



ICON
AG & TURF

The ICON Review

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SUMMER 2011

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Note from Adam

It seems these days that CHANGE is the only constant. I am excited about the many changes that are taking place here at ICON.

First, one of the biggest and most noticeable changes is the new facility in Le Mars. The new building has allowed us to grow as our customers and their equipment have grown and will continue to grow. The expansion of the Le Mars location allows us to meet more customer needs at the other locations by moving some internal work to Le Mars. Be sure to stop by and see us



Adam Timmerman, GM of ICON, speaks at ICON's Annual Strategic Overview

the week of July 18th for our Grand Opening festivities.

I am most excited about the dedication of our employees. They continue to deliver awesome customer experience despite ever-changing

customer expectations. We have focused on training and fine tuning processes so we can be more efficient as we pursue the goal of exceeding our customers' expectations.

Finally, you may have noticed a new logo and name on the newsletter. As we establish our "ICON Ag & Turf" brand we will be aligning with John Deere, one of the most well-known brands in the world. Our goal is to differentiate ourselves from our competitors and deliver the best customer experience every time you deal with Icon Ag & Turf.



JOHN DEERE

2011 Annual ICON Strategic Overview

On July 22, 2011, ICON held its 2nd Annual ICON Strategic Overview with the entire company. Employees from all 5 locations attended the meeting at the new store in Le Mars. The main topics covered at the meeting included improving market share, increasing customer experience, and the progress and direction of employee development. General Manager, Adam Timmerman, also introduced the company's new name, logo,

and tagline which took effect July 1, 2011. More about the name change can be found on the next page. Following the introduction of the new name, logo, and tagline, each department head gave a brief presentation on the progress of their department and their objectives for this year. Adam concluded the meeting by presenting the company's Annual Core Value Award to Dave Huyser, Parts Manager at ICON Ag & Turf's Doon location.



Above, Terry Wiemold, Corporate Parts Manager for ICON Ag & Turf, discusses the importance of teamwork between the company's three departments.

ICON launches new branding effort



Adam Timmerman, General Manager of ICON Ag Solutions, announced that the company will change its name to ICON Ag & Turf. This change is part of a new branding effort the company has initiated to further solidify its position as a leader in the agriculture and turf equipment industry.

“Our residential and turf customers represent a large portion of our customer base. They are an important part of our business and we felt that needed to be reflected in our name. We hope this change will help communicate to those customers just how important they are to us.”

In addition to the new name, the company will adopt a new tagline, “Iconic equipment. Iconic service.” The new tagline promotes ICON Ag & Turf’s team of professionals, experience in the industry, commitment to delivering the best service, and ability to

deliver productivity-enhancing solutions to meet customers’ needs.

“Our dealership has evolved significantly since our beginning in 2007. During the last few years, we have made significant en-

hancements in our ability to focus on the needs of all of our customers. The new name and tagline reflect these enhancements and our dedication to serving the needs of our home, farm and business customers.”

Customers will begin to see the new logo incorporated into the company’s overall image soon. New uniforms, building signage, and truck decals are all at the top of the list to be updated with the new logo.

“Our new identity demonstrates the strength and reliability of ICON Ag & Turf as a premier John Deere dealer our customers can count on. With all five locations, we have consistently delivered on what matters most to our customers and it has helped us to grow and succeed beyond everyone’s expectations,” Timmerman concluded.

In addition to rolling out this new branding effort, Timmerman also announced the re-

cent opening of the new store in Le Mars as well as the timing for the grand opening. The grand opening event for the store is scheduled for July 18-23, 2011 with the ribbon cutting ceremony Wednesday, July 20 at 1:00 pm. During the week, customers can expect to see various in-store discounts and offers on equipment including dollars off lawn and garden equipment, gator utility vehicles, compact and utility tractors, and skid steers.

Additionally, ICON will host various clinics throughout the week that are open to the public. The Combine Clinic is scheduled for Thursday, July 21 with a start time of 9:15 am. The company will also host a Skid Steer Rodeo the same day at 5:30 pm. Finally, the week will end with a Drive Green Event on Saturday at 1:00 pm. After a brief presentation on the equipment that day, customers will be invited to take an up-close look at our extensive line of compact and utility tractors, implements, attachments and more.

“We are excited to host all of these clinics and events at the new store in Le Mars during grand opening week. It will give our customers the opportunity to come in and see our new building. We hope that many people will be able to make it out to the store during that week.”



Be sure to wish this guy a Happy Birthday August 14!

ICON Birthdays

June

- 9-Rod Eisma
- 18-Karmen Betsworth
- 18-Mark Vaandrager
- 20-Kenneth Schmidt
- 23-Kenneth Letsche
- 25-Paul Grause
- 30-Shawn Oetken

July

- 1-Wanetta Vander Plas
- 18-David Leinart
- 20-Gary Kneip
- 27-Mike Jacobsma

August

- 5-Susan TenNapel
- 6-Curtis Goosen
- 7-Michael Donlin
- 10-Terry Wiemold
- 14-Adam Timmerman
- 15-Blake Riediger
- 16-Erica Westhoff
- 19-Myron Plueger
- 20-Paul Rehder
- 22-Doug Utesch
- 25-Melissa Haggin

September

- 3-Ronald Abbas
- 4-Brent Arnold
- 15-Dustin TerHorst
- 16-Curt Christoffel
- 17-Roger Ludwig
- 17-Eldon Winter
- 18-Brian Madsen
- 18-Ben Bisailon
- 20-Adam Loutsch
- 24-Gene Ruisch
- 29-Mitch Arens

AMS Department Expands



Alex Popken from Le Mars, IA, joined the ICON Team in January 2011. He is based out of the Le Mars location.

Scott DeJong, AMS Consultant for ICON Ag & Turf, recently announced the hiring of an additional Ag Management Consultant, Alex Popken. Alex started his term with ICON at the beginning of the year and is based out of the Le Mars location.

Alex was an Ag Systems Technology major at South Dakota State University. He was of-

fered a job as an AMS Consultant with the company following his internship with ICON last summer. "The internship was invaluable for me," said Popken, the son of Todd and Tammy Popken of LeMars, Iowa. "It was a tremendous learning experience and, in the end, I received a job opportunity with the company," added Popken.

Coordinated through the SDSU Department of Agricultural Biosystems Engineering, Popken's internship included learning about Ag management technology on John Deere equipment and machinery, installing and maintaining GPS systems in vehicles, among other duties for ICON Ag & Turf. "I was also able to improve my organizational and communication skills; specifically learning the importance of customer relations and how vital it is to interact with other staff," Popken said. "The people at ICON, especially my supervisor Scott DeJong, helped me through

a learning curve and provided me with a unique real world experience. I really look forward to working with them."

DeJong appreciates the hard work and effort that Popken brought to the job during his internship and looks forward to the qualities he will contribute to ICON. "He is a good worker and someone that is always motivated to learn. I really appreciate his continuing interest in our business and his knowledge of farming," said DeJong, who leads the Ag management consulting department at ICON. "His ability to handle computer software and other equipment and to help troubleshoot will be valuable," he said.

Alex joins AMS Consultants, Scott DeJong and Rod Stukenholtz. Now with three Consultants, ICON Ag & Turf will be able to provide better, more timely service to its AMS customers.

Le Mars Grand Opening!

July 18-23, 2011

New Le Mars location on Key Ave.

Special offers, discounts, food & prizes!

Lunch served Thursday, Friday & Saturday
11:30 - 1:00pm

Schedule of Events for Grand Opening

Wednesday, July 20	1:00 pm Ribbon Cutting
Thursday, July 21	9:30 am Combine Clinic
Thursday, July 21	5:30 pm Skid Steer Rodeo
Saturday, July 23	1:00 pm Drive Green Event

***All events and clinics are open to the public and will take place at the new Le Mars location on Key Avenue. Visit iconag.net for more information on these events.*

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 Ag & Turf!

IRETON

Shawn Oetken
Service Technician

Karmen Betsworth
Bookkeeper

Shaun Ruhland
Service Technician

Ryan Winter
Parts Sales Professional

LAWTON

David Leinart
Assistant Service Manager

CORPORATE

Denny O'Bryan
Sales Support Manager

LE MARS

Jeremy White
Turf Sales Professional



ICON Outlook

News from the Sales Team

Tom Winter, Corporate Sales Manager

Hope everyone had a good spring. Crop is well on its way which is always good to see. We will be attending our new equipment Intro in late August and we look forward to seeing the new Series Combines. John Deere will come out with three new tractors in the 170-210 engine HP range. We will also be seeing some new 4WD tractors this fall. These will be for 2012 production. We're hoping you'll be able to view these at the Clay County Fair in September.

We're excited to be in the new facility in Le Mars. Be sure stop by during the Grand Opening week July 18-23. We will host our Combine Clinic during this week in Le Mars on Thursday. The SPFH Clinic was originally scheduled for that same week, however, conflicts have pushed it back into August. We will be sure to let those customers know an exact date soon.

Keep your eye out for some very competitive financing and special pricing on selected used combines.

Mark Pierce, Corporate Sales Manager

The grass is still growing so that means your yard still needs mowing and we have a deal for you! Be sure to stop by during our Grand Opening week July 18-23 in Le Mars for in-store lawn mower specials. You will find discounts on most equipment.

As mowers are starting to show their wear and people are tiring of mowing, check out the Z900 Ztrak Mowers. These mowers will cut your time in half and are built to last for years!

Also, be sure to stop by and check out the new 825i Gator. With its new suspension, bench seat and 52 HP liquid-cooled engine, we now have a Gator that performs well in all conditions and all jobs.

When you do stop by in Le Mars, be sure to ask for our Turf Sales Professionals Mitch and Jeremy!

News from the Service Team

Rich Frerk, Corporate Service Manager

We have had another busy spring this year. The crops are looking good. We could use a little

more sunshine and a little less rain, but we live in Iowa and you never know when it will shut-off and not turn back on. I was really pleased with our service departments overall performance this spring. Though we always have some minor problems, we worked through them and took care of our customers to the best of our ability.

We are now gearing up for our inspection programs for the summer. We will be offering NPNI (No Pay No Interest) for 90 days or 5% in ICON Bucks through July 31st. We will also be getting ready to put on a few clinics this summer to bring all of our customers up to date on



operation and adjustments, repair items, and new technology. We are very excited to be in our new building in Le Mars. This updated facility will bring a lot of value to our customers. We will be looking forward to the open house the third week in July. Be watching for details!

News from the Parts Team

Terry Wiemold, Corporate Parts Manager

As we head into Summer the ICON Parts Team was very busy with the move in to the new store in Le Mars. It was great to see all the Parts Sales Professionals working together to get the job done, so a big thank you to all that worked not only in Le Mars but also the guys that stayed at the others stores working short-handed to take care of our customers. You will be surprised at the expansion of products offered at the new store, from the large display of Stihl handheld products to the full line of tools, John Deere Merchandise and also the expansion of other new products and chemicals. We are working hard to expand these lines for all stores.

I would like to introduce the changes made in our employee lineup. Ken Hoopingarner is our new Parts Manger in Ireton. He replaces Doug Utesch who has now moved to Parts Manager in Le Mars. Wanetta Vander Plas has moved into a new position as the Floor Merchandise Manager for all 5 locations. She is in charge of ordering toys and clothing, and managing all displays. We also would like to welcome Ryan Winter to our list of Parts Sales Professionals, Ryan is Tom Winter's nephew and comes to us from Western Iowa Tech with a background of wind energy experience.

Mark Vaandrager, Operations Manager

We are excited to have completed our process on orienting new hires. Our goal was to make sure we're ready for new employees their first day on the job and to ensure they receive a consistent message in regards to policies, procedures, handbook contents, etc. Now, we have a process that ensures just that.

Depending on the position, we also have a plan set out for them to do internal training with their manager or corporate manager. Our goal is to make sure they have the training they need so they are successful. This updated process has eliminated many oversights that occurred in the past and we will continue to update the process as needed.

In the last newsletter I talked about IDT (Integrated Distance Training). This training is a new way for our employees to receive a more in-depth training at our dealership location. This virtual reality-type of training reduces the time and travel expenses for our employees. We have set a target date of November 1, 2011 to be ready. John Deere continues to add classes for IDT availability and we see a real benefit for this type of training for our organization.

Another one of our goals is re-writing and organizing ICON's processes. Our goal at ICON is to provide the best customer service possible and having consistent processes will aid in reaching our goal. Look for more on this in the near future.

ICON Core Value Award Winners

Excellence Award

Aaron Oolman is the recipient of the Excellence Award for this quarter. Aaron is a Service Technician at ICON's Paullina location. Aaron was nominated by Rich Frerk, Corporate Service Manager for ICON, for his dedication to ICON and his customers. Rich received a call this Spring from a customer who wanted to express their gratitude for Aaron's work. Aaron spent time with the customer taking him through planter set-up and operation and did a great job. The customer stated that Aaron had a lot of patience and explained everything he wanted to go through. The customer was very pleased with the service he received from Aaron and the service department.



Congratulations, Aaron!

Teamwork Award

The Teamwork Award for this quarter goes to Andy Schlichting, a turf sales professional out of the Lawton store. Andy was nominated by Mark Pierce, Corporate Sales Manager for ICON. "Andy is a true team player. He goes above and beyond to ensure customers are always satisfied with the sale and service they receive from ICON. Plus, he is always helping around the store by moving equipment on the lot, helping Eldon get the mower, spraying, etc. In addition,



he has played a big part in the training of our new turf sales professionals that have recently been hired. He shares his knowledge to ensure they get started on the right track and understand the market. He continues to be a mentor for them when they need it. All in all, he is a great team player and is very deserving of this award."

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Integrity Award

Gary Kneip is the recipient of this quarter's Integrity Award. Gary is a Sales Professional at the Le Mars store. Recently, Adam Timmerman received an email from one of Gary's customers explaining the excellent experience she had in purchasing a tractor from Gary.

"Mr. Timmerman,

My husband, brother-in-law, and myself wish to let you know what an excellent experience it was to purchase a tractor from your company with the aid of your salesman Gary. Gary is professional, very knowledgeable, helpful and above all, truthful about the tractor he is selling. We really appreciated his attitude and consideration as purchasing a tractor long distance, we're in Texas, via pictures and whatever the salesman tells us is not the easiest thing to do. He arranged for delivery at what we believe was a reasonable cost and last week when I could not find my copies, faxed them to me and then called to make sure I had gotten them. Thank you and Gary again for such a nice purchasing experience."



Van Leeuwen Receives Firefighter Certification

Brent Van Leeuwen successfully received his Iowa Firefighter 1 Certification from the Iowa Fire Service Training Bureau. Brent is a volunteer firefighter with the Orange City Fire Department and is actively involved in the OCFD for numerous activities. Brent is planning to obtain advanced certifications through the Iowa Fire Service Training Bureau and to continue serving his community in his local volunteer fire department.

personal level to receive this certification. The Firefighter 1 Certification involves an intense amount of studying and testing to pass. I am impressed with his dedication and service to his community."

Brent is a Service Technician at ICON's Doon location. Congratulations to Brent in achieving his certification and in his commitment to his community and helping others!



Above, Brent Van Leeuwen talks about the serviceability of a John Deere Skid Steer at the 2011 Skid Steer Service Clinic in Doon, Iowa.

Recently, Mike Fisher, Service Manager in Doon explained that, "Brent has worked very hard on a

Dave Huyser selected as yearly CVA winner

Dave Huyser, Parts Manager for ICON Ag & Turf's Doon location, was awarded the company's Annual Core Value Award during ICON's 2nd Annual Strategic Overview meeting on July 22, 2011. Dave was eligible to win the award after receiving the company's quarterly teamwork award twice over the last year. The first time he won the award as a result of him partnering with employees and customers to achieve common goals and exceed customers' needs. The second time, he was nominated due to his commitment to help a customer. "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."

Other employees nominated for the Annual Core Value Award were Wanetta Vander Plas, Arvin Krahling, Steve Simnitt, Trevor Oetken, Mark DeSmet, Brent VanLeeuwen, Rod Eisma, Paul Eilts, Mark Van Dam, Mark Van Maanen, Dustin TerHorst, and Brant VandeKop.

Adam Timmerman, General Manager of ICON Ag & Turf, commented, "Dave is very deserving of this award. His commitment to the company, coworkers and employees exceeds everyone's expectations. We are honored and privileged to have him as a part of the ICON Team."

For being honored as ICON's Annual Core Value Award winner, Dave received a visa gift card to use as he wishes. Congratulations again, Dave!



Above, Dave Huyser helps organize parts at ICON Ag & Turf's new store location in Le Mars.



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