

The ICON Review

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MARCH 2011



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Note from Adam

I love this time of year. Spring is right around the corner... I can't wait to say goodbye to the ugly remnants of winter: the sandy streets, brown grass and last year's crop residue and melting snow piles.

It seems that I have gotten my hopes up several times over the last month thinking that spring was here. But, the nice weather would only last a few days and it would be back to cold and snow. However, I



Adam Timmerman, GM of ICON, welcomes customers to the 2011 Planter Clinic

think that it will soon be here to stay.

A timely spring is critical to a successful growing season. The quality of service

provided by the Icon Ag Solutions team during this critical time will help our customers be successful. Whether our customers desire a bin-busting crop or bragging rights on the block, we can help them reach their goals. I'm sure we all look forward to the explosion of green whether it is our lawns or the neatly aligned rows of corn and soybeans in the fields. I wish you all a safe and productive spring. Let us know if we can help.

ICON at EXPO: Ignite Success

In December, the Parts & Service Managers and several other team members from ICON had the privilege of attending the 2010 John Deere Aftermarket Expo in the Live Music Capital of the World, Austin, Texas. At this event, our team members had the opportunity to learn about new aftermarket products and services, increase their knowledge of current

products, and find new ways to serve our customers. They were engaged in several classes surrounding new technology developments, dealer best practices, enhancing customer experience, and developing leadership strategies. In 2011, you will see much of the information our people learned integrated into customer clinics held throughout the year.



Pictured above is the entire group that attended the 2010 Aftermarket Expo in Austin, Texas.



The Clinic drew a great crowd as 110 ICON customers attended.



Above, Gerald VanRoekel explains the benefits of John Deere Crop Insurance.



Paul Eilts, Service Manager at our Ireton location, talks about wear items to look for on planters

2011 Planter Clinic

ICON Ag Solutions hosted a Planter Clinic Thursday, March 3, at the Plymouth County Fairgrounds in Le Mars, Iowa. The in-depth training clinic was hosted by ICON's sales professionals and parts and service teams. The clinic started with a presentation from Gerald Van Roekel, John Deere Crop Insurance Representative from Van Engelenhoven Agency in Orange City, Iowa. Also present at the clinic was Dennis Bollmeyer, John Deere Crop Insurance Rep at Bollmeyer Insurance Services in Hinton, Iowa. Following this presentation, four classes were presented to help both new and used planter owners prepare for the planting season.

In the first class, Monitors and Startup, the team discussed monitors, startup, used enhancements and new planter changes. Troy Kneip, Sales Professional in LeMars, stated, "We covered the 3 main monitors used today: 350 Computrak Monitor, SeedStar Brown Box and the GreenStar 2630 SeedStar 2. While reviewing the GS3 SeedStar2 monitoring system, we showed that the 'Scan Mode' is actually the same screen on the Computrak 350 Monitor. This gave used owners a chance to see what they will have in the future as they trade in for an upgraded machine. Also, it helped demonstrate that this new technology is similar technology that they are running today, just refined."

Customers were also taken through a list of items to check before beginning planting. Finally, customers were informed of the changes on the new

2011 planters and the ProMax40 Corn disk.

In the next class, Tier 4 engines, the team explained the history, and why and how of John Deere's Interim Tier 4 Engines. Additionally, they described the benefits and use of Plus-50 II Oil, Cool-Gard II Coolant and Fuel Protect. Customers also got a look at our new Bulk Oil Delivery System and Bulk Oil Tanks.

In the AMS class, customers learned about JDLink Ultimate, the GS3 2630 display, StarFire 3000 receiver, and new software releases. Customers received an in-depth overview of these products from Mitch Giese, Sales Professional in Paullina, and AMS Consultants, Scott DeJong and Rod Stukenholtz.

Finally, in the Operations and Adjustments class, customers learned about talc usage, vacuum motors and meters, the oil tank on the new CCS planters, and wear items on the planter unit. Also covered, were the hydraulic requirements that the planter needs to run correctly and in-the-field adjustments.

Over 100 customers attended the clinic. Following, customers were treated to excellent-tasting pork sandwiches prepared by the Plymouth County Pork Producers. The goal of the clinic was to lower the overall costs for owners and maximize their profit potential for the 2011 season. It was open to anyone interested in optimizing the performance of their planter. To be invited to next year's clinic, email jessicav@iconag.net.

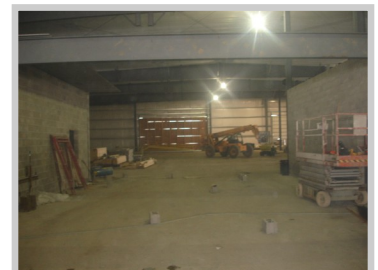
Update: Le Mars New Building

The approximately 40,000 square-foot building on Keystone Ave is moving along more quickly now that temperatures have warmed above freezing. The pictures to the right were taken on Monday, February 14. Since then, much progress has been made as walls have gone up throughout and painting has begun.

The building's design will allow ICON Ag Solutions to sell and service all John Deere makes from a D130 Lawn Mower to a 9770 Combine. In addition, the new ICON Ag Solutions location will be host to the ag machinery reconditioning from all five locations. This will allow our shops at our other locations to better focus on servicing customer equipment, as well as allow ICON to have greater control of the reconditioning process.

The company anticipates moving its employees, equipment and parts to the new location sometime after planting season.

THE ICON REVIEW

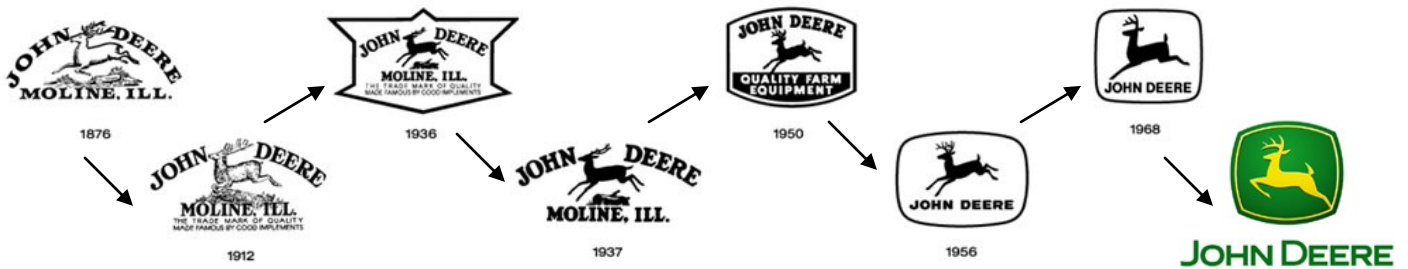


Did You Know...?

- John Deere was born in Rutland, Vermont on February 7, 1804. He spent his boyhood and young adulthood in Middlebury, Vermont, where he received a common school education and served a four-year apprenticeship learning the blacksmith's trade.
- Since the 1950s, John Deere Company has directed more than 3 percent of its sales to research and development every year. Most of these funds are focused on new product development, creating advanced, highly productive equipment that gives the company a consistent competitive edge.
- The John Deere logo has gone through 8 changes.
- The last change happened before 2000 when the deer was repositioned to jump "up" in the air in an effort to show that John Deere is leaping into the future. The update is symbolic of John Deere's determination to stay focused on being the

premier company in its industries worldwide, while remaining firmly rooted in its basic values of quality, innovation, integrity and commitment.

- John Deere Harvester Works is the largest, most modern combine manufacturing facility in the world. Located in East Moline, Illinois, it is approximately 90 acres under roof (that's nearly 4 million square feet) and has produced products since 1913.
- "ICON" in ICON Ag Solutions is not an acronym, the letters do not stand for anything. When the company was formed, ICON Ag Solutions was selected as the new name because it strives to be the leader in providing solutions for its customers.
- ICON employs over 100 employees across its 5 locations in Ireton, Doon, Paullina, Lawton & LeMars



Upcoming Events

March 17	Farm & Home Show, Rock Rapids
March 18-19	Siouxland Garden Show, S. Sioux City
March 23	Annual Employee Meeting
March 23-24	Sioux Center Indoor Fair, Sioux Center
March 25-26	Deere Season Opening Day, Doon & Lawton
March 26	Skid Steer Service Clinic, Doon

****Visit iconag.net for more information on these events**

Deere Season Opening Day!

Special offers, discounts, food & prizes!

DATE & TIME:

Friday, March 25
8:00am - 5:30pm

Saturday, March 26
8:00am - 3:00pm

Lunch served both days from 11:00am - 1:00pm

At 2 Store Locations:
Lawton & Doon

Welcome to the Team!

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

- | | |
|--|--|
| IRETON | Anita Frerk
Warranty Clerk |
| Nancy Oltrogge
Filing Clerk | LAWTON |
| Mike Jacobsma
Parts Sales Professional | Andrew Tiefenthaler
Service Technician |
| Mark Ditsworth
Setup Technician | LE MARS |
| Ken Hoopingarner
Parts Manager | Alex Popken
AMS Consultant |
| DOON | Mitch Arens
Turf Sales Professional |
| Kenneth Schmidt
Maintenance Tech | Michael Donlin
Maintenance Tech |
| PAULLINA | |
| Scott Wallin
Trucking | |



Jeff Henderson (left) receives his award from Corporate Parts Manager, Terry Wiemold



Doug Masker (left) receives his award from Corporate Service Manager, Rich Frerk

Employee Awards

With the development of new technology and high-performance systems for John Deere equipment, it is critically important that customers receive exceptional service from highly-trained product experts, technicians, and after-market support personnel. Icon Ag Solutions participates in a comprehensive training program with John Deere to help their employees reach certain standards of expertise.

Several Icon employees received recognition for their levels of achievement. Jeff Henderson, Parts Manager in Lawton, received Advanced level of recognition for the position of After-market Manager. In addition, Doug Masker, also at the Lawton location, achieved Advanced level of recognition for his Service Technician position. Blake Riediger, Parts Sales Professional in Lawton, achieved Master level of recognition for Parts & Service Representative. In addition to these three gentlemen,

Mark DeSmet from our Doon location received Master level of recognition for Sales Representative and Reed Yackley from Ireton achieved Advanced level of recognition for Sales Representative. Their levels of achievement were accomplished by completing extensive training in the John Deere University program. Jeff, Doug, Blake, Mark and Reed have received special plaques of recognition to honor their accomplishments.

John Deere University credits are earned in various categories to ensure expertise in the sales, service, or parts departments of John Deere dealerships. The structure for this recognition is similar to achieving credit hours in a university. This ongoing training program is just one of the tools used by Icon Ag Solutions to improve overall support and service to customers in their trade area.

Unlocking the door to AMS

On Saturday February 12, 2011, ICON Ag Solutions held an AMS refresher class at Mr. P's in Le Mars. This class was for any employee that missed last fall's training session and also for any employee who wanted to refresh their education. Rich Frerk, Corporate Service Manager for ICON stated, "We had a great turn out as 35 employees attended. It is really inspiring to see these guys want to learn more about AMS. It shows us that they are dedicated to passing on this knowledge to their customers so they are better able to serve them."



Don't forget to wish Kirby in Paullina a Happy Birthday March 27th!

ICON Birthdays

February

- 2-Sid Sandbulte
- 10-Ramon Alcaraz
- 10-Reed Yackley
- 17-Steve Hinz
- 17-Andy Tiefenthaler
- 19-Dave Huyser
- 19-Anita Frerk
- 20-Alan Graves
- 21-Nancy Oltrogge
- 22-Dave Bryant

March

- 3-Rick Stines
- 9-Alex Popken
- 11-Jerry Hoogveen
- 15-Trevor Oetken
- 15-Brant VandeKop
- 15-Doug Hagemann
- 19-Jeff Henderson
- 19-Dave Lehner
- 21-Arvin Krahlung
- 26-Rod Stukenholtz
- 27-Kirby Mosbach
- 28-Amy Miller

April

- 2-Mark DeSmet
- 2-Doug Masker
- 3-Tom Winter
- 3-Taten Hingst
- 15-Brent Noteboom
- 18-Robert Singer
- 23-Stacie Gorham
- 25-Mark Narkon
- 26-Kris Westhoff

May

- 10-Andy Schlichting
- 10-Troy Kneip
- 11-Steve Simnitt
- 13-Ken Beukelman
- 13-Ron Bruscher
- 15-Michael McLaughlin
- 20-Ben Miller
- 21-Micheal Matney
- 23-Jessica Vander Kooi
- 30-Paul Eilts

ICON Core Value Award Winners

Excellence Award

Rod Eisma is the recipient of the Excellence Award for this quarter. Rod is a service technician at the LeMars location. A coworker in Le Mars commented, "Rod works very hard, long days. He is honest, always makes sure that the work he does is of high quality and the customer is happy. He has been here 15 years and counting. He took the service truck and has really enjoyed the extra hours and customers he gets to work with. When the work gets deep, he works into the night if he needs to, then is back early to continue working hard, making sure the customer is back at it as soon as possible. He has very good teamwork skills and knowledge. He is willing to help anyone whether they are at our store or another to get something fixed."



I think every store has called him to try to get a problem fixed so many people benefit from his knowledge and skill. People from the parts department will come out to find him if they are looking for something they cannot find. Sales will ask him what to look for on a tractor they are looking to trade. I will ask him on many questions that customers call and ask me that I may not know. All in all, he is a very good service tech and we all enjoy working with him."

Teamwork Award

Mark Van Maanen, Brent Vanleeuwen, Dustin Ter Horst and Brant VandeKop are the recipients of the Teamwork Award. A fellow coworker provided the following comments, "I would like to nominate Mark Van Maanen, Brent Vanleeuwen, Dustin TerHorst, and Brant VandeKop for the Teamwork Award. During our auction in December, all four did an exceptional job at helping organize equipment prior to the sale. The day of the sale, all of them voluntarily came in at 3 am in the morning to make sure all of the equipment started and ran. They worked together to make sure all of the fuel in the sale equipment was blended or treated, made sure all batteries were charged, and keys were assigned to the correct equipment. Their teamwork and willingness to put forth extra effort helped make the auction a success."

Integrity Award

Mark DeSmet is the recipient of the Integrity Award for this quarter. Mark is a Sales Professional in Doon. He was selected as he is always a helpful and honest person. On a survey sent out by John Deere, a customer commented, "I BOUGHT 3 NEW JOHN DEERE MOWERS AND ONE USED JD MOWER - WILL PURCHASE FROM THEM AGAIN. MARK DE SMET IS VERY HELPFUL AND HONEST." Congratulations, Mark.



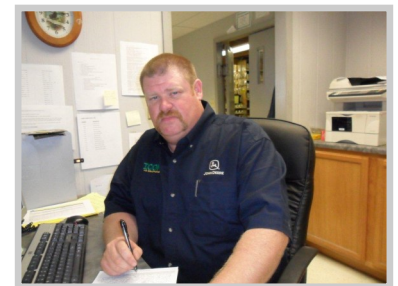
Meet our Service Manager in Doon

ICON Ag Solutions' Doon location hired a new service manager, Mike Fisher, last October. Mike has worked much his life in the agricultural industry. He started in the industry as an Engine Test & Development Engineer for John Deere Power Systems in Waterloo, Iowa. After 2 years there, he was promoted to work at John Deere Dubuque Works. Mike worked as a Warranty Analyst in skid steer loaders and as a Quality, Inspection & Engine Repair Supervisor in engine manufacturing.

After working for 3 years at the John Deere Dubuque Works, Mike owned a business for 4 years in Bellevue, Iowa doing custom ag application.

Finally, prior to joining the ICON team, Mike worked as a senior supervisor at Link Manufacturing in Sioux Center. For 2 years, he oversaw axle and suspension fabrication. Mike now lives north of Remsen on an acreage with his wife and 2 boys, Wade (7) and Jace (4).

Mike took the position over after Arvin Krahling graciously stepped in to fill the Service Manager role for several months. Arvin returned back to the shop as Shop Foreman at Doon. Arvin and Mike have been working closely to ensure a smooth transition and to ensure customers' service needs continue to be addressed and handled.



Mike Fisher, pictured above, is hard at work at his desk in Doon.

ICON Outlook

News from the Sales Team

Tom Winter, Corporate Sales Manager

As we prepare for the spring weather and planting season, we want to let you know about the equipment coming out and what we have on hand. We are excited about the new 7R tractors that will be coming out in June 2011. There will be five models available with a wide range of engine horsepower, from 200 to 280 engine hp and exciting new features. Models to be available will be the 7200R, 7215R, 7230R, 7260R and the 7280R.

The planter Early Order Program will be coming out late in May 2011. We could use some good used planters so if you are interested in ordering a new planter, now is the time. We also have on hand a wide selection of good used combines, tractors as well as tillage, hay and forage equipment. Stop in or give one of our sales professionals a call to inquire about any of the new or used equipment available at any one of our five locations. Have a safe and worry-free planting season.

Mark Pierce, Corporate Sales Manager

Spring is the best time of the year. The grass is growing, flowers are blooming, and new John Deere equipment is arriving at ICON. New for 2011 - X300 Select Series with 48" deck. 825I XUV Gator. New EZtrak Residential Zero Turn Mowers with up to \$350 cash off. New D100 Series, Residential Lawn Tractors with new look and features.

We also have a great selection of labor saving tools to get your property ready for the season ahead. Thatcher, Baggers, Seeders, Lawn Rollers, Lawn Sweepers, and Aerators are now in stock.

Think Spring – Think Service. From a simple oil change to a complete checkup, contact ICON Ag for parts and service. Time to Trade? Deere Season has begun. Check out the Cash Savings and Finance Offers that are available on select John Deere Equipment. Contact the ICON Sales Team, they will be happy to help.

News from the Service Team

Rich Frerk, Corporate Service Manager

We just got done with our 2011 Planter Clinic, which was a big success. We had 110 customers attend. Thank you to everyone involved that helped make the clinic a success. Just a reminder, we are running our Planter Service Inspection Programs the whole month of March. Get signed up and receive NPNi until Sept.1 2011 or 5% in ICON Bucks.

We are growing our mobile service again this year with the addition of a mobile service truck in Paulina and Doon. We are upgrading one in Paullina and adding a mobile service vehicle to the fleet in Doon. We are very excited for the techs Dustin Terhorst and Aaron Oolman. This will allow them to offer more mobile service options to our customers. Have a happy and safe planting season.

News from the Parts Team

Terry Wiemold, Corporate Parts Manager

We had a busy Winter in the parts department. We had a good Parts and Service Expo meeting in Aus-

tin, Texas. John Deere announced their new products and they are now starting to show up on the display floors now. Starting this spring, we will have added at all our stores the ability to make 5/8" and 1" hose in 2 wire and 4 wire applications. We hope this makes it more convenient for our customers. Don't forget to sign up for ICON's Bulk oil Program in March. Anyone that does or if they already have earlier, will get a chance to win a new John Deere PR3000GS pressure washer. Be sure to review the 2011 ICON calendar and watch for our specials every month; this month the Oil and Filters are on special.

Mark Vaandrager, Operations Manager

We are continuing our internal specialized training to raise the level of product knowledge. With the Ag industry using precision farming more and more, we need to increase our knowledge along with it. There are 4 levels of training. ICON has taken the stance that all employees will complete level 1 and 2 this year. During the year, there will be a few employees working their way up to level 3 and 4.

Along with in-house training, John Deere requires our employees earn a certain level of training credits each year. A learning path for each of our employees has been created to ensure they reach these credits. John Deere also announced a new training method, called IDT. IDT is a virtual reality training session that allows employees to take instructor-led courses at the dealership. We have only seen parts of the training, but we are excited to get started in the upcoming year at our new facility in Le Mars.

ICON

AG SOLUTIONS

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