



Markusson New Holland of Regina Ltd.

Issue 50

Winter 2012



From Hartley's Desk

As we embark into another very busy growing season, everyone of us at Markusson New Holland

want to thank all of our great customers and congratulate them on succeeding in one of the worlds toughest industries.

From year to year we never know how the weather, commodity prices, world economy or whatever will effect the business of agriculture. But we do know there are allot of hungry mouths that are depending on our modern agricultural practices to feed them

That is the great thing about agriculture, from the first to the last day, mankind will need nourishment. With that in mind, it means our industry will continue to flourish.

The huge company Kodak has come and gone, Face book is all the rage right now. But like many great companies before it, it too will be gone someday in the future. But agriculture, the farmer and people that work to support our industry, will always be respected for being part of the greatest, most needed, enduring business, the world will ever know.

My ancestors have always been involved with Agriculture

and now our family has been serving Saskatchewan farmers in the equipment business for the last fifty years. This started with my father Hart in Foam Lake in the spring of 1962. He would be proud of the way the business has progressed, now with the third generation of Markusson's managing the companies many success's.

At Markusson New Holland we are committed to Agriculture, providing innovative products, as well as the best after the sale parts and service in the industry. Lorraine, Cory, Derrick, our staff and I are proud to be a member of the elite New Holland "President's Club". The President's club has strict guidelines in providing exceptional customer care.

At Markusson's we have received these types of awards for many years. This is because we believe the customer and our staff is the most important part of our success.

We are known for our excellent reputation for customer service. To continue to improve on this, we will continue to invest heavily in our staff, equipment and facilities, so as to exceed our customers expectations.

Now as Markusson's go into our fifty first year, proud to be one of the largest single store New Holland dealerships. You can be assured Markusson's will continue to bring you the latest products backed by our award winning service. All the best in the 2012 season.

Did you know... we offer Custom Trucking



Call us for all your Ag Hauling needs!

Ask Kevin or Ryan for more information & pricing. 781-2828

Training To Serve You Better

| Dept. | Staff | Training On | Date |
|---------|---------------------|---------------------------------------|------------------|
| Service | Evan Loucks | NH Certified Technician | Dec. 2011 |
| Service | Evan Loucks | Master Certified Technician | Dec. 2011 |
| Office | Jennifer Santbergen | Online Marketing (U of R) | Dec. 1 & 2, 2011 |
| Parts | Todd Salikin | CNH Parts Management | Dec. 7 & 8, 2011 |
| Parts | Garth Luedtke | CNH Parts Management | Dec. 7 & 8, 2011 |
| Parts | Garth Luedtke | Canada West Meeting (Saskatoon) | Jan. 9,10,11/02 |
| Sales | Emerald Anderson | Blue Force Tractor (Backersfield, CA) | Jan. 12&13/02 |
| Sales | Gary Arneson | Blue Force Tractor (Backersfield, CA) | Jan. 12&13/02 |
| Service | Jeremy Heidt | CR/CX Advanced Training | January 2012 |
| Service | Colin Bratushesky | CR Combine Updates | January 2012 |
| Service | Travers Shewchuk | CR Combine Updates | January 2012 |
| Service | Andrew Ell | CR Combine Updates | January 2012 |
| Service | Carlin Pinay | CR Combine Updates | January 2012 |
| Service | Jason Kitkul | Auto Guidance Level 2 | January 2012 |
| Service | Jason Kitkul | New Holland Sprayers | January 2012 |
| Service | Colin Bratushesky | NH Seeding & Tillage equip. | January 2012 |
| Service | Matt Beal | Big Square Balers | February 2012 |
| Office | Jennifer Santbergen | Consumers & Consumption | Feb. 7 & 8, 2012 |
| Service | Brent Lang | Raven Products | March 2012 |
| Service | Andrew Ell | Raven Products | March 2012 |
| Service | Ryan McDougall | Raven Products | March 2012 |
| Service | Jason Jeannot | Raven Products | March 2012 |



Evan Loucks - a Service Technician at Markusson New Holland, was Awarded as one of Saskatchewan's 1st: New Holland Certified Technicians, and a Master Certified Technician. Congrats Evan!

Safety Tip

RUNOVERS

Runovers caused by falls from tractors and trailing equipment are one of the most common forms of injuries and deaths that happen on the farm. Falls from machinery can be prevented by:

1. Wear shoes and boots with slip-resistant soles and heels.
2. Keep platforms, foot-plates and steps clear of mud, snow, manure or other debris.
3. Before moving, check the tractor and trailing equipment to see that no one has climbed aboard without your knowledge.
4. Remove tools or other items that may cause a tripping hazard from the operator platform.
5. Do not use working farm equipment as a place to baby-sit children. Arrange for proper childcare.
6. Never allow anyone to ride on the drawbar or towed machinery.
7. Insist that no one ride on farm equipment except those required for its operation, instruction, or diagnostics.
8. Reduce speed on rough, uneven or hilly ground.
9. Watch for obstacles.
10. Wait for the tractor to stop before getting off. Set brakes and step down using handholds or rails.
11. If your tractor doesn't have a Rollover Protective Structure (ROPS), get one.



Country Kitchen Recipe

Blueberry-Ricotta Pancakes

1/2 cup whole-wheat pastry flour
1/4 cup plus 2 tbsp all-purpose flour
1 teaspoon sugar
1 teaspoon baking powder
1/4 teaspoon baking soda
1/2 teaspoon freshly grated nutmeg
3/4 cup part-skim ricotta cheese
1 large egg
1 large egg white
1/2 cup nonfat buttermilk

*Yield: 4 servings,
2 pancakes each*



1 teaspoon freshly grated lemon zest
1 tablespoon lemon juice
2 teaspoons canola oil, divided
3/4 cup blueberries - fresh or frozen (not thawed)

Whisk whole-wheat flour, all-purpose flour, sugar, baking powder, baking soda and nutmeg in a small bowl. Whisk ricotta, egg, egg white, buttermilk, lemon zest and juice in a large bowl until smooth. Stir the dry ingredients into the wet ingredients until just combined. Brush a large nonstick skillet with 1/2 tsp. oil and place over medium heat until hot. Using a generous 1/4 cup of batter for each pancake, pour the batter for 2 pancakes into the pan, sprinkle blueberries on each pancake and cook until the edges are dry and bubbles begin to form, about 2 minutes. Flip the pancakes and cook until golden brown, about 2 minutes more. Repeat with the remaining oil, batter and berries, adjusting the heat as necessary to prevent burning.

Employee Profile



Carlin Pinay
Service Technician

Years With Markusson NH
5 years

Birth Place
Regina, Saskatchewan

Family
Married to Jennifer Pinay for 4 years. The Pinay's have two children, Sheridan (3 yrs old), and Bella (2 years old).

Favourite Aspects of the Business
Close working relationship with co-workers, and meeting new people.

Personal Enjoyments
Hunting, Quading, being with friends and family.

Personal Goal
To live a happy and healthy life, with my family.

Service Suggestion

Coming into Spring its a good idea to get your spraying and seeding equipment pre-serviced and ready for the season. Preventing downtime is the most effective and efficient type of maintenance that can be done.

New Parts Products Showcase

EZ-Pilot Assisted Steering System

The Trimble® EZ-Pilot™ system turns the steering wheel with its integrated electric motor drive using GNSS guidance from the CFX-750™ display or the FmX® integrated display. High accuracy at an affordable price.

- **NEW! T3 Enhanced Terrain Compensation Technology:** Immediately adjusts vehicle steering to compensate for rough terrain or slopes and hillsides.
- **Fast-Reacting Motor:** Allows system to quickly get the vehicle online and stay there.
- **Higher Torque:** Better steering of vehicles with more rigid power steering systems, such as floaters.
- **Sleek, Clean Design:** Motor integrated into the steering column provides clear access to all instrument panels and no decrease in leg room in cab.
- **Compatible Steering Options:** Steering system installation preserves the use of the vehicle's original steering wheel and telescopic functionality.

It features a sleek design with the motor integrated into the steering column, providing clear access to the instrument panels and controls in the cab. The flexibility of the system also allows for unrestricted manual steering when the system is not in use. ■



Sales Tip



Stop in and see the latest Tractor and Harvesting equipment to use the EcoBlue Technology with Selective Catalytic Reduction (SCR). These new engines deliver increased horsepower while using less fuel and meeting stringent Tier 4 Emission standards.

Dealership Award Received

Markusson New Holland of Regina was rewarded with the "Degelman Top Performers" award!

See Markusson's for the Best Coverage with Slingshot™



Our Coverage

- Kelliher, base station
- Emerald Park, base station
- Indian Head, base station

Benefits of RTK

- No need for your own RTK Base
- Sub 1" Accuracy within 30 miles of towers
- Coverage Time 2-3 minutes for RTK lock
- In-cab high speed internet available
- No need to nudge A-B lines
- Repeatable year after year
- Can also use modem for home computer in winter months for internet service
- Industrial grade modems prevent failure from rough in cab conditions
- Can use with Trimble or Raven systems
- Can transfer files from home computer to tractor, or vice versa.



Parts Pointer - Air Filter Maintenance

Why are air filters important and what are the benefits of changing them regularly.

Inner Air Filters Often Neglected - Because tractors often operate in very dusty conditions, air filters must be cleaned and replaced regularly. Most systems on tractors are equipped with inner and outer air filters to protect against dirt, water or other contaminants that are highly abrasive to the internal engine components. The outer air filter works to stop the larger particles and other objects in the air stream from getting to the engine at the time of operation. However, the smaller abrasive sand, gravel, stone and dust will still pass through the outer air filter to the inner air filter. The inner air filter removes the most dangerous particles that can drastically reduce an engine's lifespan if they pass through. Unfortunately, most people change only the outer air filter due to obvious dirt particles trapped in the edge of the filter. Most individuals will just look at the inner filter and see no apparent dirt collection and consider the filter good. It's important to change both filters based on the manufacturer's recommendations to ensure maximum operational efficiency and longer equipment life.

Air Filter Maintenance Saves Fuel - Inner air filters were first used on tractors equipped with front mounted hydraulic pumps and hydraulic/transmission oil coolers. This filter is designed to capture fine oil mist in the air due to a blown hydraulic hose or leaking oil cooler. A change in the overall engine performance at high RPMs may not be detected but this air blockage can reduce airflow into the engine, resulting in higher fuel usage as the engine burns more fuel to compensate for the lost power. This restriction can also increase the load required on the battery and starter to crank the engine. In a study by ag engineers at the University of Missouri, average tractor power output after filters were replaced increased by 3.5%. Fuel use savings per tractor on smaller (less than 140 horsepower) tractors was estimated to be 105 gallons per year. Larger tractors would be expected to save proportionately more depending on use.

Even though air filters are a small component in the overall makeup of a tractor, they serve a very important function in helping your tractor run smoothly and efficiently. What is your experience with air filters?!

Up-Coming Events

Raven Customer Training
April 4, 2012
at Markusson New Holland

We're A Proud Supporter of:

- **FCC's Drive Away Hunger program**
- **Great Strides Walk for Cystic Fibrosis**
- **Agriculture in the Classroom**

Tips For Making Your Golden Years Golden

Keep paying your debts - even after they're paid off. If you've been paying off a loan and finally finished, keep paying it - but this time, pay yourself. Once you've become accustomed to making a monthly payment, it can be a fairly painless way to save. Instead of having the money go into the loan's account, have it automatically deducted from your salary into an investment account. For example, if you've paid off a car load of \$450/ month - you can pay yourself the extra \$450/month in just one year you'll have an extra \$5,400 to invest.



**Markusson Country
Chit Chat**

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