



Listening and learning



JOHN DEERE

JOHN DEERE is delighted to sponsor this year's *LM150* issue!

In addition to providing an overview of the biggest and best Green Industry service providers in North America, this issue features great ideas that any company can implement.

Over the years, I've learned there's tremendous benefit in listening to and learning from others in the industry. Those who've had different experiences can often provide a new perspective or additional insight into new areas of interest or a challenging situation.

A few ideas that I would encourage you to consider include:

- › Get involved! Be an active member in your state or national trade association, such as the Professional Landcare Network (PLANET), whose members cite education and networking as their top reasons for joining. At the annual Green Industry Conference, as well as many specialty conferences throughout the year, PLANET continues to provide insight into the opportunities and challenges facing the Green Industry.
- › Consider joining a peer group that connects non-competing companies and their leaders together in small groups that hold each other accountable for the improvement and growth of their respective companies.
- › Join PLANET, JP Horizons and John Deere in expanding the Come Alive Outside movement in the communities where you work, live and play. Through the Come Alive Outside Challenge, you can share your landscape management experience and expertise by mentoring local FFA and 4-H Club members in a competition to enhance their local communities with service projects that promote and reinforce the benefits of well-maintained green spaces.

At John Deere, we know that listening to and learning from our customers is the key to our success and yours. By listening to you, we've developed innovative and quality products and realized the importance of continued learning about the industry and your business needs.

Our experienced John Deere dealer channel is there to support you before and after the sale with the most extensive factory-trained service technicians and knowledgeable staff in the industry.

In addition, John Deere Financial provides a wealth of knowledge in how to select the best finance option for your needs.

Today's world calls for new and innovative approaches to business. By listening to and learning from each other, we can continue to grow the business we love and give back to the industry with our shared knowledge.

I look forward to seeing you soon, whether at an industry event or at one of our facilities. Have a prosperous 2013.

Sincerely,
Ken Taylor, LIC
General Sales Manager
Corporate Business Division