



February 27, 2017

DEALER SALES LETTER, U.S. NO. 810, CANADA NO. 887

NEW HOLLAND DEALERS, NORTH AMERICA

SUBJECT: 2016 ONPOINT! AWARDS WINNERS

It's a pleasure to announce the award winners of the 2016 onPoint! Dealer Standards program. Congratulations to the 146 President's Club, 53 Blue Ribbon Excellence, and 52 Basic Level award winners who have demonstrated their commitment to business excellence in Service, Business Management, Sales, Marketing and Customer Focus, Parts and Facilities.

The onPoint! awards, announced June 13, 2016 in DSL US779/CAN860, delineated the point levels and awards associated with the President's Club, Blue Ribbon Excellence and Basic winners.



onPoint! Levels and Awards



> 800 Points - President's Club Level

- Distinctive crystal for dealership's main location and plaques for branch locations
- onPoint! funds - \$15 per point
- Multiple store dealers will receive an additional dollar per branch location
- Local press release template
- Recognition on dealer locator
- Unique logo for personalized business cards, uniform patches and dealer website



700 - 799 Points - Blue Ribbon Excellence Level

- Plaque for main locations
- onPoint! funds - \$10 per point
- Multiple store dealers will receive an additional dollar per branch location
- Local press release template
- Recognition on dealer locator
- Unique logo for personalized business cards, uniform patches and dealer website

600 - 699 Points – Basic Level

- onPoint! funds - \$5 per point
- Multiple store dealers will receive an additional dollar per branch location

Next steps

For the award winners, your New Holland Territory Business Manager will be notifying you of your onPoint! funds in the near future. Your onPoint! funds can be used towards improvements associated with the Dealer Standards program.



To request reimbursement, you must provide proof to your Region Market Representation Manager that dollars were spent to improve an onPoint! standard. (That standard number needs to be referenced in your reimbursement request.) These funds can be used until December 31, 2017.

Thank you for your participation in onPoint! and congratulations to the 2016 onPoint! award winners!

Bret Lieberman
Vice President
New Holland, North America

Ron Shaffer
Senior Director, Commercial Operations
New Holland, North America

Attachment



2016 onPoint! President's Club Awards Winners

Name	City	ST/PR	Name	City	ST/PR
E. Bourassa & Sons	Radville	SK	Arnett New Holland Inc.	Arnett	OK
Sunnyside New Holland, LLC	Yakima	WA	Modern Farm Equipment	Gordon	NE
Webb's Machinery (Lamont) Ltd.	Vermilion	AB	Hobdy, Dye & Read, Inc.	Scottsville	KY
Clinton Tractor & Implement Company	Clinton	NY	Swiderski Power, Inc.	Appleton	WI
Tulsa New Holland, Inc.	Tulsa	OK	Linden Agri-Centre Ltd.	Linden	AB
Novlan Brothers Sales	Paradise Hill	SK	Delta Power Equipment Ltd.	Watford	ON
Farm World	Kinistino	SK	Peabody's, Inc.	Sterling	IL
Apple Farm Service, Inc.	Covington	OH	Security Equipment Company	Baltimore	MD
Rose Farm Supply, LLC	Flemingsburg	KY	Weltsch Equipment, Inc.	Redwood Falls	MN
Tri-Ag Implements Ltd.	Wainwright	AB	Topeka New Holland, Inc.	Topeka	IN
Ken Shourds Equipment, Inc.	Rockport	IN	Lindeman Tractor, Inc.	Atlantic	IA
Robertson Implements	Swift Current	SK	Rovendale Ag & Barn Equipment	Watsontown	PA
St. Catharines New Holland Ltd.	St Catharines	ON	Addison Farm And Industrial Equipment	Addison	PA
West Hills Tractor, Inc.	Jonesborough	TN	McMaster New Holland	Decatur	TX
Trueman-Welter's Inc.	Buffalo	MN	Kingline Equipment, Inc.	Cantonment	FL
Mazergroup Ltd.	Brandon	MB	Koletzky Implement, Inc.	Yankton	SD
Lamb & Webster, Inc.	Springville	NY	Conroy Tractor, Inc.	Mt Pleasant	TX
Markusson New Holland Of Regina	Emerald Park	SK	Schlauderaff Implement Co.	Litchfield	MN
Unicoop, Cooperative Agricole	Saint-Anselme	QC	Houtcooper Implement, Inc.	Park River	ND
Golden Valley Tractor	Clinton	MO	Cherokee Garage, Inc.	Colby	WI
Agri Center	S. Hutchinson	KS	Coastal Tractor	Salinas	CA
Williams Tractor	Fayetteville	AR	Raymore New Holland	Raymore	SK
Forshey's Ag & Industrial	Martinsburg	PA	Wyatt Sales & Service, Inc.	Wyatt	IN
ESM Farm Equipment Ltd.	Wallenstein	ON	Washington County Tractor, Inc.	Brenham	TX
Kanequip, Inc.	Wamego	KS	Klamath Basin Equipment, Inc.	Klamath Falls	OR

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Farmers Implement & Irrigation, Inc.	Brookings	SD	Richards Equipment Inc.	Barrie	ON
McGavin Farm Equipment Ltd.	Walton	ON	Bowie County Equipment	De Kalb	TX
O'Brien County Implement, Inc.	Sheldon	IA	Chattanooga Tractor & Equipment, Inc.	Chattanooga	TN
Swiderski Equipment, Inc.	Mosinee	WI	TNT Equipment, Inc.	Sandusky	MI
Fernand Campeau & Fils Inc.	Dalhousie	QC	Homer Unkefer Farm Equipment Co., Inc.	Minerva	OH
Machinerie CH Victoriaville	Victoriaville	QC	Blesch Brothers Equipment Co. Inc.	Holland	IN
Ellens Equipment Inc.	McBain	MI	Dinkel Implement Co.	Norfolk	NE
Halnor Farm Equipment Ltd.	Waterford	ON	Main & Pinckney Equipment, Inc.	Auburn	NY
Kensington Agricultural Service	Kensington	PE	Stewart's New Holland Ltd.	Erin	ON
Ag-Industrial, Inc.	Rising Sun	MD	Bob Mark New Holland Sales Limited	Lindsay	ON
Weagant Farm Supplies Limited	Winchester	ON	Niagara Frontier Equipment Sales	Lockport	NY
Messick Farm Equipment Inc.	Elizabethtown	PA	H & R Agri-Power	Hopkinsville	KY
John's Tractor Service, Inc.	Saint Meinrad	IN	Collins Tractor & Equipment, Inc.	Crockett	TX
Modern Farm Equipment, Inc.	Sauk Centre	MN	Value Implement	Baldwin	WI
Zerbe Brothers, Inc.	Glasgow	MT	Lano Equipment of Norwood, Inc.	Norwood	MN
Brim Tractor Company, Inc.	Lynden	WA	Orton's Equipment Company, Inc.	Stratford	CA
Lowe & Young Inc.	Wooster	OH	Advantage Ag & Equipment, LLC	Mount Vernon	OH
Westbrook Ag Power Inc.	Westbrook	MN	Waupun Equipment Co., Inc.	Waupun	WI
K & L Tractor Sales Inc.	Fort Recovery	OH	Franzen Sales & Service, Ltd.	Fort Atkinson	IA
C & W Farm Supply, Inc.	Courtland	KS	Performance Rimouski, S.E.C.	Rimouski	QC
Capital Tractor, Inc.	Greenwich	NY	Ocala Tractor, LLC	Ocala	FL
Kunau Implement Co.	De Witt	IA	Town & Country Implement, Inc.	Rock Valley	IA
Robert's Farm Eq Sales, Inc.	Chesley	ON	Triebold Implement, Inc.	Whitewater	WI
Vanee Farm Centre Inc.	Lethbridge	AB	Henderson Implement Company	Columbia	MO
Ag Technologies Inc.	Rochester	IN	Champlain Valley Equipment, Inc.	Middlebury	VT
Kleiber Tractor & Equipment, Inc.	La Grange	TX	Melrose Implement, Inc.	Melrose	MN
Raymond Lasalle Inc.	Saint-Thomas	QC	Baribeau Implement Company Inc.	Rice Lake	WI

2016 onPoint! President's Club Awards Winners					
Name	City	ST/PR	Name	City	ST/PR
Quincy Tractor, LLC	Quincy	IL	Central Iowa Farm Store, Inc.	Marshalltown	IA
Baumler Implements, Inc.	West Union	IA	Smith's Farm Equipment	Jasper	ON
North Star Hardware And Impl. Co.	North Star	OH	Alliance Tractor And Implement Co.	Alliance	NE
Rosebud Tractor & Equipment	Rosebud	MO	Scott Implement Co.	Platteville	WI
Gellings Implement, Inc.	Eden	WI	Martin Implement Sales, Inc.	Orland Park	IL
S.S. Eq., Inc.	Quincy	WA	Ebert Welding Limited	New Liskeard	ON
Garton Tractor, Inc.	Turlock	CA	Stelter-Hofreiter, Inc.	Havana	IL
Equipements Inotrac Inc.	Laval	QC	Jack Miller's Tractor & Truck, Inc.	Schoharie	NY
Hennessey Implement, Inc.	Dodgeville	WI	Valley Implement Co. Inc.	Preston	ID
Swartzrock Implement Co., Inc.	Charles City	IA	Plainfield Equipment, Inc.	Plainfield	IN
Cherry Valley Tractor Sales	Marlton	NJ	Equipements J.M.A.R. Inc.	Alma	QC
John Bob Farm Equipment	Tisdale	SK	Mt. Sterling Implement Company	Mount Sterling	IL
Douglas Lake Equipment Ltd.	Kamloops	BC	S.W. FL Tractor LLC	Sarasota	FL
Whites Farm Supply, Inc.	Canastota	NY	Ceresville New Holland, Inc.	Frederick	MD
Somerset Tractor Company, Inc.	Chambersburg	PA	Baker & Sons Equipment Co.	Lewisville	OH
Buttars Tractor-Tremonton, Inc.	Tremonton	UT	N & S Tractor Co.	Merced	CA
S & H Farm Supply, Inc.	Lockwood	MO	Midwest Tractor Sales Inc.	Newton	IL
Venture Equipment	Searcy	AR	St. Joseph Equipment, Inc.	La Crosse	WI
Chupp Implement Company	Pryor	OK	New Holland Of Belgrade, Inc.	Belgrade	MT
Burnips Equipment Company	Dorr	MI	J. Rene Lafond Inc.	Mirabel	QC
Antietam Tractor & Equipment	Hagerstown	MD	Maxville Farm Machinery Ltd.	Maxville	ON



2016 onPoint! Blue Ribbon Awards Winners					
Name	City	ST/PR	Name	City	ST/PR
Williamson County Eq. Co. Inc.	Taylor	TX	B & R Farm Equipment, Inc.	Beavertown	PA
Sweeden Inc.	Murfreesboro	AR	Trinity Valley Tractors, Inc.	Dayton	TX
Rimbey Implements Ltd.	Rimbey	AB	Intermountain New Holland, LLC	Heyburn	ID
Ward Implement Company, Inc.	Beech Grove	KY	Alma Tractor & Equipment, Inc.	Alma	AR
Delta New Holland Co. Inc.	Charleston	MO	Mason Machinery, Inc.	Aurora	UT
Helle Farm Equipment, Inc.	Dyersville	IA	Groupe Dynaco Machinerie, S.E.	La Pocatiere	QC
Yost Farm Supply	Saint Francis	KS	Berchtold Equipment Company	Bakersfield	CA
Schreffler Equipment, Inc.	Pitman	PA	Empire Tractor, Inc.	Waterloo	NY
Regional Tractor Sales Ltd.	Freelton	ON	Beeler Tractor Company	Yuba City	CA
Winchester Equipment Co.	Winchester	VA	RMT Equipment	Murray	UT
Ridgeview New Holland, Inc.	Orange	VA	Bortnick Tractor Sales Inc.	Conneaut	OH
Scott Supply Co.	Mitchell	SD	Werner Implement Co., Inc.	Vermillion	MN
Oneida NH	Caledonia	ON	Walter G Coale Inc.	Churchville	MD
Challenger New Holland, Ltd.	Claresholm	AB	Caledonia Implement Company	Caledonia	MN
Deitering Bros., Inc.	Bancroft	IA	Lazar Equipment Ltd.	Meadow Lake	SK
Krystowski Tractor Sales, Inc.	Wellington	OH	Baxla Tractor Sales, Inc.	Seaman	OH
Bennett Farm Equipment, Inc.	Moscow	IA	Dick Coulter Incorporated	North Branch	MI
Willard's Equipment Company	West Branch	MI	Smith's Mill Implement, Inc.	Janesville	MN
Beaver Machine, Inc.	Coleman	WI	Blue Ridge Tractor Company, Incorporated	Wilkesboro	NC
Butler Farm Equipment Ltd.	Fort St. John	BC	Kalscheur Implement Co., Inc.	Cross Plains	WI
R-Equipment Co., LLC	Utica	IL	Benes Service Co.	David City	NE

2016 onPoint! Blue Ribbon Awards Winners					
Name	City	ST/PR	Name	City	ST/PR
Earley Tractor Inc.	Cameron	MO	West Plains, Inc.	Dickinson	ND
Brown Co.	Wheatland	WY	Titan Machinery Inc.	Lisbon	ND
Big Sky Equipment Co.	Conrad	MT	Rathell Farm Equipment Company	Cordova	MD
Beard Implement Company	Ashland	IL	Rocky Mountain Equipment	Red Deer	AB
Davis Farm Supplies, Inc.	Perryville	MO	Tjosvold Equipment, Inc.	Granite Falls	MN
			Dolk Tractor Company	Rio Vista	CA

2016 onPoint! Basic Awards Winners

Name	City	ST/PR	Name	City	ST/PR
Farm Impl. & Supply Co. Inc.	Plainville	KS	De Jong Equipment Co., Inc.	Beecher	IL
Lulich Implement Incorporated	Mason	WI	Fliginger Equipment, Inc.	Trivoli	IL
McCauley Equipment Sales	Orillia	ON	Smith Trac & Equip Inc.	Washington	NJ
Bill's Farm Supply	Stettler	AB	The Vernon Dell Tractor Sales Co.	East Liverpool	OH
Tilmann Hardware Inc.	Mount Pleasant	MI	Williams Farm Machinery Inc.	Charlotte	MI
Big Three Tractor Co. Inc.	Bloomfield	KY	Miller Equipment	Greensburg	IN
Bakersville Garage Inc.	Bakersville	OH	Smardt Equipment Inc.	Prospect	PA
Spaulding Equipment Company	Clover	VA	Don's Tractor & Equipment Sales	Alpena	MI
Franklin Equipment LLC	Groveport	OH	Nashville Tractor, Inc.	Nashville	GA
Mordt Tractor & Equipment Co.	Troy	MO	Kruseman Implement, Inc.	Sully	IA
Jordan Implement Company	Blythe	CA	Hendrix Tractor Company Inc.	Frisco City	AL
Sorum Tractor Company Inc.	Alamosa	CO	Windham Tractor & Implement Co.	Philadelphia	MS
Carl Statz & Sons Inc.	Waunakee	WI	Del Clay Farm Equipment	Edgewood	IA
Kings River Tractor Inc.	Reedley	CA	Ternes Sales & Service Ltd.	Maple Creek	SK
Belzer Equipment, Inc.	Albia	IA	Rueter's	Elkhart	IA
Wells Equip Sales Inc.	Litchfield	MI	St. Joseph Tractor Inc.	Saint Joseph	MO
Bingham Equipment Company	Mesa	AZ	Maple Valley Implement, Inc.	Nashville	MI
Clapp Brothers Tractor & Implement	Siler City	NC	Knight's Farm Supply	Glen Easton	WV
Jensen Tractor Ranch, Inc.	Bartlesville	OK	Highway Equipment Company	Zelienople	PA
Cumberland Tractor & Equipment	Nashville	TN	Chauvin Bros. Tractor, Inc.	Belle Chasse	LA
Haley Equipment, Inc.	Carroll	IA	Kennedy Implement & Auto Co. Inc.	Philip	SD
Herschel Johnson Imp., Inc.	Albion	IL	Hoven Equipment Company	Great Falls	MT
Diedrich Implements, Inc.	Nashville	IL	Four Brothers Outdoor Power	Royse City	TX
Prairie Implement Co. Inc.	Stuttgart	AR	Agro Equip Co. Inc.	Uvalde	TX
Blueline New Holland	Lower Truro	NS	Ingraham Equipment Co.	Knox	ME
Snow Tractor And Equipment	Ayden	NC	Peru Farm Center	Peru	NY