room and board and tools. To top that off, upon completion, these graduates have a guaranteed job to start their career with American Implement. If you have a friend, son, daughter or anyone you feel has the potential to be a successful tech, please send them our way. Contact our Recruiter, Jessie Ruiz, at 1-620-258-0009.

To our valued customer, thank you! We hope you value our investments in our communities. Like Chad has always shared, every decision we consider is driven by a customer on the other end!



Jackson Johnson, of Minneola High School, earns a full ride scholarship from American Implement!



BONUS! Check out the Special Signing Videos on our YouTube Channel; Ag TECH Program Playlist.

Article by:



John Jenkinson,
Contributing Reporter

I hope this article finds you well. Since the last time we visited, there's been a lot that has transpired. Let's start with the Wheat Quality Council's Hard Red Winter Wheat Tour. Due to some last-minute changes in scheduling, I had to report back to Nashville for work. I did have friends on the tour that kept me informed as to what they were seeing though, and I will admit, it came as no surprise. This year's wheat crop looks good!

If you're not familiar with how the tour works, it's a group of stakeholders in the wheat industry, from farmers who grow it, to the bakers who turn it into breads, pies, cakes, and other products that

consumers enjoy. There are also representatives from other countries as they get ready to make their buying decisions, they want to know the quality and quantity of what they will be purchasing. I've learned a great deal about the industry over the years that I've been on the tour.

This year's tour is estimating an overall average Kansas yield of 47.2 bushels per acre, with a 306.5-million-bushel production. Last year, the average yield was and estimated 37 bushels per acre. For reference, the 5-year average is 40.2. This tour does not take into consideration the number of acres or abandonment. I know first-hand of many fields that didn't get drilled at all because of the excessive moisture last fall. Everyone agrees though, this is one of the best-looking crops in recent memory as it goes into the final stretch of maturity. Disease problems were the usual but limited to mostly the southern and western areas. The biggest difference that scouts commented on was the difference in maturity from north to south. No doubt that the cool, wet spring and lingering winter had a lot to do with that. With prices at the level they were, some farmers were trying to decide if it would pay to apply fungicide, or take their chances and forego the expense. No matter what, good job wheat farmers on another year of plentiful.

Prices. Do I really want to tackle that? I'm always hesitant in these articles because so much can change from when it's written, to the time you read it. But here I go and remember this is "at the time of writing". Sunday, May 5th, President Trump tweeted that he would increase the tariffs from 10% to 25%, on 200 billion dollars of imports from China. All of the markets (grains, livestock, financials) tanked the next day (Monday). I spoke with many of my friends on the trading floor in Chicago and most of them said it could have been the "art of the deal," a negotiating tactic. However, my contacts in Washington tell me that every time there is not a threat of more tariffs, the trade talks stall and it's statements like this from Mr. Trump, that keep the Chinese coming back to the bargaining table. Either way, the frustrating part, is that commodity prices take a hit each time something like this is tossed about.

The fundamentals haven't changed! China hasn't completely stopped buying products from the U.S. Yes, they've slowed down, but they haven't increased either. Yet, the markets go lower. Never have we seen so many shorts in the corn market (at the time of this writing... a record 310,000 contracts). The fund managers just continue to sell off this market, and at some point, a trigger is going to get them out of those shorts, and we'll have quite a rally. There has been a lot of flooding and persistent rains that have kept planters out of the field in the corn and soybean belt, and there is talk of a "less than trend yield potential."

One of the bright spots from time to time has been the wheat market, but even it is in oversold territory, and from time to time must come up for air. We need to sell our products WORLD WIDE. The U.S. dollar is the strongest currency in the world, which makes us less competitive. Add in some trade problems, and good crops in other parts of the world from our competitors, and it sets the stage for depressed prices. Remember though, this is cyclical. Most traders still believe (at least the traders who deal in ag commodities) that there will be a trade deal at some point. There is also a contingent of people that say China needs the U.S. and our products, more than we need them, and hold out optimism for a deal of some kind. For instance, it's estimated that China may have lost 150 to 200 million head of hogs to the African Swine Fever disease. If that's the case which certainly appears to be, they would need to buy every hog they could get their hands on to keep their people fed, and right now, the U.S. has the largest supply.

I certainly don't want you to think I have my head in the sand and not paying attention to reality. I know full well that things in farm and ranch country are difficult right now. But, I'm reading a book called "An Empire of Dust." It was written by Lawrence Svobida, and he lived in Meade County, straight south of Montezuma about 12 miles. My grandfather took all the pictures that are in that book. It tells the tale of how bad things were during the dust bowl and how people persevered. I encourage you to not get down and feel defeated. Prices will rise again, there will be a day of wider profit margins again. We must have the faith and fortitude to do what we can to endure these times and come out on the other side victorious, while learning new things along the way.

I will share with you, one of the greatest life lessons I've learned, and consistently use (ask my kids). It was from my days in flight training. My instructor always reminded me, "Keep focusing on a solution, NOT the problem." In other words, don't lose sight of the end goal and, "land the airplane." Most aviators will tell you that any landing you walk away from, is a good landing. That applies to life also. If you do nothing but look at the problem(s) that you're facing, you'll never look around for the options that are available to you, to successfully defeat the problem.

You are very fortunate to have the most important job in the world. If you need harvest help, let me know because I miss it!

May God richly bless your family and have a great wheat harvest and summer growing season. All the best until next time:

John Jenkinson

@johnjenkinson2

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Instagram @americanimplement



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RIGHT *Parts* RIGHT NOW

Article by:



Scott Kells,
Director of Parts

At our parts counters, unfortunately sometimes we hear comments like "Why don't you have this part in stock?" I would like to take this time to share some of our challenges as well as what resources we leverage at American Implement to improve our parts availability. Let me start off by saying we do care about your parts needs. Our Parts Managers and staff are very passionate on having the right parts in stock when our

customers need them.

One challenge with stocking parts is the vast array of equipment we service. From the 40-year-old popular 4840 to the current 8R row-crop tractors with the latest technology. Another challenge is keeping up with all the new components and part numbers when new, state of the art products are introduced. For example, for the different configurations of engines, there are different fuel filters, air filters and belts. Not to mention the complex diesel exhaust system components, sensors and treatment elements.

John Deere does an amazing job of providing its dealers with resources and tools that help us develop our stocking strategies. One of these tools is Dealer Parts Management. This is a group of knowledgeable people in Moline, Illinois that develop programs and reports to help Parts Managers with their inventory decisions. Also, all John Deere part numbers have built in sources, group codes and critical codes that track how long it takes to replace the part, what kind of part it is and how often it's sold. The other very important factor in our stocking strategy, is the number of demands and sales that help us determine if we should stock the part or not.

John Deere has a metric called, First Pass Fill, or how many times we can meet a customer's request when they walk in the door. Deere's goal is 80% for this metric, currently we are at 80.7% for the month of April and 77.6% year to date. We do have opportunity to improve on this and are trending in the right direction, by spending a lot of time and energy working on this. Something else to consider, American Implement has over 126,000-part numbers total throughout our 16 locations. This inventory is available for transfer throughout the company. Last year we replaced our

courier vans with bigger and taller vans that can carry larger items and more parts. These two vans, running a

North and South route, enable those inner-store transfers sometimes the same day. It is impossible for every location to have every part. With these vans, even the smaller locations have access to a very large parts inventory for their customers. If you see a Parts Express Van in your area with the American Implement wrap on it, you know it is hauling lots of important cargo!



Another service that we offer to help with parts availability is the Parts On-Site cabinets. These cabinets store common filters, belts, bearings and maintenance items you have on your farm. The cabinet is for John Deere parts only and we inventory and re-stock on a regular schedule. These parts can be kept up to date as your equipment needs change. Check with your local Parts Manager for details.

Finally, American Implement now has a customer support hotline powered by AgriSync. The hotline for parts is 620-726-0620. If you are having a parts issue and need an answer, give us a call. We have several Parts Experts ready to help when you need it.



FORAGE SPOTLIGHT

Article by:



Nick Ortner,
Director of Sales

Hay and forage production in Western Kansas has seen considerable growth, and it appears this trend will continue. Crops such as triticale, milo and alfalfa have expanded in acreage recently. This is due to tougher traditional crop market prices, and additional demand with the number of dairies, grow yards and feed yards locating or expanding in here. Kansas has

proven to be favorable for these growers to invest in, with our average year around temperatures, along with irrigated and dryland farmable acres. This is complimented with less regulatory restriction than other areas of the country for these growers and their livestock.

Hay and forage products will remain a steadfast for the livestock industry, which appears to have a promising outlook. The opportunities that come with livestock are the crop production and the affordability to diversify. Items that producers will continue to evaluate on an annual basis when targeting ROI and bottom-line success. Water conservation also plays a factor in determining producers and grower's decisions. The average rainfall in our region is somewhere around 18 inches so finding that right crop mix for our area, specifically your operation is advantageous while trying to forecast suitable markets. This evaluation process is "ongoing" and can change drastically with a turn in the weather or other signs of volatility in the market.

Triticale is one of the many crop types starting to be more commonly grown or accepted in SW Kansas. Triticale is popular as a wintertime crop created by crossing wheat and rye. Like wheat, with around 13% protein, the crop does well in our environment and is suitable for winter and spring grazing operations or can produce substantial amount of tonnage as spring silage. In many instances, the product is harvested early enough in the season to implement a double crop rotation with another forage crop, corn crop or soybean crop to be planted following it.

When it comes to the production of triticale and all hay and forage crops the timeliness, quality and productivity of your equipment is essential to maximize the crop's full potential. A fully integrated guidance and documentation system to provide you with real time data is also crucial. Thus, helping drive better decisions and putting more to the bottom line.

John Deere's new 9000 series Forage Harvester combined with Harvest Lab 3000 technology can help deliver just that. With up to 950hp available, these units were designed for productive and efficient harvest

9000 SERIES

PURE PERFORMANCE



utilization. While machine specifications are important, the data you receive from the machine is just as important. John Deere leads the way and is on the cutting edge of telematics and machine optimization to help you produce a superior feed. The Harvest Lab 3000 is one such product that sets us above the competition and help drives value to you or your customers' operation.

A couple highlights to the Harvest Lab are:

- On-the-go measuring of moisture, dry matter, protein, starch, fiber, neutral detergent fiber, acid detergent fiber and sugar
- Automatic adjustment of inoculant dosage based on current dry matter level
- Automatic, on-the-go adjustment of length-of-cut

John Deere has made considerable strides with each of their hay and forage products in recent years. From start to finish, John Deere and American Implement have a wide range of products available to help with any of your hay or forage needs with mower conditioners, self-propelled windrowers, round balers, large square balers and forage harvesters.

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JOHN DEERE

WOW! 1.9% for 60 Months on **SELECT Equipment**

Contact Sales for Complete Details.



'13 JD 7780, 489 Hrs.....\$237,500 G
Special CROP Price: Only \$195,000



'14 JD 7780, 3335 Hrs.....\$149,500 G
Special CROP Price: Only \$139,500



'18 JD W260, 636 Hrs.....\$158,000 G
Special CROP Price: Only \$148,000



'18 JD W260, 611 Hrs.....\$157,000 C
Special CROP Price: Only \$147,000



'18 JD W260, 681 Hrs....\$151,000 M
Special CROP Price: Only \$141,000



'18 JD W260, 699 Hrs.....\$151,000 G
Special CROP Price: Only \$141,000



'17 JD W260, 547 Hrs.....\$159,000 D
Special CROP Price: Only \$149,000



'17 JD W260, 748 Hrs.....\$148,000 Y
Special CROP Price: Only \$138,000

AMAZING Lease Deals

5 Year 300 Hour Used Equipment Leases



'15 JD S670, 1310 Hrs.....\$195,000 R
Lease! stk#68675 \$63/hr - \$18,892/yr



'15 JD S670, 1314 Hrs.....\$187,000 O
Lease! stk#68674 \$66/hr - \$19,817/yr



'16 JD S670, 1375 Hrs.....\$202,000 A
Lease! stk#73683 \$71/hr - \$21,308/yr



'16 JD S670, 902 Hrs.....\$241,000 M
Lease! stk#68135 \$75/hr - \$22,609/yr



'16 JD S670, 1256 Hrs.....\$206,000 O
Lease! stk#73684 \$75/hr - \$22,591/yr



'15 JD S680, 1606 Hrs.....\$199,000 G
Lease! stk#79711 \$99/hr - \$29,885/yr



'17 JD S670, 1122 Hrs.....\$230,000 A
Lease! stk#79509 \$109/hr - \$32,885/yr



'17 JD S670, 1218 Hrs.....\$248,000 C
Lease! stk#81449 \$124/hr \$37,327/yr

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GARDEN CITY (G)
(620) 275-4114
GOODLAND (A)
(785) 890-7575

HUGOTON (H)
(620) 544-4351
JOHNSON (J)
(620) 492-6836
LEOTI (L)
(620) 375-2621
MONTEZUMA (M)
(620) 846-2215
OAKLEY (O)
(785) 672-3272
SCOTT CITY (S)
(620) 872-7244

SUBLETTE (B)
(620) 872-7244
SYRACUSE (Y)
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PRECISION AG TECHNOLOGY COMPATIBILITY ON THE FARM

Article by:



Adoption of precision agricultural options has been held up by several challenges. Many questions encompass around field management zones, variable rate crop inputs, soil and elevation maps, normalized difference vegetation index (NDVI) imagery of sorts and much more. After several years in this industry, the main concerns I have seen are compatibility issues, costs, knowledge/understanding complexity and the lack of clear

revenue of investment. These are all relevant concerns. American Implement has been proactive to reduce a few of these concerns over the past few years, specifically compatibility on the farm.

Although, we would love and expect to have all John Deere machinery and equipment on the farm, we acknowledge this isn't always the case. So, the next step of our Precision Ag Department is to come up with ways to ensure that all machinery will continue to operate as expected, even with a mixed fleet of brands and models. With this, American Implement has partnered with Agra-GPS in providing a system that allows John Deere receivers, displays and rate controllers to communicate on-line with most competitive vehicles that are equipped with an ISO-CANBus system. Agra-GPS JD Bridge will offer the same experience you've come to enjoy and expect out of your John Deere AMS components by allowing a producer to utilize existing boundaries, guidance line information and collect/display data that can be sent straight into field records.

American Implement also provides a seamless solution for in-field agronomic data flow from non-John Deere machinery to one central location, John Deere's web-based farm management tool called Operations Center via our American Integration Portal. Data can be transferred either manually (USB), mobile data transfer (MDT) or wireless data transfer (WDT). The easiest, hands-free and most convenient method is installing JDLink™ modular telematic gateway (MTG), a wireless module system, to any vehicle on the farm with a John Deere display. This capability gives us a chance to support and service configurations through remote display access, allows you to review operating hours accumulated and see real-time applied acres through myjohndeere Operation Center portal, Operation Center mobile app

and/or through American Implement's mobile app via American Integration Portal (AgDNA). If you are wanting to move forward with a more seamless precision ag model utilizing Agra-GPS and/or JDLink™ in your operation needs, please reach out to our Precision Ag team for more information.

Lastly, in our previous Crop Newsletter, we discussed a new tool that connects producers with their most trusted advisors remotely. Download the AgriSync app from your phone for FREE and receive video chat, texting, broadcast alerts and much more! Or reach out to any of the Precision Ag Specialist by calling the American Implement Support Hotline powered by AgriSync. That number is 620-400-4265. American Implement's support team: parts, service or precision ag are ready to help with all your needs!

American Implement wants to Thank You for your continued business. I hope you have a bountiful and prosperous 2019 year and we look forward to providing you with the best service and support American Implement offers!

AG VANTAGE AGREEMENTS

Stay ahead of issues with proactive tips from your trusted advisors. When equipment breaks down, technology glitches or you're looking for that specific part; get back up and running faster with American Implement's AGVantage Support!

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ALWAYS GROWING

Article by:



Britt Sellard,
Development Specialist

The agricultural industry has always been *growing*. Not just the actual crops and livestock that producers have been growing for years, but the industry itself has been growing. In scale, in science and in technology. Therefore, producers have had to grow themselves to maintain and survive; keeping up to gain an edge over mother-nature, the market conditions and demands or their own personal goals.

In many ways, American Implement has strived to grow as well to help our customers meet their ever-changing needs. One, specific and recent example was in January of 2019, when I came on board as American Implement's newly created Development Specialist.

I would like to take this opportunity to introduce myself and this role. My name is Britt Sellard and I come to American Implement with 10 and half years of experience with John Deere and Company, with my most recent position as an Instructor at the John Deere Training Center in Wichita. I have labeled myself a corporate nomad in the past, living all over the country including field-based roles and working from three of Deere's flagship factories in product-line marketing. Originally from central Indiana,

a proud Purdue Alum and Newman University MBA Grad, I now happily call Western Kansas home and am excited to be growing my roots here.

American Implement was forward-thinking to recognize the need to grow and keep up with training, both externally and internally, and therefore the role of Development Specialist was created. The shortened job-description of my role is, "To develop our talent, our customers and our overall processes." While most of my time is spent focused on the internal training of our team to better serve the customer through their respective roles, I have already been busy juggling several projects that fulfill the other two elements of my job description as well.

I assure you, seeing and being a part of John Deere's Training team, it is by far more comprehensive, hands-on, rigorous and informative than the other major ag manufacturers' programs. The standards that American Implement continues to meet and exceed utilizing the John Deere University system enables us to be more efficient when helping our customers determine the right solutions for their operations, the right parts over the parts counter and the right diagnostics and repairs for their equipment.

I am thrilled for this next growth opportunity personally, and to be a part of American Implement's growth to better serve this ever-growing industry with its ever-growing customers!

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On the FARM

FARM kid Edition

The Top 10 Reasons Why Raising Kids on the Farm is Awesome

Article by:



Kelley Baker, Marketing

My seven-year-old recently talked his dad into bringing in a set of our baby goats to his school for "show-and-tell." As I watched my little farm boy beam from ear to ear with pride while showing off his little furry friends, I couldn't help but feel so fortunate that my sons are basically living a dream: an abundance of baby animals, old barns, tractor rides and endless adventures. These reasons are just a few of many reasons why raising kids on or around a farm is

wonderful. For fun, along with some fellow farmwives, we compiled a list of *The Top 10 Reasons Why Raising Kids on the Farm is Awesome*. Enjoy!

1. Understanding that food isn't created in the back of the grocery store. Farm kids learn that producing food takes real work.
2. Learning responsibility hands-on. Rain, snow, heat or cold the animals need to be fed and cared for.
3. Farm kids are the best advocates for agriculture and the farming way of life. They will be the next generation feeding us all!
4. Farm kids get dirty! No words needed.
5. You learn to be handy. On a farm you learn to do many things for yourself. Children grow up knowing the difference

between a flat head and a Phillip's head screwdriver and most will know how to repair almost anything with duct tape.

6. Your favorite color is decided for you or at least largely impacted by what color of tractor your dad drives. Go Green!
7. Farming teaches kids safety skills. Being aware of your surroundings is the number one rule when farming.
8. Kids can be an active part of a team at a young age. Checking cattle, backing up trailers and riding along in the tractor are all tools to foster a love of the land and cattle.
9. Farm kids don't have time to be bored and are less likely to get into trouble because there is always work to be done. All this makes them more employable when they get out on their own.
10. Life among animals means that children learn to care for someone other than themselves. Interacting with animals teaches responsibility, communication, patience and provides a positive model for future human relationships. And perhaps that is the best benefit of all.

Thanks go out to fellow farmwives: Cinda Flax, Lisa Szymanski and Paige Taddiken for help with this list. Happy farming!

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