

# SouthWestern Flash

November 2005, Vol 3, No. 11



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## Upcoming Events of Interest

**Western Farm Show** - Feb. 25-27, 2006 at the American Royal Complex, Kansas City, Mo.



### SouthWestern Association

P.O. Box 419264  
Kansas City, MO 64141-6264  
Ph: 816-561-5323, 800-762-5616  
Fx: 816-561-1249  
[www.swassn.com](http://www.swassn.com)

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If not, send us your e-mail address. We will forward important Association correspondence to your attention via e-mail. Please register your e-mail address at:

[www.swassn.com/register-email.htm](http://www.swassn.com/register-email.htm)

## “Selling is 100% Basic” - Program for 2006 Regional Conferences

**Selling is 100% BASIC** is a sales growth program for business owners, sales professionals and sales support staff of all levels of experience that combines the elements, skills and techniques the top sales producers use to gain and retain their most profitable customers.

In a fun-entertaining program you will discover and learn selling and marketing techniques you will use immediately to increase your sales and profits.

Bob Janet will show you proven basic-through-advanced sales and marketing techniques that:

- Attract profitable customers to you
- Turn prospects into customers
- Dramatically lower your marketing cost
- Retain customers for a lifetime of profiting
- Increase the profit of every sale

### About Our Presenter

Bob Janet - sales growth speaker, trainer, consultant and author, combines real-life business, personal stories and examples with insights from his 39 plus years as owner/operator of retail, wholesale, manufacturing and service businesses. Bob has been there and done it, walked many miles in your shoes. Bob's street smart skills and techniques are based on a lifetime of frontline marketing experiences, not passing fads and theories.

His unique teaching and storytelling ability motivates, educates and inspires people of all walks of life and levels of experience to learn, understand and use selling skills and techniques that increase sales and lower marketing costs.

### With Bob Janet You Get

- Experience - not theory
- Long lasting, results driven - not activity-driven
- Fun-entertaining programs - not boring
- Customized - not canned
- Specific skills and techniques - not vague obscure

You will leave the program with motivation, selling skills and techniques that will grow your business immediately.

Bob has discovered, created, and perfected 52 guaranteed, time-tested relationship techniques that are guaranteed to gain and retain your most profitable customers.

Business owners, sales professionals and sales support staff of all levels of experience find Bob's programs and books to be resources of tremendous value. Penetrating selling's mystique, audience participants

*Continued on page 2*

## Selling is 100% Basic

Continued from page 1

learn, in layman's terms, the skills and techniques that make selling easy and profitable for the top sales producers.

Bob's high energy presentations, powerful real-life business stories and examples, and proven ability to help businesses move to a higher level of success earn rave reviews and repeat engagements.

SouthWestern Association is pleased to present its second series of Regional Conferences. These meetings were designed with your busy schedule in mind. We'll provide a fast-paced program, packed with lots of content and good ideas you can take home and use immediately.

It's a great opportunity to see old friends and make new ones in a more intimate setting. You'll meet with other members from your area and take home information to help your bottom line right away. We hope to see every member at one of the meetings. Check the schedule and decide which location will work best for you. Bring your key personnel so everyone can benefit.

### When and Where

Monday, Jan. 23, 2006, San Antonio, Texas

Tuesday, Jan. 24, Plano, Texas

Wednesday, Jan. 25, Oklahoma City, Okla.

Thursday, Jan. 26, Amarillo, Texas

Friday, Feb. 24, Kansas City, Mo.

(in conjunction with Western Farm Show)

### Regional Conference Schedule

10 a.m. - **Registration**

10:30 a.m. - **Lunch and Association Business**

Industry update

Recognition of new and retiring Board members

Lobbyist Report

Tax Favored Benefits Presentation

Association programs update

*Breaks sponsored by Tax Favored Benefits*

Noon - **Lunch** - Federated Insurance presentation -

"Distracted Driving" video

1:30 p.m. - **"Selling is 100% Basic"** with Bob Janet

5:30 - 7:00 p.m. - Manufacturers' Reception (cocktails and hors d'oeuvres)

***Look for complete hotel and location information in upcoming issues of the Flash. Mark your calendar today to attend the SouthWestern Association Regional Conference near you in 2006.***

## There Was a Fly In The Soup!! But They Kept the Customer

By Bob Janet, Sales Growth Expert

We have all heard it happened to someone, we have heard the jokes.

Customer to waiter: "What is that fly doing in my soup?"

Waiter: "Looks like the back stroke."

Customer to waiter: "There is a fly in my soup."

Waiter: "Don't worry, he will not eat much."

The other day I was having lunch with my good friend, Bert. We were engrossed in conversation about the many details needed to be taken care of for a big party he and his wife were hosting in a few weeks at their home. As he was about to finish the last spoonful of his soup it happened. With great surprise he said, "Look what is in my soup!" It was a fly. I motioned to the waitress, and as she approached and saw the fly Bert was holding on his spoon she immediately gasped and apologized. "I am very sorry," she said as she quickly retrieved the empty bowl, spoon and fly from in front of Bert. In a very nervous voice she asked, "Would you like another bowl?"

Bert replied, "No." She then excused herself and quickly went directly through the swinging door into the kitchen. Before a minute passed the waitress returned, and still nervous and with a crackling voice, said, "Sir, I apologize. We have thrown all the soup away and we will not charge you for your entire meals." Bert nodded his head and thanked her. As we left the restaurant Bert turned to me and said, "Well, one of my party problems is solved. I am going to use this restaurant to cater our party."

The waitress turned a "Fly in the Soup" into what may be the largest catering job they have ever had. All because she knew what to do when there is a fly in the soup.

### Do you and your representatives know what to do when there is a fly in your customer's soup?

The fly may be a late delivery, a telephone call not returned in a timely manner, a product or employee not performing up to the customer's expectations, or one of many things not delivered as promised. The fly is a problem, and if you and your representatives do not know how to react positively for the customer immediately, you are not going to turn a fly-in-the-soup into a sale.

You do not have to give your products and services away as this waitress did, but you must do something, immediately to regain the customer's trust. There are just too many other places for your customers to purchase your products and services for you to neglect the need to be prepared to turn a fly-in-the-soup into a loyal customer.



## Two Ways to Prepare For Your “Flies in the Soup”

### 1. Predetermine what to do:

A. Write down all the obvious negatives (flies in the soup) situations that have arisen or may arise. Do this with all of your representatives (sales professionals, delivery personnel, cleaning crew, etc.).

B. Have them help you come up with actions to take when these situations arise: Actions that can be done on the spot as the flies in the soup situations happen; and actions that can be done without anyone else’s approval.

### 2. 100 percent Customer-Centered

It is very easy to turn a fly in the soup into a lifelong customer if everyone in your organization is 100 percent customer-centered.

When your business is 100 percent customer-centered, everything you say and do will be about the customer, not about you.

One way to be 100 percent customer-centered is to practice what baseball great Reggie Jackson, of the New York Yankees called W.I.T. - Whatever It Takes. Reggie believes he became one of the sports greatest home run hitters because he did whatever it took to become the best.

I adapted W.I.T. in 1990, for our retail stores, and yes our expenses did increase because we replaced items that did not perform up to the customer’s expectations when we might have been able to adjust them or convince the customer to settle. But, our sales exploded to levels we never dreamed we could reach, and over time we greatly decreased our advertising cost as our customers recommend us constantly to their friends, colleagues and relatives.

## Next Auctio Auction - Live, interactive TV/Internet Dealer-to-dealer Auction

Dec. 1, 2005 - Noon

NAEDA/Auctio will conduct a live satellite and Web-based private auction for buyers and sellers of surplus equipment assets.

Auctio conducts live, private auctions that combine interactive TV and/or the Internet and a touch-tone telephone.

The deadline is Nov. 28 for consignments to be included in a Web-only version of the auction catalog.

**Dealers who wish to participate in an auction must register. It’s free! Go to [www.auctio.com](http://www.auctio.com), scroll down to the “Buyer and Consignor” area and click on “Agriculture Equipment.”**

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## SouthWestern Association Technician Training Program at OSU - Okmulgee

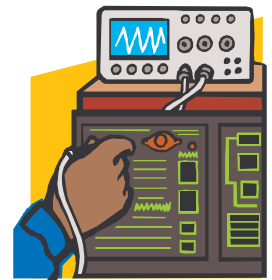
SouthWestern Association has partnered with OSU - Okmulgee to establish a technician training program for equipment dealership technicians. The first class of students in the program are currently enrolled at OSU and on their way to becoming technicians for sponsoring SouthWestern Association dealerships.

For more information contact:

*Tag Webb, SouthWestern Association Regional Manager - 918-232-2830.*

*Steve Doede, OSU - Okmulgee, Department Chairman - 918-293-5392*

*Jeff Flora, CEO, SouthWestern Association - 800-762-5616.*



## APPI Savings Solutions Program Update - November 2005

### Can You Save On Operating Expenses -Yes

Falling gas prices represent a sign of relief for a high-priced energy market. Even with this reduction, fuel prices remain substantially higher than this time last year. Electricity and natural gas prices are beginning to decrease but remain at overall elevated levels. Energy experts predict that fuel, electricity, and oil prices will continue to decline some – unless winter weather is especially harsh or further damage hits oil refineries and pipeline infrastructures in the Gulf of Mexico.

The current hurricane season is to blame for much of this fall's price increase and fluctuations in the energy market. The Atlantic season continues until Nov. 30, yet this season has already become one for the record books. In late August, National Oceanic and Atmospheric Administration (NOAA) experts predicted an additional 11 to 14 tropical storms this season, with seven to nine turning into hurricanes. If these predictions are correct, perhaps the worst of the hurricane season is over.

As winter arrives in the eastern United States, NOAA officials forecast that this winter will be warmer than the past 30-year average, but colder than last year. For central and western states, NOAA is predicting warmer than average temperatures ([noaa.gov](http://noaa.gov)).

Finding an opportunity to save on energy has become a difficult task for businesses this year. As your business prepares for winter and 2006, consider how confident you feel about the energy plan you have in place.

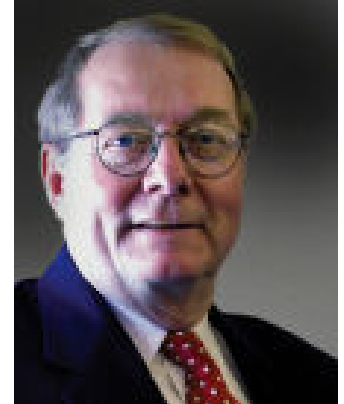
APPI, an independent energy and utility consulting firm, assists your business to develop and implement a strategy in the energy market. Whether you would like to avoid future electricity price increases or find a way to lower operating expenses, APPI identifies and implements solutions to manage your utility costs. As an association member benefit, APPI provides services at no upfront cost to your business.

For more details, contact APPI at 800-520-6685 or [info@appienergy.com](mailto:info@appienergy.com). Visit APPI's website at [www.appienergy.com](http://www.appienergy.com).

## McCormick Appoints New President

McCormick Tractors International Limited announces the appointment of E.W. "Swede" Muehlhausen as president of McCormick International USA in Pella, Iowa. Muehlhausen officially assumed this role on Oct. 24, 2005, and he is responsible for all aspects of McCormick USA business in the United States.

Muehlhausen has spent the majority of his professional career in the tractor industry, including management roles at Steiger Tractor as vice president of sales and marketing and executive vice president of the Canada division.



In his most recent position, Muehlhausen was responsible for planning and directing sales and distribution activities to expand customer base, market share, and sales potential for Ford Power Products in Dearborn, Mich., while developing and executing advertising and promotional programs to build customer awareness and interest.

Muehlhausen spent several years at Allis Chalmers Corporation where he held various management positions in the Agricultural Tractor Division. He also served as the senior American manager at Belarus Machinery Inc. where he increased the dealer network by 200 percent in a three-year period and nearly doubled national sales revenue.

Muehlhausen's education includes St. Cloud State University, and a graduate of the University of Minnesota Executive Program.

"The McCormick brand and organization are stronger than ever. It is not often that a company has the opportunity to build a product line and dealer network from the ground up," says Muehlhausen.

### Upcoming Hardware Markets and Shows

Jan. 25-27, 2006 - Do it Best Corp. - Winter Market, Kissimmee, FL

Feb. 2-4, 2006 - Handy Hardware Market - Houston, TX

March 9-12, 2006 - Ace Hardware Corp. - Spring Convention - Dallas, TX

March 17-19, 2006 - True Value Co. - Spring Market Houston, TX

## Human Resources...

Checking references is a valuable part of choosing new employees, even if their interview performance is stellar. Even the best of candidates can be less than honest when sharing their background and credentials. You can learn a lot about a person by talking to former employers or colleagues. *HRinsight*, a monthly publication for the human resources professional, suggests you have a system for checking references in place before you start the first interview, and it offers seven tips to help you get a handle on the process.

First, have each candidate sign a form that permits you to talk to his references. That form gives you the freedom to talk to former employers about the candidate on the items that are really important to you: qualifications and character.

Next, fax that form to the former employer before you call to help ease fears a former employer may have about being sued if they say anything negative about the candidate. Then, when you call the former employer, first ask for basic information to verify what's on the candidate's resume. If something doesn't match up, that's your first red flag something is wrong.

Next, ask specific questions about the

candidate's performance on the job. One way is to ask about details the candidate may have mentioned in the interview. Always listen for comments that are negative or neutral, especially when there is little praise for the employee. The former employer may not say anything bad, but may not say anything good either. Ask, "Would you hire the person again?" Be wary of positive references. Many former employers are afraid to say anything bad about an employee. Listen carefully and you should be able to tell if they would truly recommend the candidate.

Lastly, don't take no for an answer when you ask a potential employee for references. A candidate obviously doesn't want you talking to their immediate supervisor if they haven't told anyone they are leaving the company, but see if there's someone else in the company with whom you can talk.

*Source: Home Center Institute, Nov. 10, 2005*

### Scam Alert

SouthWestern Association alerted dealers to this scam back in July, and apparently this type of scam is continuing. Here is the original information sent to dealers in July:

The scammer calls saying they would like the dealer to ship several thousands of dollars of filters to Nigeria. The phone conversation, in one instance, came through a Sprint operator, supposedly, and the communication between the dealer and the buyer was via typing. They gave a credit card number, which after extensive research, was discovered to be an inactive account. The customer then provided another credit card – also an invalid account.

There were several red flags, the major one being they wanted them to be shipped out ASAP on three-day air. Filters are never that important.

Here are some useful phone numbers for a merchant to call to check the validity of a card:

Capital One - 1-800-777-6629

Visa - 1-800-847-2750

These numbers do not cover all cards, but dealers report the people they spoke with were very helpful and did provide the numbers for other issuing credit card companies.

Contact the Association office if you have any additional information, and many thanks to the dealers that provided information about this scam.



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*Helping Dealers Succeed*

# Proper Perspective - First Steps With Your New Hire

By Lesley Sifers, Tax Favored Benefits, Inc.

In many companies, the first 30 to 90 days of employment is called the "Probationary Period." This early period of employment is supposed to be a special time where the employee has to prove they can handle the job, "fit in" with co-workers, and adjust to the company's culture. What is the legal significance of this period? How does the new employee perceive a "probationary period"? How long should it be? And, from a management viewpoint what is supposed to happen during this time?

It's important to understand how this customary and well-accepted practice originated.

There is not enough space to recount the rise and fall of unionism in this country so, take my word for it, the idea of a "probationary period" is a union concept. Unions rose during the years between the World Wars, but after World War II began to decline. In those days, employers (legitimately so) complained that new hires immediately became eligible for the job protection that unions promise to provide. Ultimately, a short, initial period of employment became a "bargaining chip" and contracts began to include language sanctioning the practice. During this time, the new person was not a union member. Thus, a non-performer or otherwise troublesome employee could, technically, be dismissed without union

interference. In some cases, the union steward might even request such a dismissal. In a non-union firm, a probationary period has no legal significance since employees do not work under a contract. There is nothing in federal or state employment statutes that treats this period of employment any differently. If you dismiss an employee after two weeks, they can still file for and collect unemployment. They can file a complaint with a federal or state agency for any number of reasons. Simply saying that they were "on probation" is no defense.

Probationary employees often perceive that, once this time ends, they have achieved some type of job security that no one, in this day and age, can guarantee. This is one reason why I prefer other terms such as "introductory period." The first Webster's definition of the word "probation" is: (a time of) "critical examination and evaluation." Webster's defines the word "introductory" as: "a first step that sets something going or in proper perspective." Whatever you call it, the terminology should have some relevance to your expectations for the new person. (But, please, stop with the "P" word - it sounds so criminal!)

If you choose to establish an introductory period, it makes sense to coordinate it with the waiting time for certain

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## Helping Dealers Succeed

- \* The program is not available in Canada.
- \*\* Rates for American Express and Discover negotiated separately.

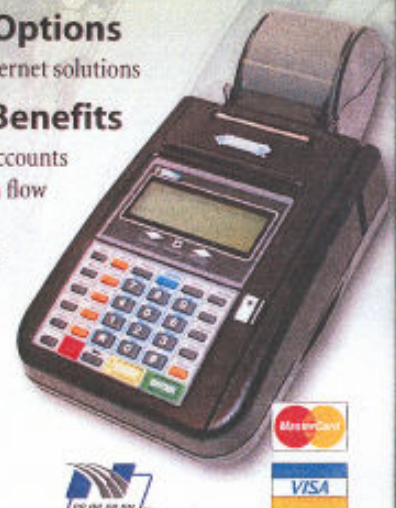
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benefits. Health and life insurance, as well as cafeteria plan benefits, are usually not available for 30, 60 or 90 days. Once the new person becomes eligible for benefits, they may also be eligible for coverage under COBRA, which extends your liability for future benefits. An introductory period that exceeds the waiting period for benefits is redundant.

More than anything, the introductory period is a management tool. It should be a time when you, or the immediate supervisor, keep close watch on a new hire. This is not a passive activity. It means timely counseling for any type of unacceptable behavior and identifying areas where training is needed. Too often, I get calls about troublesome employees. My first question is, "How long have they been with you?" Sometimes the answer is, "Two (five, 10, 15) years – But they've always been a problem!"

Remember, a new hire is usually on his/her best behavior in the beginning. If you are conscientious about quickly providing counseling or additional training when problems arise, most things can be corrected during the introductory period. But, if a new person will not strive to meet expectations, or is obviously not suited for the position, it is better to end the employment relationship as soon as possible.

Occasionally, I am asked if it is acceptable to extend the introductory period in cases where there are problems but the situation seems salvageable. This can be a useful strategy when the problem is something that might be corrected by training. For behavioral issues, it rarely works. But be aware, extending the introductory period does Not mean that you can postpone offering certain benefits if the person is otherwise eligible.

If it is your practice to make a wage adjustment after the introductory period, that can be delayed until it is warranted.

The main benefit of using an introductory period is that it forces you to focus on evaluating performance closely so you can make a timely decision about retaining the new hire. Use the introductory period as a tool and it can serve you well. Just don't expect it to be a defense against a claim for unemployment benefits or any special consideration in court when that new person is dismissed.

If you have questions or comments on this topic or any other HR matter, e-mail [Lesley@taxfavoredbenefits.com](mailto:Lesley@taxfavoredbenefits.com).

## Holiday Spending

Despite increased fuel and gas prices, consumers aren't planning to skimp on Christmas spending this year, says a report by the National Retail Federation (NRF). NRF's 2005 Holiday Consumer Intentions and Actions Survey found the average consumer plans to spend \$738.11 during the holidays, an increase of 5.1 percent over last year. In addition to that, consumers will spend \$86.62 on themselves. The survey expects total retail sales to be at \$435.3 billion. Consumers will spend most of their money on family (\$421.30) and friends (\$78.99), but they will also shell out the cash for decorations (\$40.86), greeting cards (\$28.22), candy and food (\$87.75) and flowers (\$15.78).

*Source: Home Center Institute. Oct. 27, 2005*



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## 2005 Hardware Cost of Doing Business Study Available

The 2005 Cost of Doing Business Study for Hardware stores, home centers and lumber/building materials outlets is now available from SouthWestern Association. The Cost of Doing Business Study presents the North American Retail Hardware Association's and Home Center Institute's annual financial and operational profile of independent hardware stores, home centers and lumber/building materials outlets.

The study assesses the financial performance of hardware retailers who submitted confidential financial reports for 2004 to NRHA/HCI. The study presents composite income statements and balance sheets plus averages for key financial performance ratios.

The data is segmented for hardware stores, home centers and lumber/building materials outlets. In each segment, data is presented for the typical store, for high-profit stores, for single unit and multiple unit companies and for sales volume categories. In addition, there is a five-year historical trend for typical stores in each segment.

Retailers can use this data to measure their own performance against industry averages. The data sets benchmarks retailers can use to establish financial plans to improve profitability.

Contact SouthWestern Association for pricing and more information, 1-800-762-5616.

## Theobald Joins Law Firm

Holly A. Theobald, a 2005 graduate of the University of Kansas School of Law, has become an Associate of Alderson, Alderson, Weiler, Conklin, Burghart & Crow, L.L.C., the Topeka law firm which provides lobbying and legal services to SouthWestern Association members.

## SouthWestern Association Recognizes Scott O'Dell



Jeff Flora, SouthWestern Association CEO, right, presents a plaque to retiring SouthWestern Board Member Scott O'Dell.

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# Thank You, Reporting Dealers!

Are you reporting to your industry's Official Guide? If you do, you'll receive a 15 percent discount when purchasing your Guides subscription. SouthWestern Association is pleased to recognize and thank these dealers that reported to the Winter Official Trade-in Guide. They are making a valuable contribution to the industry and improving values in the guide.

Ag Power Inc, Hillsboro, KS  
Ag-Power Inc., McKinney, TX  
Ag-Power, Inc., Sulphur Springs, TX  
Alamo Ag- Con Equipment Inc, San Antonio, TX  
Alamo Ag-Con Equipment, Inc., Boerne, TX  
Alvin Equipment Company Inc, Alvin, TX  
American Implement - Scott City, Scott City, KS  
American Implement Inc, Garden City, KS  
Arnett New Holland Tractor, Arnett, OK  
B E Implement Partners Ltd., Brownfield, TX  
Bailey Implement Company, Hillsboro, TX  
Barbee-Neuhaus Implement Company, Weslaco, TX  
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Boettcher-Hlavinka Company, Rosenberg, TX  
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Brady Implement Company, Brady, TX  
Brazos Valley Equipment Co, Waco, TX  
Bretz Inc, Dighton, KS  
Browns Implement Inc, Floydada, TX  
Brown's Power & Equipment Inc, Tulia, TX  
Bruna Brothers Inc, Washington, KS  
Bruna Implement Co., Marysville, KS  
Bruna Implement Company, Clay Center, KS  
C & H Equipment, Muleshoe, TX  
C & L Sales, Higginsville, MO  
C & L Sales, Ottawa, KS  
C & L Sales, Warrensburg, MO  
Carls Sales & Service Inc, Thayer, KS  
Carrico Implement Co Inc, Hays, KS  
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Carrico Implement Company Inc, Beloit, KS  
Chickasha Ford New Holland, Chickasha, OK  
Chupp Implement Company, Pryor, OK  
Cochran Farm Supply, Edson, KS  
Colby Ag Center LC, Colby, KS  
Colby Implement, Colby, KS  
Collins Tractor & Equipment Inc., Crockett, TX  
Conroy Ford Tractor, Inc., Mount Pleasant, TX  
Crown Power & Equipment, Columbia, MO  
Crown Power & Equipment, Eldon, MO  
Crown Power & Equipment, Jefferson City, MO  
Crown Power & Equipment, La Monte, MO  
Crown Power & Equipment, Salisbury, MO  
Cusack Equipment, Oklahoma City, OK  
Dauer Implement Company, Salina, KS  
Deems Farm Equipment of Marshall, Marshall, MO  
Deer Trail Implement Inc, Emporia, KS  
Deer Trail Implement Inc, McPherson, KS  
Deer Trail Implement, Inc, Marion, KS  
Deerfield Ag, Deerfield, KS  
Delaney Implement Company Inc, Burdett, KS  
Derr Equipment, Savannah, MO  
Dodge City Implement Inc, Dodge City, KS  
Dougherty Implement Company Inc, Colby, KS  
E & E Equipment Co., Fort Worth, TX  
Earl Ladd & Sons Inc, Muleshoe, TX  
Earley Tractor Inc., Cameron, MO  
Enid New Holland, Enid, OK  
Enlow Tractor East, Tulsa, OK  
Ericson Equipment Company, Artesia, NM  
Fertilizer Dealer Supply Co., Boonville, MO  
Five Star Equipment Inc, Spearman, TX  
Flentie's, Maryville, MO  
Flenties, St Joseph, MO  
Flenties Inc, Sabetha, KS  
Fordyce Equipment, Inc., Bethany, MO  
Fritz Implement Inc, Monett, MO  
Fuller Tractor Co, Beeville, TX  
Gallatin Truck & Tractor Inc, Gallatin, MO  
Garden City Farm Equipment Inc, Garden City, KS  
Golden Valley Ford Tractor Co., Clinton, MO  
Goodland Greenline Inc, Goodland, KS  
Goodland Greenline, Inc, Wheeler, KS  
Great Bend Farm Equipment, Great Bend, KS  
Green Hills Ag, Inc., Brookfield, MO  
Greensburg Farm Supply Inc, Greensburg, KS  
Greensburg Tractor, Greensburg, KS  
Hansford Implement Company, Dumas, TX  
Hansford Implement Company, Spearman, TX  
Harlingen Implement Co, Brownsville, TX  
Harlingen Implement Co, Harlingen, TX  
Harpster Equipment Co, Moberly, MO  
Hartzler Equipment Company, Harrisonville, MO  
Hartzler Equipment Company, Nevada, MO  
Hendershot Equipment Company, Stephenville, TX  
Hendershot Equipment Inc, Decatur, TX  
Heuer Sons Implement, Cape Girardeau, MO  
Hiawatha Implement Company Inc, Hiawatha, KS  
Hi-Plains Farm Equipment Inc, Dodge City, KS  
Hlavinka Equipment Co, East Bernard, TX  
Hlavinka Equipment Co, El Campo, TX  
Hlavinka Equipment Company, Nome, TX  
Hlavinka Equipment Company, Tivoli, TX  
Houston County Equipment Co, Crockett, TX  
Hoxie Implement Company Inc, Hoxie, KS  
Hurst Farm Supply Co Inc., Lubbock, TX  
Hurst Farm Supply Inc, Lorenzo, TX  
J F Roling & Son Inc, Salisbury, MO  
Jack's Farm Equipment, Vernon, TX  
Jackson County Equipment Company, Edna, TX  
Jensen Tractor Ranch, Bartlesville, OK  
Jewell Implement Company Inc, Jewell, KS  
JMS Equipment Company, Plainview, TX  
John Deere Parts Store, Hollis, OK  
John Schmidt & Sons Inc, Mt Hope, KS  
Johnson Implement Company, Coleman, TX  
Kanequip Inc, Clay Center, KS  
Kanequip Inc, Herington, KS  
Kanequip Inc, Topeka, KS  
KanEquip Inc., Garden City, KS  
Kanequip, Inc., Dodge City, KS  
Kanequip, Inc., Marysville, KS  
KanEquip, Inc., Wamego, KS  
Kaw Valley Equipment, Wamego, KS

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## Reporting Dealers

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Kay Jan, Inc., Leoti, KS  
Kincheloes Inc, Pratt, KS  
Kiowa New Holland, Kiowa, KS  
Kleiber Tractor & Equipment Inc, La Grange, TX  
Kronsbein Implement Company Inc, Higginsville, MO  
Lafayette County Truck & Tractor, Higginsville, MO  
Lang Diesel Inc, Hays, KS  
Lang Diesel, Inc., Smith Center, KS  
Larson Farm & Lawn Inc, Rogersville, MO  
Larue Tractor of Sulphur Springs, Sulphur Springs, TX  
Lauf Equipment Company Inc, Jefferson City, MO  
Lincoln Farm Supply Inc, Lincoln, KS  
Livingston Machinery Co, Fairview, OK  
Livingston Machinery Company, Chickasha, OK  
Malsom Implement Company Inc, Collyer, KS  
Marshfield Machinery Company Inc, Marshfield, MO  
Martin Farm Power, Chanute, KS  
Martin Tractor Co., Chanute, KS  
Martin Tractor Co., Topeka, KS  
Martin Tractor Company, Concordia, KS  
Martin Tractor Company, Inc., Colby, KS  
McConnell Machinery, Ottawa, KS  
McConnell Machinery, Ottawa, KS  
McConnell Machinery Company, Lawrence, KS  
McLaughlin Equipment Inc, Cheney, KS  
Mid-Co Implement Inc, Pratt, KS  
Modern Farm Equipment Company, Fulton, MO  
Northwest Implement Inc., Maryville, MO  
Nueces Farm Center, Robstown, TX  
Oakley Ag Center, Oakley, KS  
Ochs Inc, Otis, KS  
Oglesby Equipment Co., Inc., Hereford, TX  
Olathe Ford Tractor & Equipment Co, Olathe, KS  
Oregon Trail Equipment, Inc, Marysville, KS  
Oregon Truck & Tractor Inc, Oregon, MO  
Ozark Power Center Inc, Springfield, MO  
P & K Equipment Inc, Kingfisher, OK  
P & K Equipment Inc., Enid, OK  
P & K Riverside, Norman, OK  
P & K Riverside Tractor, Purcell, OK  
Panhandle Implement Company, Perryton, TX  
Pettit Machinery, Ardmore, OK  
Pettit Machinery, Durant, OK  
Pettit Machinery Inc, Sherman, TX  
Pettit Machinery, Inc., Hugo, OK  
Pettit Ward Machinery, Gainesville, TX  
Phillips County Implement, Phillipsburg, KS  
Porter Henderson Impl. Co., San Angelo, TX  
Porter Henderson Implement, Big Spring, TX  
Porter Henderson Implement Co I, Ballinger, TX  
Quality Implement Co, Abilene, TX  
Quality Implement Co, Frederick, OK  
Quality Implement Co, Stamford, TX  
Quality Implement Co., Burk Burnett, TX  
Quality Implement Co., Rotan, TX  
Quality Implement Co., Seymour, TX  
Quality Implement Company, Munday, TX  
R & H Implement Company Inc, Syracuse, KS  
Randolph Farm Equipment, Carrollton, MO  
Ray Lee Equipment Co Ltd, Dimmitt, TX  
Ray Lee Equipment Co Ltd, Floydada, TX  
Ray Lee Equipment Co. Ltd, Olton, TX  
Ray Lee Equipment Co. Ltd, Plainview, TX  
Riggins R-Co. Inc., Marshall, MO  
Robl Farm Supply Inc, Ellsworth, KS  
Rother Bros. Inc., Clinton, OK  
Rother Bros. Inc., Fairview, OK  
Rother Brothers Inc, Kingfisher, OK  
S & H Farm Supply Inc, Lockwood, MO  
S & H Farm Supply Inc, Springfield, MO  
Saginaw Implement Company Inc, Rhome, TX  
Scott Implement Company Inc, Sweet Springs, MO  
Scott Power & Equip, Dalhart, TX  
Scott Power & Equipment Inc, Elkhart, KS  
Scott Tractor & Equipment, Amarillo, TX  
Scott Tractor Co, Lamesa, TX  
Scott Tractor Co, Plainview, TX  
Scott Tractor Company, Lubbock, TX  
Scott's Tractor & Equipment, Smithville, MO  
Seiver Implement Company Inc, Donna, TX  
Service Ag Equipment, Lehigh, OK  
Simpson Farm Enterprise, Ransom, KS  
Skyview Equipment, Inc., Hiawatha, KS  
Smith County Implement, Smith Center, KS  
St. Joseph Tractor Inc, St Joseph, MO  
Stanton County Implement, Inc., Johnson, KS  
Straub International, Great Bend, KS  
Straub International, Larned, KS  
Straub International, Marion, KS  
Straub International, Salina, KS  
Straub International, So. Hutchinson, KS  
Sun Rise Tractor, Smithville, MO  
Sydenstricker Farm & Lawn, Chillicothe, MO  
Sydenstricker Farm & Lawn, Macon, MO  
Sydenstricker Implement Co., Rocheport, MO  
Thomas Implement, Cimarron, KS  
Thomas Implement, Inc., Altamont, KS  
Tri-County Implement Inc, Oakley, KS  
Tulsa New Holland Inc, Tulsa, OK  
Tuttle Motor Co, Poteet, TX  
Unruh Foster, Inc., Montezuma, KS  
Vahrenberg Implement Inc, Higginsville, MO  
Van Allen Implement Company In, Sharon Springs, KS  
Vater Implement Inc, Enid, OK  
Vestal Equipment Inc, Bolivar, MO  
Washington County Tractor Inc, Brenham, TX  
Washington Tractor Company, Washington, MO  
Watts Tractor Company, Anson, TX  
WB Equipment, Dimmitt, TX  
WB Equipment, Dimmitt, TX  
WTRACTOR, Navasota, TX  
Wells Implement Inc, Maysville, MO  
Western Equipment LLC, Altus, OK  
Western Equipment LLC, Clinton, OK  
Western Equipment LLC, Hobart, OK  
Western Equipment LLC, Weatherford, OK  
Western Equipment LLC, Woodward, OK  
Western Equipment, L. L. C., Memphis, TX  
Western Equipment, L.L.C., Amarillo, TX  
Western Implement, Lubbock, TX  
Wharton Tractor Co, Wharton, TX  
Wichita Tractor Co., Wichita, KS  
Williamson County Equip Co, Taylor, TX  
Winchell's, Inc., Phillipsburg, KS  
Witzel & Rhea Implement Co., Inc., Sharon Springs, KS  
Witzel & Rhea Implement Company, Goodland, KS  
Wood Equipment Company, Clovis, NM