



JOHN DEERE

# From humble beginnings to trusted brands

MANY OF YOU started your businesses with a truck, trailer, mower, hand tools and most importantly, a passion for creating, beautifying and maintaining outdoor spaces. From those humble beginnings, you have grown into the trusted brands you represent in the markets you serve today.

Founded in 1837, Deere & Co. came from a similar simple and committed start — a one-man blacksmith driven by innovation, integrity and quality, which has developed into a corporation employing more than 50,000 people and conducting business around the world.

Over the years, we have all faced business challenges and refined our businesses. By moving and molding with the times, we have been allotted the privilege to take advantage of new opportunities while building and growing our people and brand along the way. The LM150 survey proves, with a showing of over 96,000 full and part time employees, that despite a down economy, the opportunity to flourish still exists.

The recent economic environment has, undoubtedly, been challenging on businesses. Many who've been in the industry for more than 20 years claim it's been the toughest time they've encountered. If these challenging economic times have taught us anything, it's to remember our simple beginnings — the drive and focus that inspired you to follow your entrepreneurial spirits and soar.

As I talk with lawn care and landscape professionals across the country, I hear optimism and focus. And it's inspiring and contagious. Instead of



**KENTAYLOR, CLP**

succumbing to flat growth, many are taking these lumps and renovating their businesses, implementing lean principles and, yes, even growing in the more complicated business environment we work in today. Proof of this optimism can be seen in the LM150 survey, which shows that the combined revenue in 2010 increased by 3.5 percent.

Today's economic reality calls for new and innovative approaches and John Deere is dedicated to providing the support and solutions necessary to achieve these successes. Our commitment to your business does not stop with providing innovative products and solutions. Our experienced John Deere dealer network is there to support your business needs, after the sale, with the most extensive factory trained service technicians and knowledgeable parts staff in the industry. We have one priority: To ensure product uptime in the most responsive manner, because we understand downtime is not an option when you are running a business.

At John Deere, we appreciate what you do every day to enhance the land we live, work and play on. We hope the work we do in 2012 and beyond will move us closer toward becoming your most trusted supplier on the job site. We look forward to seeing you soon, whether at an industry event, or a John Deere location.

**Ken Taylor, CLP**

*General Sales Manager-*

*Commercial Business Development*