

## 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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## shop talk

JUNE, 1985



**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 McPherson 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.





## 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 Hostettler  
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

Lewvirm 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 Andros  
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  
Daryl Walter  
Victoria Walton  
Elmer Watts  
Allen Wedel  
Twylah Welty  
Gary Westbay  
Brian Whiteside  
Jon Woelk



## 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 said.

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-







vation and trust in the American market. Organizational strategy has not changed. We continue to fine tune through indirect



90 series tractor, three new self-propelled windrowers, and new mower conditioners with the 1150 model priced slightly over

## 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 utilization.

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

viability in the highly competitive equipment industry. A good 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.

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 Drescher

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





## 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 get-together" 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 co-workers and for the weather station from the Company.

## Service Anniversaries



### 20 YEARS



Lynn S. Auernheimer  
Machinist



Edgar B. Banman  
Material Control



David T. West  
Design Analysis Manager

### 15 YEARS



Raymond A. Gordner  
Territory Manager

### 5 YEARS



Kenneth E. Garrett  
Product Sales Manager

Not pictured -

Edward G. Porath  
Territory Manager

## Swap Shop

### FOR SALE BY OWNER

4 bedroom home located in Newton. Family room with wood-burning fireplace, 2 baths, double car garage. Intercom with stereo system. Central vacuum system. Call 283-8549 or Ext. 271.

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

## The PRIME LINE



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**HESSTON**

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**TO: All Hesston Employees**  
**FROM: Sue Dresher**  
**SUBJECT: Graduation Issue of Shop Talk**  
**DATE: May 29, 1985**



The June issue of Shop Talk will feature children and spouses of Hesston employees who will graduate from high school or college this year. This includes junior college, vocational-technical school, business college, trade school and post graduate college degrees.

If you have a daughter, son, wife or husband who will graduate this year, or if you will complete work in any of the areas listed above, please fill out the form at the bottom of this page and return it, along with a yearbook picture, to Sue Dresher, Personnel Department by Friday, June 14. If you do not have a picture or do not wish to have one used, complete and return only the form below.

Remember, the deadline is June 14. We cannot guarantee pictures and information received after that date will make our printing schedule.

Thank you

(Please print or type)

Student's Name \_\_\_\_\_

Name of School \_\_\_\_\_

City and State \_\_\_\_\_

Name of Parents or Spouse \_\_\_\_\_

Department \_\_\_\_\_