

# The next 25 years

## The future of R.N. Johnson's Inc.

As R.N. Johnson's celebrates its first 75 years in business the employees look towards the next 25 years eagerly.

"Our primary mission is to provide good jobs for our

**"Our commitment to quality has never and will never change."~Service Manager Fran Kissell**

loyal employees and provide excellent customer service," company president Alan Johnson says, "That will never change."

In the next 25 years the traditions upon which the company was founded will continue. R.N. Johnson's will continue to sell quality products and provide excellent service for those that they have sold, Johnson said. "Our commitment to quality has never and will never change," said Service Manager Fran Kissell, who has worked for the company for 26 years.

"We will continue to be dedicated to agriculture even though it is declining," Johnson said. The dwindling of the area's agricultural systems will continue to necessitate changes however and in the next 25 years the com-

pany will continue to increase its focus on other markets as the majority of people who are purchasing equipment do so for recreational use.

"We can't make a living off serving only farmers now," Kissell said, "There aren't enough of them." In the future he sees the continuation of the same trends that Johnson

does, moving the company towards recreational equipment and compact tractors as the areas farm industry dwindles.

Service shop employees must be constantly on top of changes in their field Kissell said, in the last 10 years computers have had a huge impact on the industry and new technology is arriving every day which the mechanics must be certified in order to work with.

Kissell also sees a need for more space which will naturally accompany the growth and diversification of the business; the renovations to house the whole company under one roof was just the first step and things will soon begin to get cramped as the growing business requires more shop



Brand new for R.N. Johnson's and John Deere...ATV's.

and retail space.

Sales Manager Terry Robison can't imagine all the changes that might take place in the next 25 years. The information technology that has become available in the last 25 years has changed the ways in which he and the other salesmen deal with customers drastically.

"People who wanted to buy from us used to come in and pick up literature on the tractors they were interested in and then

they would call back or stop in a few days later with questions," Robison.

I hope that we are always able to shed light on decisions made by the



R.N. Johnson's "Deere & Co. Store" with John Deere merchandise and now an on-line store! Visit [www.rnjohnsoninc.com](http://www.rnjohnsoninc.com) to order JD merchandise.

said.

There was a great deal of back and forth before, now people come in and know exactly what they want and don't want. They've already done all their research on the internet, he said.

Robison hopes, however, that the face to face interaction with customers will never become antiquated even though he realizes that it may be 'behind the times.'

customers and discuss their choices with them rather than just filling the orders which they place by phone or online," he said.

This dedication to old fashioned service was echoed by each of the manager's, as Robison put it, "Alan said a long time ago that the day that R.N. Johnson's doesn't have a secretary answering phones and interacting with customers is the day we close our doors."



Alan with JD 7820 sold to Gary Leclair and JD 7320 sold to Bascom Maple Farms.