

#### Shop Talk newsletter

This newsletter from Shop Talk is a quarterly publication by the Hesston Corporation for active and retired employees. Topics in the newsletter include: company and employee news, service awards banquet, retirements and service anniversaries. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

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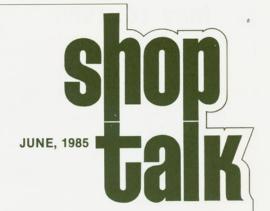
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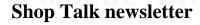


**Shop Talk newsletter** 





**SERVICE AWARDS BANQUET** 





### . May 18, 1985

On truly a beautiful spring evening in Kansas approximately three hundred employees, spouses and guests celebrated their years of service at the Annual Service Awards Banquet

The event honoring employees with 10, 15, 20, 25 and 35 years of consecutive employment with the company, was held in Hesston College Hess Hall. Steve Williams, advertising manager, was the emcee for the evening festivities. Following the invocation by Richard Huxman, personnel counseling manager, a dinner of baron of beef was served. After dinner everyone walked to Yost Center for entertainment provided by the Mc-Pherson Children's Choir under the direction of Sharon Willis.

Presenting awards to employees was Howard Brenneman, president, assisted by Gary Van Dolah, employee relations manager, and Sue Dresher, office supervisor. Following all presentations, Mr. Brenneman made closing remarks concerning the Corporation, the farm economy and his personal appreciation for all the years of employment represented by the awardees.













### **Shop Talk newsletter**



#### ANNIVERSARIES

35 YEARS

Lois Hershberger

30 YEARS

Dale Anderson

Ernie Voth

Charles Woelk

25 YEARS

Robert Berends Fred Dirks, Jr. LeRoy Duerksen Alvin Friesen Marlo Gehring Donald Hiebert Margaret Hostetler William Jones Clinton Koehn John Renfro Lynn Robinson Clyde Schmidt Raymond Schroeder Max Umholtz Larry Watts Henry Wiens

20 YEARS

Edger Auernheimer Kermit Banman Harold Buller Billy Burke Rollin Camp Cecil Case Billie Chard, Jr. James Decker Walden Duerksen Detrick Eck Dennis Flaming Nelson Galle Kurt Graber Darrel Hanson Lewvirn Jantz Jarrell Jones Roy Kaufman Lawrence Long Thomas Marshall James Osborn Donald Schmidt Willard Schmidt Larry Siemens Mervin Schrag John Schroeder Deran Siebert Marlin Steinle Dennis Strasser Delbert Stucky Loren Unruh Gary Vogt Darwin Voth Robert Walton Eugene Waner

15 YEARS

Gibson Boaz James Brown Roger Buller Benny Cherry Glennon Decker Susie Decker Richard Dykmann Vernon Friesen Harry Funk Lavern Goossen Ora Hett

Gerald Holub Caroline Janzen Marvin Koehn Suzann Lehner Norma Neuenschwander Thomas Pritchett Gary Rediger Kathleen Schroeder Randolph Schroeder Gary Sneed Melvin Strait Jerold Unruh Willard Unruh Donald Westbrook Audrey Wonders Sam Zuercher

10 YEARS

Duane Adams Robert Androes Mike Baker Shelton Bartley Harlan Bartel Bob Baughman David Beard John Bomgardner Mary Bowes Floyd Brooks Linda Budde Thomas Bunn Karen Clark Mary Culp Carl Cyr Karon Embry David Eshelman

Charles Ford **David Freeburg** Wilbur Goertzen Lowell Good Roger Hagen Gary Harder Joseph Hebb Bonnie Hein **Howard Higgins** Danny Hill Roy Hosie Thomas Hummingbird Milferd Janzen Carolyn Jantz Kenneth Johnson Randy Jones

Gerald Jost Glenn Kennedy Mary Knox Glen Koch Philip Kruse Brenda Laughlin Kathy Leal Chester Lindsey Donna Logue Richard Lujano Wayne Manske Gloria McCloud Richard McDiffett Delbert Mellott Paul Miller Louis Montano

Henry Nickel Randall Nightingale Luella Nutter Garry Parkhurst Manvel Patterson Ernst Penner Lowell Peterson Randall Prockish Jelke Pyl Kenneth Rains Bernhard Regier Carlton Rose Galen Rudiger David Schmidt Norman Schmidt Wilma Schmidt

William Schwabauer Kendall Schwanke Linda Seidel Jerrold Sheffler **Edward Swenson** J.D. Tatum, Jr. Carol Terbovich Allen D. Unruh Darvl Walter Victoria Walton Elmer Watts Allen Wedel Twylah Welty Gary Westbay Brian Whiteside Jon Woelk

**Shop Talk newsletter** 



### **Annual Meeting**

The Annual Stockholders' Meeting of the Hesston Corporation was opened by Lyle Yost, chairman of the board. After introducing board members and a financial report by Mel Voth, President and Chief Executive Officer Howard Brenneman reported the status of the agriculture industry and the position Hesston Corporation, with the support of Fiatagri, is taking in the farm equipment market.

Due to a glut of farm products from nearly all producing regions of the world, Howard feels that today's low commodity prices are likely to remain fairly level to allow our products to compete in the export market. He feels government farm policy will trend toward lesser involvement and more toward free markets, but not immediately. Farms and farm equipment dealers and manufacturers will continue to merge through the next few years seeking economic viability.

Mr. Brenneman indicated that even though there is an excess of one year's supply of farm equipment inventory in the field, manufacturers continue to produce to maintain some cash flow. However, companies are struggling to lower their inventories and get their balance sheets in better shape. "Too many farmers and farm machinery companies speculated in the '70s and now are paying the price in the '80s. It's going to take the '80s to undo the mistakes of the '70s, so the '90s can be like the '60s," Brenneman

Mr. Brenneman was positive about Hesston, through the support of Fiatagri, being a viable force in the farm equipment market through the 1980s and '90s. Fiatagri has shown support for product development, inno-







#### **Shop Talk newsletter**







vation and trust in the American market. Organizational strategy has not changed. We continue to fine tune through indirect 90 series tractor, three new selfpropelled windrowers, and new mower conditioners with the 1150 model priced slightly over example is the Hesston 4650 baler which is selling well in the western United States and has gone from 2.5 to 7.0% of market share in a short period of time. But the industry as a whole is not doing well. From 1979 to 1984 tractors in the 40-180 h.p. range have had a lesser market every year. But Hesston has gained 2% of the market since the introduction of Fiat.

viability in the highly competitive equipment industry. A good

Although continuing to be recognized as a farm equipment manufacturer, Brenneman stated that diversification is a strategy that will provide stability to the manufacturing capability and more efforts will be made in that direction.

Brenneman introduced Hank Kasper, director of marketing, and Fred Scharer, vice president and general manager of Woods Division. Fred Scharer gave a presentation of slides and information regarding Woods facilities and products.

After extending an invitation to attendees to refreshments and company tours, the meeting was adjourned by Mr. Yost.

-Sue Dresher

#### It's going to take the '80s to undo the mistakes of the '70s, so the '90s can be like the 60's.

cost reduction and working toward greater capacity utiliza-

Regarding product development, Brenneman noted that last summer Hesston introduced more new or improved products than at any other time in Hesston's history — the new \$11,000. Brenneman emphasized that the need for equipment design is not only that which is sophisticated and reliable, but also reliable and not so sophisticated, so that farmers can afford the machinery.

Brenneman indicated that capturing market share is the key to

Serving coffee and cookies to guests were L to R, Jan Wedel, Kathy Allen, Barbara Stucky, Dianna Gomez, Donna Nattier and Kay Schroeder.





5

### **Shop Talk newsletter**



#### Retirements

#### Mel Blosser

No one could remember any employee who has held more different job assignments and titles during their career with Hesston Corporation than Mel Blosser. The Purchasing Department posted those job assignments and titles on the large wall map in the Executive Conference Room between Wings II and III, which literally spanned the hemisphere. A large number of people, both past and present employees, attended a gather-

ing in Mel's honor at which he was presented with an engraved plaque of the world from his fellow employees indicating his job assignment locations around the world. The Company presented Mel with a weather station to remind him of the friends he has made throughout his many years of service with Hesston Corporation. April 26, 1985 marked a new beginning for the Blossers.



#### Leora Berryman



Ms. Berryman didn't want a retirement party on April 26, 1985, when she ended her employment with Hesston Corporation. However, her friends and fellow employees decided that they weren't going to let her get away that easily (and besides, they all enjoy cake and punch too much), so they set about to plan a little "surprise gettogether" during the lunch period in Plant IV. At the appointed time, Ms. Berryman was escorted to the shop area where a table was covered with cake and gifts. Ms. Berryman expressed her delight and appreciation for the gifts presented by her coworkers and for the weather station from the Company.

Shop Talk newsletter



### Service Anniversaries



FOR SALE BY OWNER

4 bedroom home located in Newton. Family room with woodburning fireplace, 2 baths, dou-

ble car garage. Intercom with stereo system. Central vacuum system. Call 283-8549 or Ext.

Travel trailer — 1984 King of the Road. Self-contained, bedroom, sleeps 6, air conditioning and lots of storage. 283-1577.

#### 20 YEARS



Lynn S. Auernheimer Machinist



Edgar B. Banman



David T. West Design Analysis Manager

#### 15 YEARS



Raymond A. Gordner Territory Manager

#### **5 YEARS**



Kenneth E. Garrett Product Sales Manager

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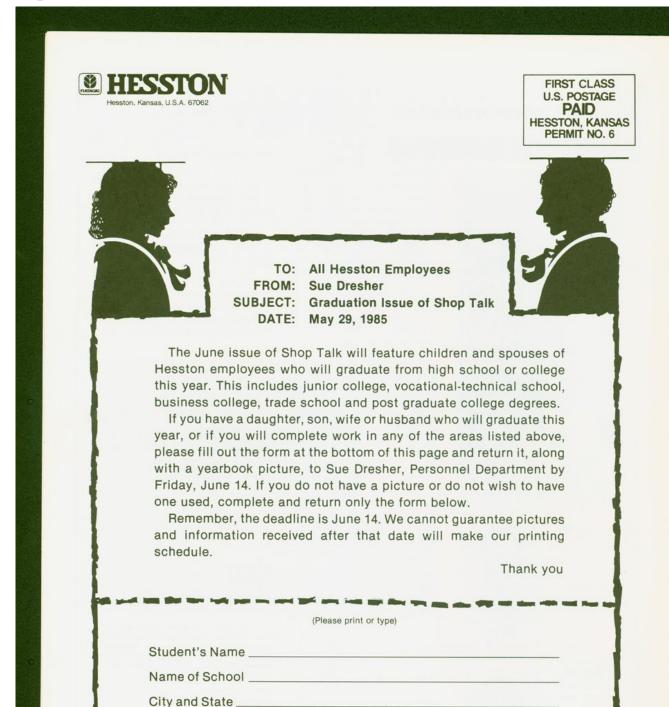
Not pictured -

Territory Manager

Edward G. Porath



Shop Talk newsletter



8

Name of Parents or Spouse

Department\_