



# Learning from history



**JOHN DEERE**

**YOU'RE LIKELY FAMILIAR** with the quote, "Those who don't learn from history are doomed to repeat it."

In this year's *LM150* issue, we have the opportunity to learn a bit of history from the executives of the top companies in the industry and to find out what they know now that they wished they had known when they started their businesses.

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

Founded in 1837, Deere & Co. came from a similar evolution: A one-man blacksmith driven by core values of integrity, innovation, commitment and quality that has evolved into a global corporation, employing more than 60,000 talented people worldwide.

Over the years, we all have faced business challenges and then reflected upon the lessons we've learned from the school of hard knocks. Yet through these challenges, we've refined our businesses by moving and molding with the times and taking advantage of new opportunities while building and growing our businesses, our people and brands along the way.

Through the years, we've learned we need to provide you, our customers, with more than quality products. We need to be there to support your business needs, before and after the sale, through our experienced John Deere dealer network and give you access to the most extensive factory-trained service technicians and knowledgeable staff in the industry.

We've also learned that product uptime is critical to your business, so we've created programs like the NeverStop™ Loaner Guarantee and Parts OnSite™, so you'll have those essential parts right where you need them. In addition, we know cash-flow management is vital to any business, so we offer a range of finance options through John Deere Financial.

Yes, we've learned a lot since 1837, but one thing has never changed. That is our commitment to providing our customers with innovative products, support and integrated solutions to help their businesses grow and prosper.

Our industry has emerged from one of the toughest economic times in recent history to one that is projected to prosper for the foreseeable future. No wisdom is gained without the journey, and great challenges provide even greater opportunity to learn and increase your business savvy.

So, let's all take a look back at our individual and collective history, then turn our eyes to the future with newfound knowledge to make our businesses even greater!

Have a prosperous 2014.

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