



JOHN DEERE

That's right! Your locally owned John Deere Dealership **Vincennes Tractor Inc.** has been awarded:

"DEALERSHIP OF THE YEAR 2008"
by *Farm Equipment Magazine.*

Vincennes Tractor Inc.

Mike Lessiter, Publisher and Editor of Farm Equipment Magazine says; "It is our great pleasure to inform you that **Vincennes Tractor Inc.** has been named as the 2008 Dealership of the Year in *Farm Equipment Magazine's* 4th Annual "Dealership of the Year" program. This is quite an honor, particularly considering that our independent judging panel selected your organization (Vincennes Tractor Inc.) as a unanimous first-place selection in the Small Dealership category".

It takes a lot to be in business these days. Not to mention being chosen as *Farm Equipment Magazine* "Dealership of the Year"! It takes a balance between Customers, Employees, Suppliers and Shareholders to be successful. It's keeping up with the latest technological advances, having good market share in your area of responsibility, having *Great* well trained employees (not only technical training but people skills also), and having great facilities and equipment that support the business in all areas. It takes Very Satisfied Customers, it takes sustainable growth, it takes everyone pulling in the same direction, and it takes the desire to truly serve your customers. You must give them *value* in everything you do. That is what we are all about here at Vincennes Tractor Inc.