

LEON

WINTER NEWSLETTER

JANUARY 2011

The LEON Commitment To Service

For nearly 60 years, Leon's Mfg. Company Inc. has taken great pride in the many long standing relationships it has built with farm equipment dealers and customers all over the world. As the Company enters 2011, there is an exciting optimism in the air, one which hopefully will see the North American grain and cattle farm economy continue to grow and prosper. Working together with our loyal dealer team, LEON will continue to work harder to both innovate and develop more value added products and services that truly bring benefits to the family farm, both big and small.



**FARM EQUIPMENT
MANUFACTURERS
ASSOCIATION**

Some of you may recognize the FEMA logo proudly displayed on your new LEON Farm Machinery. This year also

marks a special milestone, one which LEON Company President Mr. John Malinowski will serve as 2011 Farm Equipment Manufacturers Association (FEMA) President. Based in St. Louis Missouri, Malinowski is the first Canadian born head that has been called to lead and serve the Association's North American membership. Since its inception back in 1950, FEMA represents nearly 300 specialty manufacturers and 260 supplier relationships, all committed to developing and innovating products for the farmer. The association is blessed with many multigenerational family owned equipment companies that have grown over the last century serving the needs of agriculture.

Building on this theme, it is important that we as a manufacturer keep communicating and listening to what our customers are telling us so we can continue to serve you better. In today's world of real time communication, blogging, and sophisticated farming practices we are striving to be more responsive to your needs. This year marks the release of new Facebook and Twitter pages plus new and improved internet sites with more downloadable brochures, product manuals, and special features. We believe this will all help to provide quicker online technical and troubleshooting support. Also, we are committed to providing



Creating Relationships With Our Dealers Is Our Number One Priority At LEON

more retail point of purchase materials such as product DVD 's, posters, calendars, retail financing options, and regular product bulletins that outline why LEON products are helping farmers become more productive.

Leon's Mfg. Company Inc. is proud to be associated with the shortline-specialty equipment industry and proud to serve its dealers and customers. Be on the look-out for new exciting 2011 campaigns including the very popular LEON Dozer Blade Mounting Program, LEON Spreader Demonstration Days, and LEON Scraper Field Days. Our team of factory and dealer personnel will be actively supporting customers at over 40 industry trade shows/industry events to help promote more product awareness.

Thank you again to the thousands of HARD WORKING RELIABLE LEON PARTNERS for your continued patronage and promotion of LEON Products. Our Company's commitment to service and support over the past 59 years will continue to shine through in everything we do. We want to wish you every success in 2011 and look forward to serving you!

UPCOMING LEON TRADESHOWS

National Farm Machinery Show
February 16-19, 2011 - Louisville, KY

CONEXPO-CON/AGG
March 22-26, 2011 - Las Vegas, NV

SARM Trade Show
March 7-9, 2011 - Saskatoon, SK

Western Canada Farm Progress Show
June 15 - 17, 2011 - Regina, SK

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LEON Dozer Road Crew Strikes Again!



Our Dealers are Keeping the **LEON** Dozer Blade Crew Busy!



The LEON Dozer Crew headed to Webb's Machinery in Vegreville, AB to mount a 'custom coloured' LEON Model 4000 Dozer on a 4WD T9040 New Holland Tractor for local farmer Barry Bown. Thank you to our friends at Webb's Machinery for all your hard work.



Pictured with the LEON mounting expert is Mr. Orest Nimchuk of the Lamont Farm Center in Lamont, AB. Together they mounted a 12ft. LEON Model 775Q Dozer on a M135X Series Kubota Tractor for local farmer James Goryniuk.



When the snow began to fall the LEON Dozer Crew was called into Hiway Service-Heartland Group in Drumheller, AB. The LEON Crew teamed up with Hiway-Heartland staff to mount a LEON Model 4000 Dozer on a Case STX485 Tractor for local farmer Glen Muller.



The LEON Dozer Crew worked on mounting a LEON Model 2530 Dozer on a John Deere Tractor with the team at Farm and Garden in Saskatoon, SK. Local farmer Jim Appet was happy and sent on his way back to Clavet, SK. to push mountains of snow!

Pictured to the left is a new LEON Model 2530 Dozer Package on a JCB Tractor. Mr. Cliff Stach and his hard working team at HAZCO Environmental services in Calgary, AB mounted the LEON Dozer Blade just in time to assist with HAZCO project work throughout the Alberta region.



The next stop for the LEON Dozer Crew was Young's Equipment in Weyburn, SK. The hard working team at Weyburn joined mounting expert Berkley Jerg to mount a LEON Model 5000 Dozer on a Case 535 Quad Track Tractor for Jerry Mainil Ltd. What an impressive unit!



It was a snowy day in Kinistino, SK for the LEON Dozer Crew as they joined the team at Ag World to Mount a LEON Model 2530 Dozer on a Fendt Tractor for Cochran Enterprises. Thanks to the team at Ag world for your continued support!

Thank you to all the participating dealerships, and the LEON Dozer Road Crew for your hard work and contribution in providing excellent customer service to our dedicated customers.

Do You Want The LEON Dozer Blade Crew To Visit Your Dealership? Call 1-800-667-1581 For More Details



The LEON Word Continues to Spread



The LEON Vertical Spreader is used by many farmers for a variety of jobs. Glenn Gress, Cattle Farmer from Lampman, Saskatchewan strategically purchased the LEON Vertical Spreader to spread manure on his hay piles and to fertilize. "I wouldn't just go purchase any spreader, the quality and workmanship is very important when buying this kind of equipment" said Glenn.

Glenn chose the vertical spread pattern because he was able to adjust the thickness to what he needs for each job. "Having the option to adjust the thickness of the spread is a great option for farmers to have" said Glenn. "When I'm not spreading I can remove the back end and use the spreader as a wagon around the farm".

LEON'S Manufacturing is able to provide excellent customer service and troubleshooting service to all its customers, Glenn appreciates the timely response. "Any questions I've ever had about the machine or issues I've run into, LEON'S has been great about getting back to me and explaining exactly what I need to do, I appreciate that as I can be in the field working and need a fast solution" said Glenn.



Government Grants on Vertical Spreaders

LEON Vertical spreaders are environmentally friendly and, in most Canadian Provinces and U.S. States government grants are available .

Producers are increasingly seeing the advantages and benefits of vertical spreading on their fields. The Government grants are designed to encourage the purchase of new LEON vertical units and the benefits wide spread patterns offer.

To find out more information on LEON Vertical Spreaders and available grants call us today.

For all your LEON SPREADER Needs visit the LEON Website at www.leonsmfg.com For A Complete Product Guide and Video

LEON Silver Spreader to be used in University of Manitoba Research Facility National Centre for Livestock and the Environment Take on New Initiatives

The research facility at the University of Manitoba is taking on new multi-disciplinary approach to research focusing on the environmental sustainability of livestock production systems. The LEON Silver Spreader has come into play for this research as one of the specific area's being investigated is how equipment, such as the LEON Silver Spreader, can help Manitoba livestock producers better manage their in-field manure use.

"Our understanding is that this spreader allows more control of the rate, uniformity and distribution of the manure application onto the field," said Christine Rawluck, Research and development Coordinator at the National Centre for Livestock and Environment (NCLE). Christine explained that Manitoba has a phosphorus-based manure management regulations, in some circumstances producers have to carefully manage their manure to abide by the regulations and not exceed the regulatory

limits of soil phosphorus content. "We are keen to see how well the LEON spreader helps producers manage", said Christine.



The NCLE hosts several workshops and research tours to the public which allows them to demonstrate the research and technology that is being used in this specific project. The LEON Silver Spreader will be showcased in these workshops. The NCLE partners with certain industries and the government helps determine certain outcomes.

"We work closely with Manitoba Agriculture, Food and Rural Initiatives

(MAFRI)", said Christine. The nutrient management specialists at MAFRI help the NCLE to ensure their research outcomes and the management tools reach producers so that they can determine if the necessary tools would be suitable for adoption and use on their farm".

In 2010, NCLE partnered with MAFRI to deliver a Soil and Manure Management Field Workshop. The workshop featured interactive in-the-field learning stations on a variety of soil and manure management topics.

2011 will bring new and exciting research for the NCLE and LEON'S Manufacturing is proud to be a part of it. Stay tuned for more information, pictures and videos on this exciting project coming soon.



LEON Introduces New 0% USA Retail Finance Program

Hitting The Trade Show Circuit

November and December marked busy trade show months for LEON Trade Show personnel. Larger shows included The Annual Canadian Western Agribition Show in Regina, SK (Nov. 21-26) which marked 40 years as Western Canada's premiere cattle exhibition. South of the border, the Indiana-Illinois Farm and Outdoor Power Equipment Show drew big crowds. LEON and RAMROD Equipment were both showcasing new 2011 models to show attendees. LEON Indiana Sales Representative Fred Rupel said "This show is spectacular, it brings in farmers, landscapers and many people from the city of Indianapolis,... you couldn't ask for a better crowd."



Indiana Farm Show



John Hrisook greets Agribition customers



Get your copy
of the
LEON 2011
Calendar Here!

Visit www.leonsmfg.com to download your copy of the new **LEON** Calendar.



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LEON'S Introduces Wells Fargo Financing Program



In our efforts to maintain a competitive edge we are pleased to announce LEON and Wells Fargo have entered into a program agreement to provide retail financing for LEON products (USA only). This program will allow dealers to easily quote a competitive monthly payment for established and new customers. The program will provide 0% financing and below market rates. Offering 0% multi-year financing will allow LEON dealers to offer the most competitive rates available to their clientele.

This is a simple process designed for continuous selling. There is no resource or risk. Dealers have found that quoting a monthly payment on the front end is a powerful selling tool. It eliminates cost justification concerns as well as allows the equipment to pay for itself over time.

To find out more about the LEON and Wells Fargo Financing Program contact our sales department at 1-800-667-1581.

NEW LEON Dozer 'Sweep' Side Extensions

Call today for information on the NEW LEON bolt on 'ANGLED' side extensions for 2WD-FWA LEON Dozer Blade Moldboards. These new extensions gives the operator the ability to hold more material on the blade when dozing. When angled, this unique side extension design gives the operator the ability to achieve full material roll-off. Units are available in 1 ft., 1.5 ft., and 2 ft. bolt on left side and right side extensions.

December's Photo Contest Winner is...

Congratulations to **Frank Kondratowicz**... one of the proud winners of the LEON December photo contest. Frank will receive a **NEW LEON JACKET** for submitting his LEON product photos. Congratulations FRANK!



We Want To Hear From You! Do you have a story about a LEON Product you use or have photos you can share?

Send them to us at mkt@leonsmfg.com and you could win a **NEW LEON JACKET!**