

CROP

Collective Reporting On Progress

American Implement



JOHN DEERE

McCarty Family Farms

Rexford, KS | Bird City, KS | Scott City, KS

WINTER 2012



AMERICAN
IMPLEMENT



JOHN DEERE

newsletter

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OUR GOAL:

...working together to improve your business.



American Implement

Colby | Elkhart | Garden City | Goodland | Hugoton | Oakley | Scott City | Ulysses | Walsh | Wheeler

Dear Valued Customers,

Wow, it is amazing how fast time goes by! I am having a tough time believing it really is December and 2012 is coming to a close. The holiday season is here and we will soon be celebrating the New Year. As I look back at 2012 – I think what a year! A lot of positive changes taking place, improving processes throughout the organization, and best of all, growing American Implement into Northwest Kansas and welcoming all of our outstanding employees and customers to the American Implement family.

I look forward to 2013 with a bright outlook. American Implement as a company will continue to strive to serve you as best we can. John Deere is offering a great deal of exciting new products for 2013. Over 30 American Implement location managers, sales professionals, and AMS Specialists recently attended John Deere's Product Intro in Omaha, Nebraska to learn about these products. We can't wait to offer and educate you on the latest innovations from John Deere. With the best selection of new and used inventory in the area, we've got some great choices for your year end purchases. Our goal: you, your machines, valuable solutions and American Implement – all working together to improve your business.

Speaking of valuable solutions, you should have received a copy of our annual winter service specials. I want to remind you to schedule your service inspection today. Call or visit your local American Implement to get signed up for the level of service that works best to suite your needs. Remember, in addition to ensuring optimum performance for the season ahead, we are offering 10% cash discounts or no payments no interest options through John Deere Financial, free hauling, a Dri-Duck jacket with purchase and if that's not enough - you could win a premium John Deere Safe.

Another exciting happening at American Implement is our holiday kid's toy Gator giveaway. We are giving away 10 toy Gators (one per location) on December 11th. Make sure and stop in your local American Implement to sign up and to learn more about contest details. This Gator will make the perfect Christmas gift for your favorite little farmer.

From all of us at American Implement, we thank you for your continued business and friendship. Wishing you all the joys of the Holiday Season and a Happy New Year!

Sincerely,

Chad Koster, CEO

American Implement Give-Away!

Win a JOHN DEERE Kids Gator!

Sign up at any American Implement Location
Colby • Elkhart • Garden City • Goodland • Hugoton
Oakley • Scott City • Ulysses • Walsh • Wheeler
Winner Announced December 11, 2012!
...just in time for Christmas!

Sign up deadline December 10, 2012. American Implement employees prohibited from winning. No purchase necessary. Limit one entry per person. One winner per location. No repeat winners.



Ag Management Solutions

Annual Support Agreement



Article by:



Russell Tilton, AMS

Whether it's a quick question that can be answered over the phone or a more complicated issue that requires in depth trouble shooting on site, American Implement is committed to providing the AMS support you need to get your Intelligent Machine Systems up and running as quickly and efficiently as possible.

Once again, American Implement is offering our customers the opportunity to ensure the same great service they have been accustomed to while saving money in the process through our AMS Support Agreement. Last year, American Implement offered two levels to choose from – Premium and Basic. Building on this program we are pleased to announce that this year's program offers a 3rd, Standard, level.

The Basic level will provide you with access to our AMS personnel and service department in order to resolve any precision farming issues or questions right over the phone. The Standard level, which was added this year, will include the same benefits as the Basic level, but will also include bi-annual software updates at your farm on one system as well as one on site response to AMS service related problems. Additional benefits include precision farming clinics which are held throughout the year and are specifically designed to focus on your Intelligent Machine Systems.

Premium level participants will enjoy all of the great values that Basic and Standard level customers receive plus an upgrade to Bi-annual software updates on two systems, one annual on site machine optimization visit and up to four on site responses to AMS service related problems.

For those who like to receive support directly from John Deere, American Implement is offering you the opportunity to sign up for John Deere's Stellar Support at tremendous savings! This option normally sells for \$300 but can be purchased for \$150 when you sign the AMS Support Agreement. Be sure to check this option on the signature page of the contract.

Now, with three options to choose from, you have the ability to select a level of support that more closely fits your precision farming needs. If you are able to handle your own software updates, can handle most machine setup and trouble shooting situations, and may only need an answer to a quick question every once in a while, then the Basic level may be right for you.

If you prefer knowing that your Intelligent Machine Systems will be updated by one of our skilled AMS team members on a proactive basis and that if you have a problem that cannot be solved over the phone we will be right there to serve you, then perhaps the Standard level will be an advantage. For those who wish to ensure that their planter, combine or seeder has been set up to perform at its optimum ability and may use our AMS and service team more frequently in addition to the benefits realized in the other support levels, then the Premium level is the best choice.

Contact any of our AMS/ISS team members for full details about how you can benefit from the AMS Support Agreement from American Implement. Next, decide which level is best for your precision farming operation. Then return the signed contract by March 1, 2013.





2012 Year End Buying Advantages

Article by:

at **AMERICAN
IMPLEMENT**



Ryan Ortner, Corporate
Sales Manager

I would like to highlight the finance programs just announced in November that will run to December 31, 2012. These programs are exclusive to American Implement and are designed to save you money.

We have on hand a great selection of late model combines and header equipment, these units are reconditioned, detailed and ready for your inspection. The 0% interest rate is used in a lot of advertising, usually as a gimmick to entice you to buy. This is the real deal at American

Implement. Check our current advertised prices against how we were priced 3-4 months ago and you will see we have not only stayed at the same price but in some instances have even reduced our prices. You ask, "What is 0% really worth to me?" I have put an example together to show how it will impact your bottom line.

\$150,000 financed at 1% for 5 years Semi Annual Payments
Total interest cost to the buyer
\$4154.30

As you can see from the example above, this savings on used combines, tractors and sprayers is real money. If you are in the market for late model machinery a lot of other dealers are offering deals that are close to American Implement, but even one little percentage point still adds up to a lot of dollars. Close enough just doesn't equate to the Value you get at American Implement. Compare our values to anyone!

In addition to the American Implement advantages for yearend are the great tax incentives that are still in place for 2012. The Section 179 deduction limit for New and Used equipment is \$139,000. The Bonus depreciation on new equipment purchases still allows for 50% of a new piece of equipment to be expensed this year, and there is no limit on total purchases. To learn more contact your local American Implement sales department.

USED COMBINES

0% FOR **5 YEARS**

+500 Sep. hrs, semi-annual payments

USED SELF-PROPELLED SPRAYERS

0.9% FOR **4 YEARS**

semi-annual payments

USED 9020/9030 4WD TRACTORS

1.9% FOR **4 YEARS**

semi-annual payments

Compare our Values with Anyone!





JOHN DEERE
Compare our values
with anyone!

**0% for 5 years
on Combines
w/ 500+ Sep. Hrs
(WAG)**



'12 JD 8235R, ILS, MF, 600-1500 Hrs.
..... fr \$151,000 EGHSU



'11 JD 8360R, 529 hrs, IVT, ILS, A/T
Ready, Cat4 3pt, HDS. \$269,500 O



2010 JOHN DEERE 8345R 2775 Hrs, IVT,
ILS, AT Rdy, HDS. \$214,500 L



'11 JD 9230 PS 600 Hrs \$207,000 U



2009 JOHN DEERE 9330 2433 Hrs, 18/6
PS, AT Rdy, Difflock F&R \$215,000 R

a STRONGER AMERICAN IMPLEMENT

Tractors - Row Crop

New JD 8360R, 8335R, 8310R, 7230R	'10 JD 8345R, ILS, 100-2400 Hrs \$217,500 G
'12 JD 8335R, 8310R, 8285R fr \$222,000 G,H	'10 JD 8320RT, 1700 Hrs.....\$218,000 L
'12 JD 7260, ILS, IVT, 200 Hrs.....	'10 JD 8320R, 1900-2000 fr \$207,500 GHUL
.....fr \$179,000 G,S	'10 JD 8270R w/Lrd, 1100 Hrs.....\$202,500 C
'11 JD 8360R, 500-800 Hrs.....fr \$266,000 C,O	'09 JD 8230, MF, 1900-2200.....fr 151,000 G,S
'11 JD 8335R, 300-600 Hrs.....fr \$237,500 G,L	'09 JD 7630, MF, PQ, 2600 Hrs.....\$101,500 G
'11 JD 8310R, 500 Hrs.....fr \$232,500 G,O	'09 NH TV6070 w/Ldr, 1700 Hrs.....\$102,000 R
'11 JD 8235R, ILS, 1300 Hrs.....\$172,500 G	'07 NH TV145, 300 Hrs.....\$95,000 W
'11 JD 5070R/Ldr, 150 Hrs.....\$28,500 L	'07 CIH MXM 140Pro, MF, 1300.....\$64,500 G
'10 JD 8345RT, 2800 Hrs.....\$203,500 G	'05 JD 8520, 4400-4700 Hrs.....\$ Call E,O

Tractors - 4wd

1.9%/5yrs on 9230 & 9330s	'09 JD 9430, PS, 2000 Hrs.....\$209,000 W
New 9460R, 9360R, 9360R 24sp	'09 JD 9330, 1000-2400 Hrs.....
'12 JD 9360R, PS, 3p, PTO, 3800 Hrsfr \$205,500 C,O,R
.....\$189,000 G	(2) '08 JD 9230, PS, 1500-2000 Hrs.....
'12 CIH Steiger 400, 375 Hrs.....\$254,000 Lfr \$182,000 S
'11 JD 9360, PS, 500 Hrs.....\$269,000 G	'06 JD 9320, PS, 3pt, 3100 Hrs...\$159,500 W
'11 JD 9430, PS, PTO, 900-1400 Hrs.....	'05 JD 9320, 4700 Hrs.....\$134,000 C
.....fr \$229,000 G,H	'95 JD 8870, 8000 Hrs.....\$63,000 O
'11 JD 9330, 500-1500.....fr \$205,000 L,W	'94 NH 9480, 8200 Hrs.....\$49,500 R

Harvesting

JD Combine 4wd Kits Available	'09 JD 9770, 500-1650 Hrs.....fr \$159,500 C
'12 JD S670, 200 Hrs.....\$295,000 G	'09 JD 9670 4wd, 400-800.....fr \$188,500 G,W
'11 JD 9870, 300-700 Hrs.....fr \$230,000 E,G,H	'08 JD 9670, 500-1100.....fr \$167,500 E,G,O
'11 JD 9770, 200-700 Hrs.....	'08 JD 9770, 875 Hrs.....\$178,000 R
.....fr \$218,000 C,G,L,R,S,U	'08 JD 9670, 675 Hrs.....\$189,500 O
'11 JD 9670, 100-400 Hrs.....\$234,000 C,U	'07 JD 9860, 1400 Hrs.....\$146,500 S
'10 JD 9870, 600 Hrs.....\$231,500 H	'07 JD 9660, 1800-2000 Hrs...fr \$120,000 G,W
'10 JD 9770, 700-1000 Hrs...fr \$187,000 C,L	'05 JD 9660, 1300 Hrs.....\$125,000 G
'10 JD 9670, 4wd, 400 Hrs.....\$227,500 G	'02 JD 9750, 2100 Hrs.....\$99,500 O
'09 JD 9870, 700 Hrs.....\$205,500 C	Lots of Headers, NO Buying Restrictions!

Planters / Seeders

'11 JD 1890/1910, 42"X10".....\$139,500 L	'04 JD 1820/1910 Air Hoe\$75,000 L
JD 1770NT 24R30, CCS.....	'01 JD 1770 FF 24R30.....\$58,500 O
.....fr \$98,000 C,G,H,U	'01 JD 1770 16R30, Fert\$59,500 C
JD 1770NT 16R30, CCS...fr \$77,000 G,L,S,W	JD 1720 16R30 stack.....fr \$56,000 G,S
'08 JD 1895/1910, 43"X10".....\$148,000 R	'01 1860/1900, 42"X10".....\$69,500 O
'07 JD 1890/1910, 42"X10"\$114,000 O	'95 JD 455 Box Drill, 35"X10"\$27,500 C

JD Commercial Spray Center

(3)' 12 JD 4940, 400+ Hrs.....Call C,G	'10 JD 4830, 800 Hrs.....\$221,000 C
(2)' 12 JD 4830, 150-300 Hrs.fr \$255,000 C,G	'10 JD 4730, 100', 500-1600 Hrs.....Call G,H
(2)' 12 JD 4730, 250-400 Hrs.....fr \$214,000 C	'09 JD 4830 100', 2300 Hrs.....fr \$149,000 G
'11 JD 4930 120', 100-1600.....fr \$218,000 G	'08 JD 4830, 100', 1500-3000 Hrs.....
'11 JD 4730 90', 300-700 Hrs.fr \$189,500 C,Efr \$140,000 G,L,W
'10 JD 4930 120', 1200-1800 Hrs.....	'08 JD 4730 90', 2500 Hrs.....\$130,000 S
.....fr \$197,000 G,H	'02 JD 4710, 1600 Hrs.....\$122,000 C

Hay & Forage / Feed Wagons

NEW JD 569 Premium Baler.....Call C,O,L,R	NEW JD R450 Windrower.....\$ Call C
NEW JD 567 Baler, MW, Wrap...Call C,O,L,R	'09 JD 4995 16', 1200 Hrs.....\$67,500 G
'11 JD 568 Baler, 7k.....\$32,000 G	'09 NH 18', 1300 Hrs.....\$67,500 H
'05 JD 567 Baler, MW, Wrap.....\$14,000 R	'98 JD 4890 18', 2200 Hrs.....\$35,000 E
'02 JD 567 Baler, Twine.....\$13,000 C	NEW JD 995 Rot. Platform.....\$ Call C
'10 JD 7750 4wd Cutter 1600Hrs.\$196,500 G	'07 Supreme 1200T Feed Wagon...\$36,500 U

Bargain Box

'07 JD 8530, ILS, 7100 Hrs.....\$133,000 H	'12 JD 320D, Joystick.....\$38,500 C
'93 JD 8870, 24sp, 9500 Hrs.....\$45,000 W	'11 JD 318D, 2spd, 167 Hrs.....\$32,000 C
JD 7750 4wd Cutter, 1700 Hrs.....\$165,000 G	'08 CIH 420 Skidsteer, 330 Hrs.....\$29,000 C
'10 JD 9770, 1400 Hrs.....\$146,500 G	'06 JD 624J Ldr, 3600 Hrs.....\$119,000 L
'08 JD 9870, 900 Hrs.....\$172,500 G	'06 JD 544J, 3600 Hrs.....\$105,000 G
'02 JD 9750, 2300 Hrs.....\$67,000 W	'06 NH L5185B Skid 900 Hrs.....\$24,000 W

Industrial

'99 JD 1860/1900, 42"x7.5", 270 bu cart, markers, main frame duals ... \$64,500 C
--

**Now With 10
Locations
To Best
Serve You
0.9% for 4 Years
on Sprayers
w/ 500+ Hrs
(ends Dec 31st)**



'11 JD 9770 STS, 708 sep. prem cab, CM,
ext wear, duals. \$221,000 L



'10 JD 9770 STS 300-1200 Hrs.
..... fr \$176,500 G,H,S,W



'08 JD 9770, 500 - 900 hrs
..... fr \$182,500 GSEW



2009 CASE IH 8120 879 Hrs, Axial Flow,
Lat Tilt HD FH, Chopper \$203,000 C



'00 JD 772CH AWD Grader 5500 Hrs
..... \$96,500 G

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!

www.AmericanImplement.com www.AmericanImplement.com www.AmericanImplement.com www.AmericanImplement.com

Colby, KS (C) Elkhart, KS (E) Garden City (G) Goodland (L) Hugoton (H) Oakley, KS (O) Scott City, KS (S) Ulysses, KS (U) Walsh, CO (W) Wheeler, KS (R)
(800) 532-6529 (800) 445-5917 (800) 475-4114 (877) 320-4020 (800) 544-9833 (800) 209-4001 (800) 779-7244 (800) 356-3460 (888) 324-5284 (800) 832-2124

Winter Service

Article by:



Another harvest season is in the books and the winter months are upon us. Hopefully despite Mother Nature you have managed to the best outcome possible. Healthy market prices, strong futures, worldwide production needs and optimism are all components of our futures. Working closely with you our customer we have recognized the challenges this past year has created for us all. Armed with this experience across our service departments we are gearing up to work with you to understand your

upcoming Winter Service requirements. We know that many of you will have had limited hours and bushels through some of your equipment and may even be asking yourselves do I really need to do a Winter Service? The answer is yes, now more than ever a thorough inspection of your equipment is critical to an uninterrupted expectation of up time and production for the upcoming seasons.

The highly trained professionals at American Implement are trained to look for, and identify through our detailed inspection process potential problems that could cost you critical time when you can least afford it. Our multi-point inspections are machine specific and designed with our manufacture to recognize key components and known conditions to help you minimize out of pocket expense. We are offering many services and affording some very attractive discounts, also back by popular demand this year is our heavy hooded jacket. This year we are giving away a high quality DRI-DUCK cord jacket smartly embroidered with the American Implement logo. For every Winter Service sign up where you expense more than \$1500 you will also be eligible for chance in the two drawings we will be having.

As always we are thankful for you our customer and know that we have a great responsibility in our partnership, we are committed to that responsibility and look forward to the opportunity to serve you our valued customer. From all of us in the American implement family we extend to you the warmest of Holiday wishes!

Ask about

EARLY SIGN-UP
SPECIALS

by December 15, 2012



WINTER 2012-13

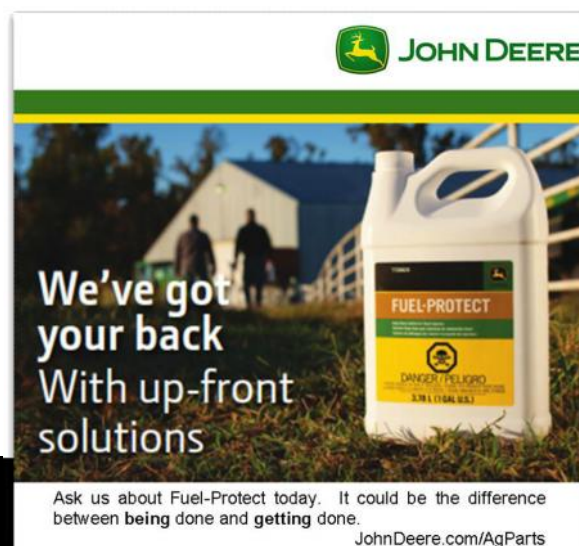
DEPENDABLE
EQUIPMENT RELIES ON

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McCarty Family Farms

Article by:



Kelley Baker, Marketing

What a pleasure it was to recently visit McCarty Family Farms. Luther Augustine/ Sales professional and myself, Kelley Baker/ Marketing, were warmly welcomed to the McCarty Rexford facilities by brothers Clay and Ken McCarty. It was obvious that the McCarty family and their staff take pride in their reputation and were excited to again have the opportunity to share their story. Their story, nothing short of American dreams coming true: McCarty Dairy becoming a major supplier of milk for the leading selling yogurt maker in the United States, Dannon® Company. This news has been heard all around the world since its unveil this spring as it's been announced in

major publications from the New York Times to the High Plains Journal.

This partnership has led to exciting growth for the McCarty Family Farms. The construction of a one-of-a kind milk-condensing operation led to an increase of animals to keep up with production. Thus resulting in the creation of more than 50 direct jobs in rural Kansas to maintain and run the operations. They now employ over 105 individuals. The McCarty operation has been recognized for their environmental stewardship for their reclaiming water process which also in turn reduces their truck transportation by 75%. Their innovation socially and environmentally has led to recent certification from Validus. Only 25 out of over 52,000 nationally licensed dairies hold this recognition.

In 1999 parents, Tom and Judy McCarty moved to the Kansas plains to allow their four sons to fulfill their dairy farming destiny. However, the family worked hard and struggled due to many factors. "We were not financially strong for over 22 years," shared Clay McCarty. It was an ongoing battle trying to step into a better business model to increase efficiency and economics. Brother Ken reports they always went back to one of their main obstacles, what they referred to as their "black hole." The "black hole" - their miscellaneous equipment cost due to repairs resulting in enormous service costs. "We were running older John Deere 4960's with cardboard on the windows," Clay mentioned.

"We have always wanted to project professionalism, a well-managed operation and be environmentally friendly which lead to our discussion with Luther" reported Ken. Luther's proposal: a fleet lease option consisting of several new John Deere 8260R's. Although skeptical it was possible, the McCarty's were interested to reduce repair expenses.

The McCarty's do not regret their decision to commit to a fleet lease. They said in addition to reducing repair cost they have noticed



Ken McCarty with Luther Augustine in front of the processing facility

a reduction in oil costs, increased fuel economy and best of all, the new equipment has even improved employee retention due to increased morale. They said they can tell their employees take better care of the equipment because they have a sense of pride. They rejoice to have radio and air conditioning! Also now they can focus on what matters most to the success of their operation- their cattle and their facilities. McCarty shared with us that they appreciate our Colby locations commitment to them. American Implement congratulates McCarty Family Farms on their success and looks forward to a long lasting business partnership / friendship.

To learn more about the McCarty Family Farms visit them online at www.mccartyfamilyfarms.com

"increased fuel economy and best of all, the new equipment has even improved employee retention..."



AMERICAN CROP IMPLEMENT



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Garden City, KS 67846

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Merry Christmas



ENJOY the *Blessings!*

Life is busy but it sure is great! We hope the holidays provide you with time to slow down and truly enjoy the many blessings surrounding you. That's our holiday wish for ourselves and for those we serve.

PARTS Holiday Shopping!

Article by:



Marcus Amerin, Parts Manager

It's that time of year again and American Implement is your hometown source for all your John Deere holiday shopping needs. Stop in to check out the latest in John Deere licensed merchandise. For most of our customers the winter months also provide the opportunity to focus on preventative maintenance. The next few months we are nicely stocked with John

Deere parts, John Deere oil, John Deere filters, John Deere planter parts, Zimmatic irrigation parts and much more. Stop in your local American Implement to find out how much you could be saving this winter!



AMERICAN IMPLEMENT *Farming Memories*



Photo Contest

Give us your best shot! Keep your camera in hand & capture your favorite agriculture memories to participate in our Calendar Photo Contest.

13-\$50 American Implement Gift Card Prizes

Winning images will become the basis for our 2014 calendar and used in other marketing materials.

Deadline for entries is **August 1, 2013.**

Email entries to: KelleyBaker@AmericanImplement.com

VISIT OUR WEBSITE FOR COMPLETE RULES AND CONDITIONS

we're social!
connect with us

