

# CROP

*Collective Reporting On Progress*

American Implement



**JOHN DEERE**

WINTER 2014



Mosbarger Family Farms  
Photo c/o Josh Dorn

**AMERICAN  
IMPLEMENT**



**JOHN DEERE**

*newsletter*

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Chad Koster, CEO



JOHN DEERE

# COUNTING

# *blessings*

Dear Valued Customers,

2013 is officially in the rear view mirror. It was another fast paced and exciting year for sure. I am hopeful you had a solid fall harvest and enjoyed the holiday season. It is this time of year that allows us special time to enjoy family and friends. The holidays are the ideal time to share good memories, reflect on what life has to offer, and give thanks for what we have. I find myself pausing to count my many blessings and you are certainly among them. From all of us at American Implement, I say thank you for your continued business and friendship.

**"I find myself pausing to count my many blessings and you are certainly among them."**

I am excited to share some great news about American Implement and ask that you share in this special recognition. In December, we were notified by John Deere Company that American Implement earned Deere's Managers Club award for 2013. This is the highest John Deere recognition that a dealer can earn. The top 35 dealers in the United States are recognized. Some of the criteria involved to earn this achievement include John Deere sales, John Deere parts purchases, obtaining high market share in both the Large Ag and Small Ag markets, and achieving strong customer service and satisfaction marks. American Implement is honored to earn this award and I want to thank all of our customers and employees for helping us earn this prestigious John Deere award.

Winter is a great time of the year to begin planning for the spring season. We all know how fast the days go by so just a friendly reminder, even though the calendar shows January; spring will be here before we know it. Let American Implement help you with all your equipment needs. If you are in the market for new or used equipment, please contact your local American Implement location and salesperson. John Deere and American Implement have some excellent programs available. Compare our values with anyone and check out Ryan's article for more specific details.

Hopefully you received the American Implement Winter Service brochure and have signed your equipment up for winter service work. If you have not seen the brochure or you want added to our mailing list, please contact your local American Implement location and we will get you added. Our early sign up specials ended December 31 but that doesn't mean you can't take advantage of the winter service inspection specials and get your equipment ready for spring. Prevent downtime by having American Implement factory trained technicians inspect and repair your equipment. We want you to be confident this next season. Dependable equipment relies on American Implement's Winter Service Inspection Program.

Like the Winter Service Program, I am in hopes that you have the 2014 American Implement calendar. There are parts and service specials listed for each month. Be sure to use your calendar throughout the year to keep up with these specials. For January, Parts is offering 10% off John Deere packaged oil of 55 gallons or more. When February rolls around, we will move from oil to filters and offer 15% off John Deere air filters. Check your inventory of oil and filters and let us help save you some money this winter.

For our locations that offer irrigation service, I do want you to know that our winter service specials are good until January 31st. American Irrigation is offering 10% discount off Parts and Labor on complete system maintenance and electric conversions. It's not too early to be thinking about an irrigation system nozzle package and drops conversion. American Irrigation offers a full line of the latest Senniger and

Nelson products to best utilize the water for your crop and soil types. Get your irrigation service work scheduled by January 31st so your system will be ready for the upcoming irrigation season.

To wrap up, I circle back up where I started by counting my blessings. I am so blessed to have the greatest team of employees and so many wonderful customers of American Implement. Thank you for your continued business and trust that you put in us. It is our New Year's resolution to continue to accomplish one of our Mission Statement values which is "being passionately committed to providing our customers with the highest quality products, most innovative solutions and services delivered with integrity and professionalism." My final thought that I leave you with, is a quote from our 2014 calendar for the month of February which reads "Do what you Love and you'll never work a day in your Life."

With Warm Regards and Wishing You a Happy New Year,

Chad Koster, CEO



# Knowledge is POWER:

## The Value of Data

Article by:



**Operation, Production and Machine Data** – Critical information that if used effectively can take your operation to the next level. Each one of these data components is vital to your operation's success. An important question to ask is, "How do I effectively manage my data in order to make intelligent decisions that relate directly to my business' success?"

With the end of another year and crop season, looking back at your planting and harvest activities, did you achieve the success you expected and planned for? What things could you have done differently to make your operation more

profitable? Do you feel overwhelmed with the process of reviewing your records and other data? Are you used to wading through stacks of paperwork to get the info you need to prepare for next crop season? American Implement's Integrated Solutions Specialists can show you a better way to utilize your Operation, Production and Machine data to clear up confusion and make the planning/analysis/review process easier than ever.

[MyJohnDeere.com](http://MyJohnDeere.com) is the web portal for accessing your organization and operations data. With [MyJohnDeere.com](http://MyJohnDeere.com), John Deere has created an easy to use, secure, integrated technology resource specifically designed to give you one place to manage all things John Deere. Once you log in, you'll see all of your favorite John Deere web tools such as JDLink™, John Deere Financial, Stellar Support, John Deere Field Connect™, My Equipment, and Operations Center on a secure interactive home page.

One component of production data American Implement has recently added to our AMS portfolio is John Deere Field Connect™. It's designed to help you manage one of your most valuable resources – WATER. With our initial launch and testing complete, we're able to offer a proven product designed to help you make informed decisions regarding your irrigation and water management practices. After analyzing the data and talking with our test cooperators, we're confident John Deere Field Connect™ is the best water management tool available. It provides constant feedback and information to allow you to make better irrigation decisions. The info is updated every 30 minutes, tracks changes and events (i.e. rain, sprinkler passes, etc...) and allows you to add notes to the timeline for reference when reviewing.

Machine data is easily managed through JDLink™, an interactive tool that's built into all new machines. JDLink™ enables you to look at key information anywhere/anytime. You can compare performance throughout the season and know exactly how your machine is performing. By providing you with feedback to effectively track utilization of your tractor, combine, and sprayer, JDLink™ is the resource of choice for machine data management. JDLink™ is also the enabler for Service ADVISOR™ Remote, Remote Display Access and Wireless Data Transfer. Technology tools such as these are key components to managing machine downtime and operator efficiency. Having access to and analyzing machine data gives you the perfect tool to optimize machine effectiveness and provides you

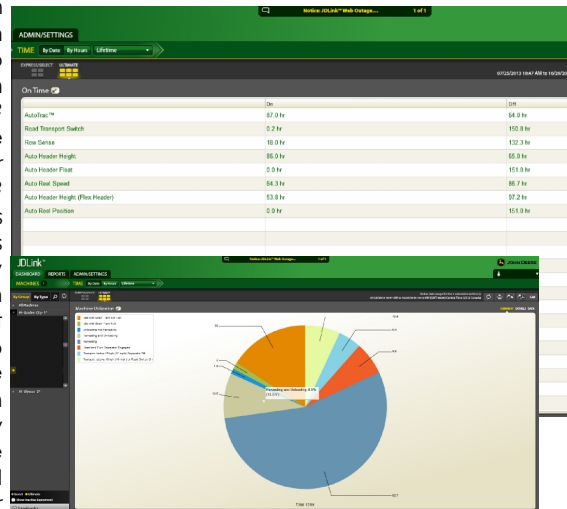
with up to date information to monitor machine performance. Pull up JDLink™ on your smart device (tablet or phone) to have data, alerts, and other information at your fingertips.

Machine Optimization is a term that's thrown around a lot. How do you define an optimized machine? What do you compare in order to know if your machine is optimized? If the machine really is "optimized", what's the benefit and how do you see it? With the latest enhancements to JDLink™, John Deere has created an even better experience by putting more technology and information at your fingertips.

What types of information? A great example is, you purchase two John Deere S670 combines and plan to run them together. Both combines are setup and you go to the field to harvest. You notice that one machine is working more efficiently than the other (less grain loss, cleaner grain). To compare these two combines you simply log into JDLink™, click on the combines, hit update and you have critical information to compare. You can look at specific harvest settings for each machine in order to make sure both machines are set up for peak performance. Some of the settings you can see are threshing clearance, threshing speed, sieve position, chaffer position, cleaning fan speed and feederhouse backshaft speed. These are a few of the machine settings you can view in JDLink™ and use to help "optimize" your combines just by analyzing/comparing settings.

One last note, a very important consideration in your relationship with American Implement is the understanding that we strive to be respectful of your information and data. We know your personal information and data are valuable and we want to assure you that your privacy and the privacy of your data are important to us. We are continually working with John Deere to securely manage data. American Implement employees are aware of the value of your data and take pride in the fact that we're helping you manage information utilizing the best available technology in a safe and secure manner.

Blessings and I hope the New Year is prosperous!



\*Keep an eye out for upcoming Technology Clinics that will demonstrate JDLink™, SAR, RDA, WDT, JD Field Connect™ MyJohnDeere.com & APEX™ w/JD Mobile Farm Manager.

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# Sales Report

Article by:



Ryan Ortner,  
Director of Sales

Greetings, I hope you had a blessed Christmas and were surrounded by loved ones, family and friends. Thank you for your friendship and your business in 2013.

I want to explain the John Deere new product ordering cycle. Why John Deere is focused in this direction and the benefits and value to you, our customers. It starts with Early Order Programs (EOP's), which were originally designed as an incentive for customers to purchase equipment ahead of a use season and to help the manufacturers factories stay busy in non-peak sales seasons.

John Deere has become the leader in "Built to Demand" manufacturing. This means that

John Deere has put in place a very aggressive Early Order Program, usually 8-10 months before the next use season, where customers can get a very substantial discount by ordering ahead the piece of equipment they want for the next use season. This limits the amount of unsold equipment that John Deere builds and keeps them building what our customers need.

Examples of this would be row crop planters. American Implement sells a high volume of row crop planters every year, yet a very small number of them are ever equipped the same way. It would be impossible for American Implement to order row crop planters that fit every customers needs and have them just the way that they would like them. Subsequently, it would be impossible for John Deere to build the right planters without knowing exactly how the customer would like them built.

## WHY IS THIS BENEFICIAL TO YOU?

1// It allows American Implement to start marketing the potential trade-in equipment sooner and possibly to stop interest from accruing on your machines if they are sold before the new machinery arrives, again saving you money.

2// As new machine availability is sold ahead it serves to stabilize the used market, which in turns protects your investment in your machinery. The example would be harvest equipment. If you purchases a new combine this month, and the dealer has four additional new units for sale on their lot, how much less is the new combine that you just purchased worth the minute you drive it off the lot? In contrast, if you just picked up your combine, and the dealer you purchased it from has no new combines available for eight months, how much is your combine worth when you drive it off the lot?

3// By limiting the amount of unsold inventory built. A manufacturer does not have to invest in carrying or discounting a product that no one wants, they reduce cost and give better discounts on the product that their customers do want. Subsequently, they offer better Early Order Programs.

John Deere and American Implement understand that your machinery is a very large investment. The ability to enhance your machinery value is not always easy and sometimes results in the inability to procure a new machine for our customers without substantial notice. In those cases American Implement can work with you by providing late model, low hour, pre-owned machines to cover your needs. Being disciplined enough to protect your investment is a core value of John Deere and American Implement. If we can maintain a low cost of ownership of John Deere equipment backed by the very best in Integrated Solutions Support, Parts and Service, then we will save you time and money and bring the best value to your business.

"American Implement will continue to work hard to earn your business and protect your investment."

I hope this adds some explanation to the questions surrounding availability of new product. American Implement will continue to work hard to earn your business and protect your investment. In closing, I would like to share our EXCITING programs for this coming Spring. American Implement has some tremendous finance incentives that can help you lock in some great savings!

## AMERICAN IMPLEMENT

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#### USED COMBINES

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#### Sprayers, 2012+ Prior

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Semi Annual Payments, terms & conditions apply.

#### Planters, 2012+ Prior

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Ask sales for details on these special finance options.



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'12 JD 8360RT, IVT, PTO, 1089 Hrs....\$259,500



'12 JD 8285R, PS, MFWD, Dlx Cab, 1244 Hrs.....\$186,500



'12 JD 7230R, PS, MFWD, Dlx Cab 1107 Hrs.....\$146,500



'11 JD 8360R, IVT w/ LHR, ILS, AT Rdy, 565 Hrs.....\$255,500



'11 NH T8.390, PS, MFWD, AT Rdy 572 Hrs.....\$189,500



'10 JD 6430, Prem, IVT, MFWD, w/ JD 673 Ldr, 1364 Hrs.....\$90,500



'09 JD 8530, Dlx IVT Pkg, AT Rdy, 3865 Hrs.....\$188,000



'12 JD 9560RT, Dlx Cab, AT Rdy..... 300-1100 Hrs.....fr \$287,000



'12 JD 9510R, Dlx Cab, AT Rdy..... 354 Hrs.....\$282,500



'10 JD 9430, Dlx Cab, AT Rdy..... 860 Hrs.....\$228,000



'05 NH TJ375 4WD, Air Seat 3172 Hrs.....\$116,500



'13 JD S680 STS, 300-600 Hrs..... fr \$297,000



'12 JD S670 STS, 400-500 Hrs..... fr \$250,500



'11 JD 9770 STS, 1000-1300 Hrs..... fr \$158,000



'08 JD 9870 STS, 600-1200 Hrs..... fr \$149,000

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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# A SEASON OF CHANGE

Article by:



Robert Webb,  
Director of Service

Towards the first of December we held our first service management meeting since the merger that brought both the Unruh Foster locations and the Leoti store into the American Implement family. The introduction of the meeting focused on change. I wanted to share with you, our customers, some of the changes that you can expect to see from the American Implement service teams as we move forward.

One of the most important aspects of change is that it must be for the better. To change for the sake of

change is never well received. As business people, you our customers, understand the need for change. That in the business world change is inevitable and linked directly to growth and the success of your business. Change allows us to stay competitive in our market places. Change must be accompanied with a vision and a comprehensive action plan. At American Implement we are fortunate to have a strong team that has that vision and the talent to execute effective change.

"At American Implement we are fortunate to have a strong team that has that vision and the talent to execute effective change."



Along with the obvious changes driven by our growth, recently we changed our business system adopting the JDIS sponsored EQUIP system. This system has assured our customers a consistent service invoicing experience across the American Implement enterprise. We continue to grow with our partner John Deere working directly with new programs such as Service Admin and Service Delivery. Service Admin has been designed to package Value Added Services to make them easier for our customer to shop

for and purchase these products as they apply to their specific operations. Service delivery has been designed to help dealer assure the seamless delivery of these services once they have been sold. All of these products have been integrated into EQUIP and are a part of the John Deere FarmSight™ Strategy. These programs and the John Deere FarmSight™ Strategy have been specifically designed to provide our customers the best service experience available in the industry.

Our service departments are aligning themselves more closely with our IS/ Integrated Solutions teams in an effort to better support technology products such as AMS, iSteer™ and iGrade™ to name a few. We are currently holding ourselves accountable to meeting training goals that will assure you our customers the highest quality repair process. We are applying standard job pricing across our enterprise. We are standardizing our inspection and reconditioning processes for used equipment. We are constantly assessing our facilities and assets adding tools and equipment to enhance our capabilities.

Growing and changing to meet the demands of our customers is and will always be the top priority for our organization. We at American Implement were very fortunate to have acquired the talented people from our recent mergers. They have been a tremendous success and a great example of making the most of change. As inevitable as change is it is not in our nature to automatically embrace it, but with a compelling and positive vision of the future today we are a Stronger American Implement!

**We sincerely appreciate your business!**

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YOUR CAREER**

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**JOHN DEERE**

**AG TECH INTERNSHIP PROGRAM**

American Implement is currently sponsoring students in the John Deere Ag Tech Program. Students will obtain a 2-year Associate degree while specializing in becoming a John Deere Advanced Technician and so much more!!

This program is truly a win-win opportunity for mechanically-inclined people to take control of their ambition and set their talents and abilities to purpose. A purpose that will enable them to have a fulfilling, stable career which will constantly develop them into an ever-increasingly valuable and knowledgeable asset to this company.

Interested?  
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American Implement  
Service Manager today!





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Mosbarger Family Farms

Article by:



Kelley Baker, Marketing

Recently I had the privilege of sitting down and visiting with Mosbarger Family Farms of Goodland Kansas along with location manager, Nick Ortner. Mosbarger Family Farms is a fourth generation producer in Sherman County and now spreads out over 70 miles in Sherman, Cheyenne and Wallace counties. They specialize in wheat and corn production. Two generations are still actively involved in the operation.

Jim Mosbarger of Goodland has spent the

last 30 years of his life farming. In 1983, Jim & his wife Darla graduated from Kansas State University and moved back to their hometown of Goodland to join the family farm.

Jim and Darla raised two sons, John and Jace. They both grew up working on the farm. Darla said the boys have been involved since they were in diapers. John recalls pulling a grain cart during harvest as young as ten with brother Jace driving combine at only seven-years-old. In addition to working on the family farm, both boys enjoyed playing football in high school and showing cattle competitively. They followed in their parents' footsteps and graduated from Kansas State University. John majored in Ag Econ while Jace majored in Ag Technology Management. Upon completion of his bachelor's degree, John returned to Goodland to farm. He is looking forward to having his fiancée Lora Joyce join him in Goodland. With his wife Bryn, Jace, has also recently returned to the family farm to join his parents and brother in the management of Mosbarger Family Farms.

Each member of the Mosbarger family has their own area of specialization. They don't have actual titles but they agreed that father Jim is the "COO (Chief Operating Officer)." He manages the business. He is always interested in what's going on in the agriculture industry. "We know our way is not always the best way," states Jim. He says they are constantly learning and asking questions. "We are always open-minded to make changes for improvement." Darla has a major role in the business, managing the farm's daily accounts and bookkeeping for the farm. Darla strives to keep the family abreast with the most innovative office management tools.

Jim states that both their sons returning to the farm has relieved much stress. Both sons jokily stated, "Dad doesn't teach us how to plant anymore, we're teaching him." Being fresh out of college the brothers are up-to-date on the latest farm management solutions but having varying interests benefits many specific areas of the operation as well. John's interests lie within finance where Jace's lie in technology. It's obvious that the Mosbarger's are a strong collaborative team.



Jim & Darla Mosbarger



Left to Right: Jace, John, Darla & Jim Mosbarger | Photo c/o Dennis Saint

Being an innovative and strong team has obviously enabled Mosbarger Family Farms to achieve success. Prior to the interview with the family, Nick drove me by the families' shiny new grain facility located in Goodland. Darla stated that Jim "thinks big and has the ability to carry out his ideas." When asked, "What are the biggest changes you've implemented in your operation?" the family agreed that adding their own grain bin facility, a sprayer and additional conservation technology capabilities has allowed them to advance and grow. It's every producer's ultimate goal to increase efficiencies and decrease stress levels / work load. With the addition of the grains bins, they now store almost all their own grain in their facility. They admit they are always learning and there has been quite a learning curve with the grain/bin management.

Having skilled hired employees is also a great benefit. They are very impressed with their employee Nate Peter's spraying skills. They also mentioned that having Randy Jensen, a lead mechanic on staff is essential to make sure irrigation motors are always up and running in addition to other equipment optimization. Mosbarger's recommend John Deere equipment and integrated solutions. Jim mentions, "John Deere is more refined," and son Jace added that "with John Deere AMS, everything is integrated and works as intended." They also praised American Implement's recent growth specifically with the ability to acquire parts from a larger number of locations. "Timeliness is key. There's often a small window to get certain things accomplished and American Implement helps keeps us up and running." - states John.

When asked what they find most satisfying about farming Darla quickly replied, "Having the kids at home with their new brides." Both sons admit that returning home to farm was always their ultimate goal. It was very refreshing to see a family working together and enjoying what they do. American Implement congratulates Mosbarger Family Farms on their success and looks forward to a long lasting business partnership / friendship.



Jim & Jace checking over a combine before harvest.

American Implement



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## PARTS: *focus on the season ahead*

*Article by:*



Scott Kells,  
Director of Parts

I hope that all of you had a happy and safe holiday season. Those of us involved with crop production in this area are fortunate that Christmas arrives at a relatively slow time of the year regarding crops, and we have a chance to relax and enjoy the holidays with family and friends. Winter provides a special time to reflect on the past year's challenges and accomplishments, and focus on the season ahead. Crop rotation, fertilizer applications and the approaching spring planting are just a few of the upcoming challenges that require planning ahead.

Since our last newsletter we have seen some changes in our American Implement family. We are excited to bring the Leoti, KS location into our dealer group. Our Leoti location has

a newly remodeled showroom and a well stocked parts department. They offer great sales and service departments that will help you with all of your John Deere products. We have added the Leoti location to our courier system, which will help us locate & acquire parts more quickly for our customers.



*Leoti Showroom*

As you know, Winter time is a great time for shop work. Now is a good time to inventory your filter supply. Make sure that you have a good supply of fuel, oil, cab and air filters. Each year we have a sale with 15% discount on ag filters. This year our filter sale is in February. Check your inventory, make a list of your filters needs and let us save you

some money. Don't forget about the opportunity to bring your equipment in for our winter inspection. This is a great value and can save you precious downtime in the season ahead. If you are planning a rebuild project in your own shop, our counter people can get you the parts you need to complete your task. Planters, combines, heads & balers are popular winter time projects.

We are experiencing a changing of the guard at our Garden City, KS location. After more than 30 years in the Parts Department I will be handling new responsibilities as the Director of Parts for our 14 locations. I have truly enjoyed working with our customers and employees over the years and am excited about the challenges that lie ahead. I will work to assure the absolute best customer service we can provide as we continually strive to earn your business. Randall Bland is our new Parts Manager in Garden City. Randall has been with American Implement since the fall of 2006. With more than 7 years of parts background and customer service, we are confident Randall will be a great leader for our team in Garden City.

With Spring right around the corner the days will be getting longer and warmer. Field work and spring planting will sneak up on us. Now is a great time to complete your preventative maintenance before it's too late. - Blessings for a plentiful year!

*Farming Memories  
'14 Calendar*



We want to say a special thank you for all the awesome photo entries. The 2014 Farming Memories Calendars are now available at all American Implement locations.

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