



INSIDE THIS ISSUE:

- Combine Clinic 2
- ICON makes changes 3
- New Faces at ICON 3
- Skid Steer Rodeo 4
- Upcoming ICON Birthdays 4
- Core Value Award Winners 5
- Company Picnic 5

SPECIAL POINTS OF INTEREST:

- Update on New LeMars site
- Congratulations to Trevor!
- Skid Steer Rodeo
- Core Value Award Winners
- ICON Outlook

If you have any questions, comments or suggestions for the newsletter please contact Jessica Vander Kooi Director of Brand Management ICON Ag Solutions Phone: 712-253-4493 Fax: 712-944-5288 E-mail: jessicav@iconag.net

Note from Adam

As some of you know I have been building a house. I am finally nearing the finish line but not before this process has taught me some valuable lessons; some of which apply to building our business.



Adam Timmerman, General Manager of ICON

(See Page 5)

First, it is important to have a strong foundation which will help guide the process. At ICON, we have built a strong foundation upon our core values and mission. Our employees have done a great job to continue building upon this foundation and show what it means to be a part of ICON Ag Solutions. Congratulations to the Core Value Award winners!

Second, the biggest realization I have come to is that there are two kinds of people: Problem finders and Problems solvers. Some contractors, or subcontractors, seem to always say "We can't do that". Others

were always saying "Here is what we can do instead." I came to appreciate the people who were ready with a possible solution to my problem whether it be a wire routing issue or plumbing issue.

This reinforces to me the value of our "Team" of highly trained problem solvers that we have at ICON. Our ICON Team is here to solve our customers' problems and understand customers' operations so they are able to offer possible solutions that will help them be more productive and profitable. In closing, I wish everyone a safe and joyous Holiday Season!

Farm Safety at Woodbury County Fair

On August 5, ICON Ag Solutions and the Farm Bureau partnered to host a Youth Farm Clinic at the Woodbury County Fair. This clinic was headed by Mark Vaandrager, Operations Manager for ICON, and Beth McGrath, Representative for the Iowa Farm Bureau. Kids of all ages stopped by ICON Ag Solutions' tent to learn about farm safety. Mark utilized

displays and activities to talk about safety around grain bins, tractors and mowers. Beth and the Farm Bureau had several stickers, wrist bands and tattoos to give out to the kids. Overall, the kids learned the importance of farm safety and parents even helped by providing stories of their own. ICON and the Iowa Farm Bureau plan to make this an annual event.



Mark Vaandrager (top, beige shirt) looks on as Beth McGrath talks further about grain bin safety.



The Clinic drew a great crowd as 130 ICON customers attended. Above, Mark Vaandrager and Rich Frerk present the benefits of using John Deere Oil in machines.

August Combine Clinic

On August 13, ICON Ag Solutions hosted a Combine Clinic for its customers at the Plymouth County Fairgrounds in Le Mars, Iowa. This clinic was designed to prepare customers for the upcoming harvest season. To begin, customers learned about the importance of using John Deere oil in their machines and were also introduced to ICON's new bulk oil delivery system. In addition, customers walked through 5 different classes that provided an overview of operation and cab controls, platforms, cornheads, AMS, and service and wear items.

Approximately 130 customers were present and treated to lunch prepared by the Plymouth County Cattlemen's Association after the clinic. Tom Winter, Corporate Sales Manager for ICON, stated "We were very impressed with the number of customers that attended the clinic. Our sales professionals and team of service technicians did a great job of presenting. It was very informative and we received several positive comments about the turnout of the event."



Above, Mitch Giese explains the difference between the cab controls of a 7000 Series Combine and a 6000 Series



Curt Christoffel presents on the service and wear items for all conventional combines



Troy Kneip gives an overview of the operation of a 6000 and 7000 Series Combine

Updates: Le Mars Site & Bulk Oil System



New Le Mars Site

ICON Ag Solutions broke ground on an approximate 40,000 square-foot building on June 14, 2010. The new site is located west of the Highway 75 bypass on Key Avenue. The building will feature geo-thermal ground heat, more space for year-round work, an overhead hoist, and a second-floor break room and storage area.

Since the groundbreaking, progress has been great despite the excessive amount of rain in July and August. The photo to the left was taken October 5, 2010. The crew was working on digging the footings for the building. The target completion date is January 2011.



Bulk Oil Delivery System

Pictured left is ICON Ag Solutions' new bulk oil trailer. The trailer was given graphics September 2010 by Old School Signs in Le Mars, Iowa.

ICON expects to see the Bulk Oil Trailer out delivering at the end of November. The company is very excited to bring this new service to its customers. In one stop, ICON will be able to deliver 650 gallons of both the new Plus 50 II and Hygard oils to a customer.

ICON makes changes in response to feedback

In an effort to continually try to meet the needs of its customers, ICON Ag Solutions held Customer Focus Meetings earlier this year. These meetings were comprised of a small group of farmer customers from ICON's trade area and meeting facilitators from John Deere. The purpose of these meetings were to present a forum which enabled customers to provide members from John Deere with their input on what ICON needs to do in the future to become the best farm equipment dealership.

Following the meetings, ICON Ag Solutions identified various areas in which they need to improve on and have implemented several different policies and changes within the company. First, ICON is currently overhauling their sales process. Their goal is to have their sales professionals provide a quote faster, deliver the equipment, and follow-up in a professional manner more quickly. Additionally, ICON is now training all of its ag sales professionals in AMS. The company still has AMS experts, but the sales professionals will have a better understanding of the capabilities of AMS products and how they can make customers' operations more profitable. Next, ICON Ag Solutions has implemented a strategy to recruit more technicians so that the company can meet customers' needs in a timely fashion. The company has hired five technicians since this spring's meetings.

ICON is also implementing a "Yes We Can" training program in its

parts department. Terry Wiemold will be instilling a "can do" attitude and building the knowledge that it takes to have a superior parts department. The company has been focusing on stocking more parts in order to achieve a better fill rate. For customers' benefit, ICON has a parts van that interconnects its almost \$5 million inventory. ICON has also added more parts counter people at some of its locations to better serve customers.

"The company has been focusing on stocking more parts in order to achieve a better fill rate. For customers' benefit, ICON has a parts van that interconnects its almost \$5 million inventory."

Several other changes have been made in the company. Paullina has a new menu on the phone system. Customers can now enter their sales professional's extension without going through another person. Mobile welding is now available through every service department. In Doon, ICON has welcomed Mike Fisher as its new service manager. Our Lawton and LeMars locations were open on Sunday this spring and will be open on Sunday during future planting and harvest seasons to meet any needs customers may have. Finally, ICON has made efforts to ensure the after-hours cell phones are being answered and that the numbers are readily available to customers.

As always, ICON Ag Solutions will continue to deliver outstanding mobile service and parts availability, great attitudes of team members, solutions for customers' equipment needs, and a team of hard-working, skilled people ready to serve their customers.

- Adam Timmerman

Congratulations!



On August 20, ICON Ag Solutions held its annual company picnic at the Le Mars Municipal Park. During the picnic, Adam Timmerman honored the year's Core Value Award Winners. The award winners included Wanetta Vander Plas, Dave Huyser, Arvin Krahling, Steve

Simnitt, Trevor Oetken, Cheri DeRocher, and Scott Roelfs. From these winners, Adam selected one who will go on a 5 day/4 night trip for two to Mazatlan, Mexico in January. Trevor Oetken was selected to receive the trip because of his dedication to ICON Ag Solutions and his kindness to co-workers.

Trevor plans to take his wife on the trip. They will enjoy staying at the Riu Emerald Bay "All Inclusive" Resort. The resort just opened in August of 2009 and is located on one of Mazatlan's premier beaches overlooking the Pacific Ocean. Congratulations Trevor!

Welcome to the Team!

Since the last edition of the newsletter, there have been some additions to the ICON team. Please help us in welcoming them to ICON Ag Solutions!

IRETON

Leah Mallory
Service Clerk

PAULLINA

Ben Bisaillon
Service Technician

Broc Yesda

Kuhn Knight/Deere Tech

LAWTON

Andrew Smith
Service Technician

DOON

Mike Fisher
Service Manager

Cary Wede

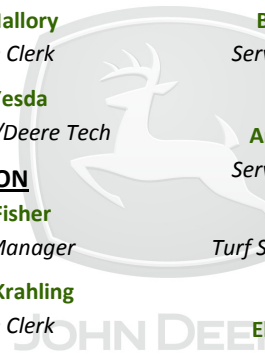
Turf Sales Professional

Doreen Krahling

Service Clerk

LE MARS

Elias Paulsrud
Sales Professional





Dustin Taylor and Mitch Giese were the main presenters at the Skid Steer Event

Skid Steer Rodeo in Le Mars

On July 27, ICON Ag Solutions held a Skid Steer Rodeo north of Le Mars. Customers were invited to come to the event and put John Deere's D-Series to the test. Following a great dinner prepared by ICON's own Mark Pierce and Mark Vaandrager, Dustin Taylor and Mitch Giese provided a presentation on the benefits and features of the John Deere D-Series as well as the various

attachments for the equipment. In addition, John Deere Territory Manager, Dan Bodlak, talked about the service and support available for the D-Series. After the brief presentations, customers had the opportunity to get in one of the several machines and take them through the various stations and courses ICON Ag Solutions had set up on the site.

ICON Ag Solutions was greatly pleased with the turnout of the event. John Deere has one of the most extensive lineup of attachments in the industry. With nearly 100 models, there is an attachment for everything. Also, John Deere's skid steers use the industry-standard mounting plate, so users can swap attachments among different Deere skid steer models, as well as many other skid steer brands.

Mark Pierce, Sales Manager for ICON— "This event marks the first of its kind for ICON. We had a great turnout and received a lot of positive feedback from our customers. This is something we definitely plan to do again in the future."



Don't forget to wish Ryan a Happy Birthday December 29th!

ICON Birthdays

October

- 2-Eli Paulsrud
- 11-Craig Kruger
- 25-Craig DeBoer
- 31-Matt Buffington

November

- 1-Rich Frerk
- 6-Mark VanMaanen
- 6-Mark Wittrock
- 11-Terry DeBoer
- 19-Bill Vondrak

- 21-Keith Heisterkamp
- 30-Ben Swanson

December

- 6-Ryan Heissel
- 16-Roger Heath
- 18-Dustin Taylor
- 19-Beth VanderHelm
- 21-Scott DeJong
- 22-Brent VanLeeuwen
- 26-Mike Fisher

- 29-Ryan Newell

January

- 1-Klint Duin
- 3-Mark Van Dam
- 16-Mitch Giese
- 17-Cary Wede
- 20-Steven Cronin
- 20-Corbin Puhrman
- 26-Leah Mallory
- 27-Aaron Oolman

ICON Core Value Award Winners

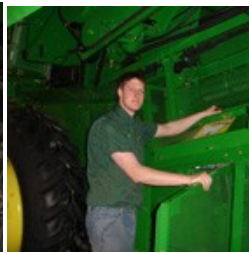


Teamwork Award

The Teamwork Award is awarded to **Dave Huyser** and **Paul Eilts**. Dave is the parts manager at the Doon location and has been with the company since 1998. Paul is the Service Manager in Ireton and has been with the company since 2002. He became the Service Manager in 2004.

“Dave went above and beyond for a customer this fall when their combine broke down late on a Friday afternoon. Dave found a combine for the customer to rent. In addition, he worked with Mike Fisher to learn what was wrong with the customer’s combine and ensure the customer was 100% satisfied.”

“Paul Eilts is receiving the Teamwork award for his leadership efforts at the Ireton location. He goes the extra mile for his customers and is a leader when it comes to bringing the whole crew in for lunch on Friday. Congratulations and Thank you for your efforts, Paul.”



Excellence Award

Brent VanLeeuwen and **Mark VanDam** are the recipients of the Excellence Award. Brent is a service tech in Doon and Mark is a service tech in Ireton. Both were nominated by coworkers. “Brent has a great attitude, a great focus on quality and on the customer, and jumps in to work on anything that needs serviced. Brent is a great tech that shows initiative and excellence in everything he does!”

“Mark went out of his way to help a customer in Ireton. A customer’s forage harvester went down late one night around 11:00 PM. Mark went out to see what was wrong and returned to the store at 4:00 AM finding that the gearbox failed. Another employee then took a new gearbox out to the customer. Mark was back to work in the morning and had the customer’s forage harvester working by 2:00 PM that afternoon!”

Training Achievements

ICON Ag Solutions would like to acknowledge the following employees on achieving these training levels:

- Ron Bruscher**, Advanced & Master Service Technician
- Curtis Christoffel**, Advanced & Master Service Technician
- Rod Eisma**, Advanced & Master Service Technician
- Adam Loutsch**, Advanced & Master Service Technician
- Brian Madsen**, Advanced & Master Service Technician
- Doug Masker**, Advanced Service Technician
- Michael McLaughlin**, Advanced Service Technician
- Brent VanLeeuwen**, Advanced Service Technician



2010 ICON Company Picnic

On August 20, ICON Ag Solutions held its annual company picnic at the Le Mars Municipal Park. All 100 attendees at the picnic enjoyed a catered BBQ by Timmy’s Catering in Le Mars. It was quite a feast featuring Timmy’s Pulled Pork and BBQ beef sandwiches, cheesy potatoes, beans, fruit, cookies as well as various cold beverages.

Those that attended enjoyed time talking and interacting with their fellow employees and their families. Both kids and adults participated in several games and activities following dinner. Ron Abbas gave kids rides in the John Deere carts throughout the evening. Many kids participated

in the demolishing of a piñata until pounds of candy fell out.

After the destruction of the piñata, kids jumped in sacks and raced around cones for the sack races. After several heats of 14 and under, different ICON employees and their spouses gave the sack races a try. Curt Christoffel, Service Manager in Le Mars, and Adam Timmerman, General Manager, won their respective heats.

ICON would like to thank everyone that came and the company looks forward to putting on the picnic again next year!



ICON Outlook

News from the Sales Team

Tom Winter, Corporate Sales Manager

I hope everyone had a safe and bountiful harvest. Most of the crop is out of the fields and many are preparing their land for Spring. As we near the end of 2010, it's time to start planning for year-end taxes. We have limited new tractor and combine availability with a large selection of used tractors, combines, forage harvesters and planters. Check our website daily for an updated list of used equipment at all 5 locations.

We are excited about the new 8R tractors coming out from Deere January 1, 2011. We have several of these tractors sold with good Spring availability. Please contact any of our sales professionals to assist you with your new and used equipment needs. Happy Holidays!

Mark Pierce, Corporate Sales Manager

ICON has the tools to get your yard ready for the long winter ahead. We have the baggers and pull type sweepers, spreaders, core aerators. We also have new products to make yard work fun again: a walk-behind lawn vac and a commercial walk-behind leaf blower.

I am also proud to announce ICON as a gold star dealer for 2011. Customers can expect: 1) Knowl-

edgeable sales staff to understand your needs and match the equipment to you, 2) A Parts Team that has the parts you need and send you home with the right part the 1st time, & 3) A Service Team that keeps your equipment in tip-top shape year in and year out.

News from the Service Team

Rich Frerk, Corporate Service Manager

The ICON service department has been busy this fall. We added a new tech in Lawton, Andrew Smith, and in Paullina, Ben Bisaillon. Also Mike Fisher joined us as Service Manager in Doon. I am excited about the way we have grown in the last six months. We now have 40 service personnel between the 5 locations to service and support our customers.

We had a Parts and Service Managers Meeting before harvest with Jim Pancero in Le Mars. Jim is a group speaker that focuses on increasing an organization's strategic competitive advantage. He talks about "The Power of One." We are all on the same team, work towards one goal, and play a role in ICON's success. Finally, a big "Thank You" from the Corporate Management Team to all of you that have been putting in long hours to keep everyone going!!!

News from the Parts Team

Terry Wiemold, Corporate Parts Manager

Our Oil Delivery system will be up and running soon. The wrap that was installed on the trailer by Old School Sign Company looks great.

Our Corporate Management Team developed a new employee integration process for our new employees. Each Corporate Manager spends time with new employees explaining the function of each department and how they tie together to form one team. This has been a great experience! I've enjoyed getting to know each new employee and look forward to working with them.

We will be attending the JD Expo in Austin, Texas in early December. We hope to bring many new ideas back with us and hope to have a lot of new products in the showrooms of all our stores by Spring.

Mark Vaandrager, Operations Manager

We have started internal specialized training in parts areas and are looking to grow this training throughout to make sure we are able to provide you EXCELLENCE through TEAMWORK. We have a vast amount of knowledge in specialized areas and will work hard to share this knowledge. As new employees come on, we make sure they are given the direction of ICON's values to ensure consistent service throughout our organization.

For 2011, we have put together an ICON Ag Solutions calendar listing our promotions. There will be an opportunity for you to save on many quality products and services throughout the year. This calendar will be available for you by the beginning of December. Please be sure to pass this on to all of our customers.

The logo for ICON AG SOLUTIONS features the word "ICON" in a large, bold, green sans-serif font. Below it, the words "AG SOLUTIONS" are written in a smaller, yellow sans-serif font.

1849 Highway 20
Lawton, Iowa 51030