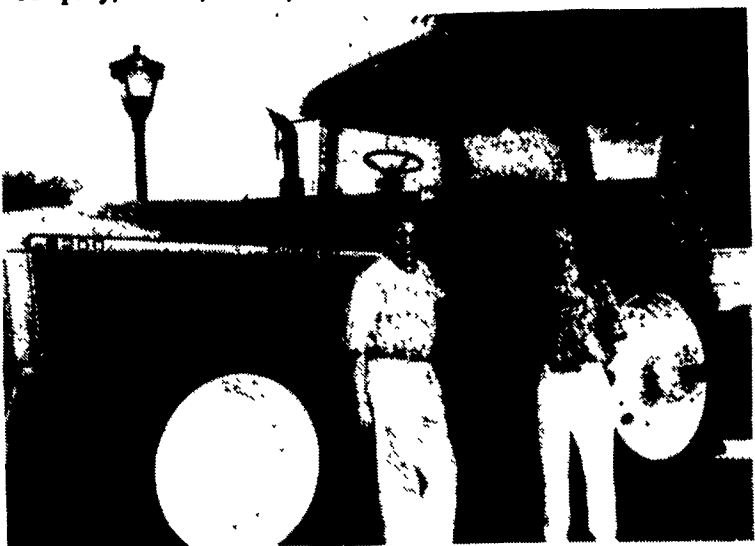


Deere Holds Local Dealer/Customer Forum

LANCASTER (Lancaster Co.) — Bernard L. Hardiek, president, Worldwide Agricultural Equipment Division, Deere & Company, Moline, Illinois, was in town for a special dealer/customer forum. These forums give the opportunity for top management to hear what farmers and dealers have to say from the top down.



A new 8200 John Deere tractor was brought to the hotel as a mascot for the dealer/customer forum. Supplying the tractor for display was the Landis Bros. dealership. Herb Noll, president is left, with Phil Wimer, manager of the Lebanon dealership.

"We like to visit with dealers and their customers to see what their plans are for the future and how we can improve the equipment to meet their needs," Hardiek said. "Sometimes we have customer focus groups where we zero in on a specific product. But this meeting is more general. Any part of the business, from products to trade in value, to finance, any aspect of our customer relationship."

Hardiek said 1994 was a good year for the ag equipment business and 1995 also looks good. He said their business is dependent on the weather just like the farmer. In the mid-West the crops don't look quite as good as around here, but they seem to be coming along well.

Back from a world trip, Hardiek said he is optimistic about agriculture, especially North American agriculture. Exports are in greater demand. China is increasing demand for food, and the trade disagreements with Japan have been settled. These countries are both good buyers of American farm products.

In addition to agricultural equipment, Deere & Company also produces industrial equipment and has a large lawn and grounds business.

They also have health care, financial services, and an insurance business. But Hardiek said agriculture, which produces at least 50 percent of their business, is the part of the business that remains "our roots."

"We have long term relationships with our customers," Hardiek said. "And this is the most important asset we have even if it doesn't show up on the balance sheet for our stockholders. I continuously remind our engineers and marketing people about this."

"In addition, we have dealers

that are third and fourth generation dealers with us. Our products last a long time, and our relationship with customers and dealers is an ongoing one. Not just the sale, but how does the equipment work, and how is our service after the sale."

There were four dealerships participating in this forum Tuesday evening: Enfield Equipment, Inc., at Oxford and Whiteford, Md.; ABC Groff, Inc., New Holland; Adamstown Equipment, Inc., Mohnton; and Landis Bros. Inc., at Lancaster and Lebanon. Each of the four dealers invited four customers to attend the forum.

New Youth Ambassadors

(Continued from Page A1)

all that it has done for me," the 19-year-old Haas, said. "I enjoy meeting new people and I will strive to work hard in this new endeavor."

Haas, who is a member of Seipstown Grange #1657, Lehigh County and the daughter of Dennis and Kathy Haas, said she would work to: see a better working relationship between the youth and senior Grange members; increase youth sporting events at the local, county and state levels; and raise awareness about youth programs.

Straub, the son of Richard and Ginny Straub, said he would: learn all he can about youth programs to

discuss them with others; work on increasing camp attendance; and make some significant contribution to the Youth Department.

Both ambassadors - who are currently in college - will have even busier schedules than normal, but said they can handle it as they travel the state to represent the youth program at Grange and non-Grange functions.

"It's one of those things that if you have love for it, then you'll make the time to do it," Straub said. "I'd rather do seven things and give them 100 percent of my ability than do 10 things and only give it 70 percent."

Some of their other duties include: traveling to Subordinate and Pomona meetings as requested; representing the Grange at the Farm Show and its annual dinner; and attending Leadership Academy and other state Grange-sponsored youth events.

First runner-ups were Traci Mattern, Big Knob Grange #2008, Beaver County, and Brian Ebersole, Community Grange #1767, Perry County. Other court members were: Lindsie Bennett and Ashley Campbell, both of Perry Valley Grange #1804, Perry County; and Amy Irion, Stony Point Grange #1604, Mercer County; Mike Tau, Hayfield Grange #800, Crawford County; and Leon Blatt, Virginville Grange #1832, Berks County.

The annual volleyball tournament was also held at Youth Camp, despite temperatures that soared into triple digits and searing humidity. The winners were: Male division: York County; Co-ed Division: Berks County; Sportsmanship Award: Perry County.

The Grange's Youth Department is for individuals ages 14-35. By participating in the Youth program, members learn public speaking and leadership skills and perform community service work. Youth members attend camp, getaway weekends and conferences geared toward learning, fun and fellowship. The Grange has 33,000 members and is the largest rural, agricultural and community service organization in the state.

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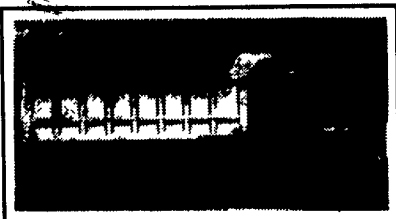
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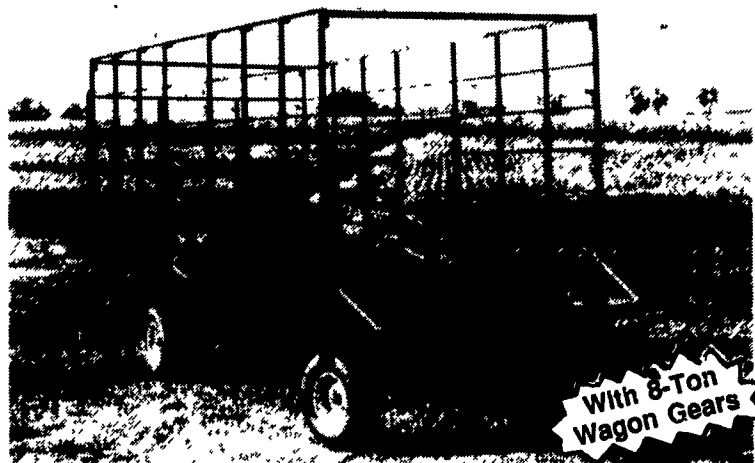
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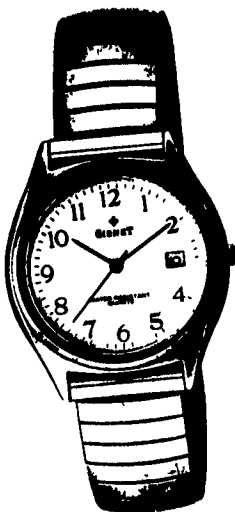
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