

NEWS ABOUT BLUE

CUSTOMER APPRECIATION WEEK

great food, great prizes and a great turnout

Celebrating 60 years in business, Ellens Equipment hosted a well attended customer appreciation week March 17-22nd. Serving donuts and coffee through out the week and offering parts and guidance equipment discounts. We served lunch on Wednesday to over 700 people in the community who have supported Ellens Equipment over the years! Thanks to the support of some of our manufacturers we were able to make over 50 people winners of a variety of door prizes including grease guns, sweatshirts, portable thermometers, hats, coats, hunting knives and much more. John Rydquist was the winner of the grand prize New Holland mini-fridge!

A big thank you to all who have supported Ellens Equipment over the last 60 years and we hope to be able to continue to support our farming community for many more!



ROCKY MOUNTAIN ELK FOUNDATION PARTNERS WITH NEW HOLLAND

Ensuring the future of elk, other wildlife, their habitat and our hunting heritage

Since 1984, the Rocky Mountain Elk Foundation (RMEF) is a conservation organization with nearly 200,000 members across the United States. Its mission is to ensure the future of elk, other wildlife, their habitat and our hunting heritage.

The RMEF is a national organization requiring a \$35 annual membership fee. Interested individuals can visit www.rmef.org to become a member. Members can access their MYRMEF website to download a coupon, which can be brought into our dealership for discounts up to 40% off MSRP!

NEW TOYS COMING SOON



Coming soon, we will be adding a number of New Holland toys to our shelves! We have a bunch of different 1/64 scale and 1/16 scale items coming. New Holland Toys make great presents!

Keep your eyes peeled for all the new fun New Holland tractor toys hitting our shelves!



104 W Maple St ~ McBain, MI
Mon-Fri: 7:00 - 5:00 ~ Sat: 8:00 - 12:00
231-825-2416 / 800-825-2401
www.ellensequipment.com

Customer Guidance Training

On March 25 and 26th, we hosted two days of Precision Land Management Training for any customer who currently owned or wanted to learn more about New Holland Guidance Equipment.

On March 25th, 15 customers attended to learn about the Trimble FM750 & FM1000 guidance systems. On March 26th, 25 customers attended to learn about the New Holland Intelliview System. Tahd (Todd) McGinnes, a New Holland certified trainer, provided the training for the two days and gave everyone some very valuable information.



If you are interested in online trainings and tutorials directly from New Holland at the PLM Academy, you need to be enrolled through your New Holland Dealer. Please contact Luke Ellens to have him enroll you, free of charge. After being enrolled, a user can download the PLM app from the app store and have access to the video tutorials from their smartphone, laptop, home computer or other wireless device!

Congratulations to our February drawing winner **Gary Gladu!**



Gary Gladu won his choice of a New Holland sweatshirt after his name was drawn on March 28th. We will be starting over again for April so make sure to put your name and email address down and enter for a chance to win!

Continuing Our Education

T6 and Maxxum Tier IVa Tractors - Shawn Beerens and Karl Simons attended the T6/Tier IVa training February 3-6th in New Holland, Pennsylvania.

PLM Training - Luke Ellens and Kyle Ellens attended the Precision Land Management Annual Conference on February 10-11th in Ames, Iowa. They were given valuable information about what's coming next in precision farming and they both look forward to being able to use their training to help farms in our area progress their guidance system usage.

On March 6, Luke and Kyle Ellens, along with a couple guidance system users traveled to the PLM desktop training to learn how to best gather and utilize the data from their guidance systems. From March 24-27th, Kyle Ellens traveled to Racine, Wisconsin to take a four day course on Application Systems to provide further service to our guidance customers.

Operation Blue Force - February 20-21st, Shawn Short and Luke Ellens attended the New Holland Operation Blue Force training covering high horse powered units including T7, T8, and T9 tractors as well as some Precision Land Management training. It was largely in-field training in Bakersfield, California.