

Letters

Dear Mr. Johnson,

I am sending this letter to you in lieu of a customer satisfaction form regarding my recent purchase of a John Deere tractor, model 5410, with several associated implements. I must say that there were serious problems associated with the initial delivery of the tractor and implements. These problems were serious enough that they, if left unattended, would have compromised the long-term integrity of my equipment.

My measure of an organization rests not on

the perfection of either its product or the products delivered but rather on the company's responsiveness and expertise in addressing and solving problems when they occur. I can say without hesitation that I have never encountered a sales or service organization as eager to correct any and every problem that arises in the purchase, operation and maintenance of equipment. I also convey to you here, that your organization has clearly demonstrated, beyond eagerness,

the expertise and ability to resolve every issue that I have encountered with excellent quality work and timeliness.

In truth, I cannot begin to express in this letter the depth of confidence in your organization that has been inspired in me. Let me say that I have liked and ultimately respected every single employee of R.N. Johnson's Inc. that I have met. I find them each experts in their own areas, each eager to offer help and advice. I would like to specifically identify Mr. Fran

Kissel (Service Manager) and Mr. Terry Robison (Sales Manager) as two individuals who have gone far, far beyond the call of duty to address and satisfy my needs and wishes as well. Please note that by naming these individuals, I wish in no way to detract credit from any other member of your company. I merely wish to point out that these men have created and managed the most outstanding departments that I have had occasion to do business with including 35 years of

business relations with the Aircraft, Automobile and Heavy Equipment industries.

In closing I would like to say that the excellence and responsiveness of your organization has guaranteed that I will be an R.N. Johnson customer for life in preference to any and all competition. Your entire company, down to each and every individual, has made me feel more like a good friend than a customer.

Very Truly Yours,
Michael Balamuth
Alstead, NH

Dear Mr. Johnson,

I am writing to express my deep appreciation and gratitude for a service recently rendered by your company. I can honest say I have never enjoyed such swift, efficient and professional care as I have on the completion of the repair of my John Deere 1010.

Your parts man Doug managed to locate within a few days of my contacting him a very difficult to find steering gear. Fran Kissell then made arrangements to pick up the 1010 the day after I called him and the repair was completed in a very short order. I can't say enough kind things about both these gentleman. Their "can do" approach and efficient execution was a breath of fresh air.

It is with great pleasure that I look forward to doing business with you company in the future.

Sincerely,
James McGrath
Etna, NH

Dear Mr. Johnson,

I truly believe I have found the EIGHTH WONDER OF THE WORLD, that being your John Deere dealership. As you are aware, I had stated previously that I would probably be your fussiest customer when it came to the delivery of my personal toy a 5510 tractor and loader. As you are also aware the tractor developed an oil leak shortly after it's delivery to me. Your whole organizations tried in vain to correct the leak to my satisfaction. When it was apparent to you people that I was not satisfied with the leak remedies the Wonder began. Without hesitation your Company contacted John Deere and advised them of the situation while telling them the only right remedy for this would be a new tractor and you

did. Your company without any pressure from me detailed and delivered the second tractor with the same enthusiasm they had done with the first. The first tractor leak I am sure was a fluke due to the fact the second tractor has been operating flawlessly.

As I stated in a previous letter, I am also in a service type industry. It was refreshing to deal with people who are interested in what I had to say and followed through with the commitments they made to me. Again, best wishes to you and all your employees and I look forward to future business with your team.

Sincerely,
Mark Goldberg,
A fussy and satisfied customer.

Editorial

A letter from the President

Operating a business can be a challenging proposition. There are those who don't believe you can own a business, serve the public and have the luxury of opinions; at least not opinions expressed out loud. It does not need to be this way. I learned from a master. My grandfather literally started this company with nothing and built it into something to be proud of. Throughout the sixty-five years he was at the helm, never once was he afraid to stand up for what he believed and be vocal about the opinions he held.

It is not fear of public opinion that makes business owners and leaders reluctant to take stands; it is fear of making fewer sales and making less money! This is sad. I have an obligation to chart a course that allows this company to provide good jobs for forty-fifty families. I have an obligation to set a tone that treats every customer with kindness, dignity, appreciation and respect. Above and beyond these responsibilities as a business owner, I have an obligation as a Christian to be faithful to God. This obligation

means money, possessions, home, and business are not nearly as important as hope in eternal life.

The second greatest commandment is to love thy neighbor as thy self. In response to this commandment, if my greatest desire is for eternal life, I must share this hope with all of my fellow men. I cannot be afraid to speak out to encourage love of God, to defend His name against detractors and to be vocal on issues of morality, when we His children seem to go astray.

Each of us have problems, fears and frustrations. The root of our discontent can usually be found inside each of us. We have much to be thankful for, yet we want more. We have more than we need and we waste what we have. We are more concerned with our physical well-being, comfort and pleasures than we are with the welfare of our brothers, sisters and neighbors. We are worried about tomorrow and neglect to find inner peace and enjoyment today.

We do not have to live this way. There is one God; His love is the one thing every man woman and child has in common and no one can take it away. He promises to give us everything we need if we ask Him, trust Him and love



Alan Johnson

Him. God asks us to love our brothers, sisters and neighbors as much as we love ourselves. If we put the needs of others ahead of our own, miraculous things will happen.

We can look forward to going to bed at night knowing that everyone has eaten, has a roof over their head, and clothes to wear. We can sleep peacefully knowing that no one died senselessly, every child conceived is loved and cared for and all of the sick, poor and elderly want for nothing. And, we will wake up each new day, thank God for His love and the chance to serve Him and thank Him for the chance to love our neighbors all over again.

God bless you all and thank you for our first 75 years!

Alan