



## Claas Auctions 15,000th Jaguar On-Line

COLUMBUS, Ind. - Claas has marked the production of its 15,000th Jaguar Self-Propelled Forage Harvester.

This special edition Jaguar 880 features a unique airbrush paint finish, leather seats, and other special features highlighting this milestone in the company's history.

The machine, which will be on tour at major farm shows and events across North America, will be auctioned on the company's website. Bidders can log on to <http://www.claasofamerica.com> to place their bid or check on the current bidding price. The 15,000th Jaguar will be presented to the highest bidder at a major show in September of 2000.

Claas has more than two decades of experience in the design of self-propelled forage harvesters. In June 1972, the first prototype of the Jaguar was produced when a chopping unit from a trailed forager was installed into a very primitive chassis. From those humble



Claas, the world's largest manufacturer of self-propelled forage harvesters, will be auctioning their 15,000th Jaguar Self-Propelled Forage Harvester on-line. To place a bid on this special edition harvester, log on to [www.claasofamerica.com](http://www.claasofamerica.com).

beginnings, the Jaguar family was born. The well-known forage harvesters are now available in four models, the Jaguar@ 820, 840, 860 and 880 which can deliver up to 200 tons (corn) output per hour in the toughest field conditions.

## GVM Reorganizes, Expands Network

BIGLERVILLE (Adams Co.) — GVM Incorporated continues to consolidate its hold in the marketplace with new products, new distributorships, and new personnel.

"We here at GVM are committed to expanding our company so that we can serve our customers better," said Denny Stahl, the company's new vice president of operations. Service and customer support remain the number one priority at GVM.

GVM manufactures the powerful new "Prowler 2000," a year-round sprayer designed to drive effortlessly from field to road, at speeds up to 45 miles per hour. The GVM line also includes the HydraSpray F-550 and the Trans-Spread self-propelled as well as pull spreaders.

GVM is based in Biglerville, located near historic Gettysburg, with a second "GVM West" location in Bellevue, Ohio. The company employs about 85 people in Pennsylvania and Ohio.

GVM is expanding its national distribution, promoting key personnel, as well as adding new people to their winning team.

Denny Stahl has recently been promoted from national sales/

marketing manager to vice president of operations for GVM, Inc. Denny, who has been with GVM for nine years, had owned his own company for 15 years, prior to his move to GVM.

Ed Maas has been promoted to the position of vice president of GVM West. He has been with GVM West as a partner since 1996 and manages the GVM West facility.

Mike Machek, who has been heading up the precision agriculture division of the GVM team, has been promoted to southern regional sales representative. His primary responsibilities will be to provide support in the expansion of the southern regional distributorship network.

In addition, Dennis Conrad has been promoted from controller to vice president of finance. Lee Money has moved up from territory sales to the position of sales manager for the wholegoods division of GVM, Inc. and GVM West.

GVM recently added to its sales staff two new sales representatives, including Don Swan, whose territory covers Illinois, and Jim Davis, who will be covering the states of Virginia, West Virginia, and North Carolina.

## Internet Business, Advertising Topics At Conference

COLUMBUS, Ohio - Internet marketing and e-commerce - the electronic exchange of money for products - are changing the way people do business, and direct farm marketers are in a good position to reap the benefits, said Nathan Watermeier, Ohio State University Extension technology specialist.

Direct marketers offer quality products often produced on family farms that fill a specific market niche and have a special appeal to many of today's consumers, Watermeier said. But the problem is many direct marketers are not taking advantage of the Internet because they do not know how to create a website, how to market their products on the Web or what to spend to get started.

"Even if direct marketers don't think they want to do Internet marketing or e-commerce, it's definitely something they should consider," he said. "If they're not selling a product over the Internet, they can at least advertise their business and try to get people out to their pumpkin farm or berry patch."

Watermeier will discuss advertising and doing business through the Internet during two technology sessions at the North American Farmers' Direct Marketing Conference held in Cincinnati, Feb. 10-12. The first session, "Marketing and Advertising Your Business through the Internet," will be on Friday, Feb. 11 from 1:30 p.m. to 3 p.m. The second session, "E-Commerce - Doing Business through the Internet," is scheduled for Saturday, Feb. 12, from 10:30 a.m. to noon.

Web advertising and business is rapidly expanding. According to eMarketer, an on-line resource for businesses interested in the Internet, United States

Web advertising spending will grow from \$3.1 billion this year to \$4.8 billion in 2000 and \$13.3 billion in 2003. The third most popular topic discussed during presidential debates is e-commerce, Watermeier said.

The benefit of Internet marketing and commerce is the ability to reach more people and increase sales, as long as it is advertised properly, he said. Plus, little to no additional labor help is needed, unless business really picks up, and creating a website could help direct marketers better organize their business.

"If you have 150 products scattered around in a small store on your farm, organizing them for an on-line catalog by category with prices and pictures gives you a quick, refined inventory," Watermeier said. "Anything that farm marketers can produce, package and ship is fair game for e-commerce, as long as it meets Federal Trade Commission regulations."

Frozen foods, a majority of fruits, and gift baskets that include packaged meats and cheeses, nuts, fruits and other products with a country feel are popular, especially during the Christmas season, he said.

It costs between \$125 and \$3,000 for a direct marketer to get started with a web page, with costs varying by location, Internet service provider, the extensiveness of the website and whether the direct marketer will create it or hire a professional help, Watermeier said.

During Watermeier's first session at the direct marketing conference, he will discuss creating and designing websites, the costs involved, their benefits for direct marketers, how they fit into a business plan, cooperating with other direct marketers to advertise each other's businesses on the Web, and who to con-

tact for help creating a site.

"I was bombarded with requests following last year's session at the Ohio Direct Marketing Conference asking for recommendations on whom to call to help create websites," he said. "This year, I hope to have a list available of web development businesses who are reasonable and legitimate website creators. I'll also talk about what things you need to know before hiring somebody to help create a website, so you don't get ripped off."

Watermeier's second session will focus on the expenses of developing an e-commerce site, the basics and principles behind e-commerce, handling Internet transactions with credit cards, encrypting sites for security purposes, tracking hits and products sold with Web statistics, potential Internet taxes and other issues that could impact small businesses down the road, the Federal Trade Commission and the rules and regulations of international trade, and shipping and transportation issues.

"We'll look at and go over several commercial e-commerce pages during the session," he said. "I'll actually purchase something on-line to show people how Internet transactions work."

The North American Farmers' Direct Marketing Association Conference is in conjunction with the Ohio Fruit and Vegetable Growers' Congress at the Cincinnati Convention Center. The joint meeting will include 42 direct marketing workshops, 75 sessions focusing on crop production and management, and about 200 trade show exhibits.

For more detailed program and registration information, contact the Ohio Fruit and Vegetable Growers' Congress staff at (614) 249-2424.

## MX Series Magnum Tractors Improve Comfort, Productivity

RACINE, Wis. - Case IH has announced new productivity-enhancing features for its MX Series Magnum™ tractors.

Farmers can select a Surveyor™ Luxury cab option, a factory-installed front three-point hitch, as well as new tire options to better meet the needs of their operations.

A 160-gallon fuel tank is also available for the MX 180, MX 200, and MX 220 models to extend continuous operation to more than 20 hours without refueling.

"These tractors were designed with input from more than 1,200 customers worldwide to meet their power, performance, and productivity needs," said Mitch Kaiser, Case IH manager of product development. "With the new options, producers can further customize their MX Series Magnum tractors to meet their on-farm demands."

The Surveyor cab, already the quietest and most spacious cab in its class, now offers options to further improve operator environment and efficiency. Customers can choose a new luxury cab option featuring a heated, red leather Optima™ seat for maximum comfort. The



Growers can customize their Case IH MX Series Magnum tractors with new productivity-enhancing features. New options for model year 2000 include a luxury cab, a front mounted three-point hitch, new tire choices, and high capacity fuel tank.

luxury cab also includes a dark tinted rear window to reduce glare and heat from the sun; additional sound absorption material; a carpeted floor mat; and a leather-wrapped steering wheel, armrest, and throttle. A deluxe radio and six disc CD changer is also available with the luxury cab package.

Creating a comfortable and practical cab environment was a top priority Kaiser points out.

All new cabs feature a combination wheat color interior, replacing the previous gray combination. A new door frame

design, featuring no top cross bar assembly, improves visibility. The deluxe and luxury cab packages also include standard Auto Temperature Control that automatically maintains the cab temperature at the operator-selected level.

Case IH engineers created an industry exclusive - a factory-installed, front-mounted three-point hitch to further extend the versatility of MX Series Magnum MFD models. The close coupling of the hitch increases transport stability, improves visibility when used with front mounted implements, and reduces swaying of front implements with steering corrections.

"With the availability of the new front hitch, farmers will be able to increase the versatility of their MX Series Magnum tractors," Kaiser noted. "The front hitch can be used for sprayers, row crop cultivators, chemical tanks, and ballast weights. Plus, it only needs one cylinder and one remote valve to operate."

Producers also can choose from a number of new factory-installed tire options from Michelin, Firestone, and Goodyear to match their cropping practices.

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