



Winter 2011

# VANDERFIELD - Landmark

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## Value what's important in life



that they can speak to anyone there, any time of the week. Darren also made a point of saying, "I appreciate the good business owners of Vanderfield".

Darren, Craig and their father Lindsey run a self-sufficient business and understand the importance of a closely connected family that provides strength and a foundation to build on for their children. Spread over seven properties they grow lucerne, corn and barley plus milk 280 Friesian cows. Darren readily admitted though, "we keep learning as we go along".

A new addition to the Sellars' farms has been a John Deere 6230 premium tractor, which Darren is excited about. "It's completely different and has so many functions. The engine performance shocked me. It is so good and it has so much power. Other brands of tractors available on the market are

not in throwing distance of the John Deere.

Jeff Meier helped me to set it up and with his farming background offers recommendations based on his knowledge which I really value. Overall the wider range of wheel options stocked by Vanderfield outclasses what any other dealer has to offer. Along with their service, mechanical expertise and the help I get from Jeff".

Despite losing half of their summer crops due to the massive flooding in the Valley in January, Darren in his down to earth approach to life said, "but that's part of the cycle of Mother Nature, we deal with it and move on".

It's obvious that Darren and Craig, coming from such a solid farming background, really do value what's important in life.

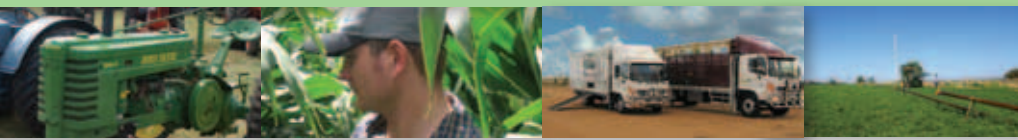
A long heritage of farming sees the fourth generation of the Sellars family using age-old traditions interspersed with the latest in technology. Based near Rosevale in Queensland's Lockyer Valley, Darren and his brother Craig value the Vanderfield Gatton branch and have the reassurance of knowing



**Welcome** to the latest Landmark Newsletter. Reading through the articles for this edition reminded me of the diversity of customers, industries, individuals and enterprises we serve. We are given the opportunity to interact with many wonderful people from many walks of life. We know everyone has a choice of places to source products and services so we really do appreciate the business that you give to us.

It is a privilege to be in our industry and to represent the great brands that we do. We are the channel through which John Deere bring their products to market. Our success is tied to theirs in many ways. Each year brings new, more diverse and complex models of machines. Over the next few months we will be attending one of the largest new product releases by John Deere ever. Watch this space, (and follow us on Facebook) to see the exciting new machines that will be on offer as they roll out. It will be worth the wait. In the mean time please enjoy the Landmark and here's to a great winter season.

*Bruce Vandersee*



## Think your job is tough? Think again!

Set in an arid desert environment, the MacDonnell Shire region in the Northern Territory features many incredible and very beautiful landscapes. With picturesque swimming holes, magnificent flora and fauna, captivating mountain ranges, changing hues and red desert sands, the MacDonnell Shire landscape is exceptional. Locals believe the Shire has a deep and powerful strength that can only be felt when travelling across the land.

MacDonnell Shire has a land mass of approximately 268,887 square kilometres and is made up of 13 major remote communities. Alice Springs is an enclave within but not part of the Shire. Many outstations and commercial enterprises such as Tourism, Mining and Pastoral properties are scattered throughout the Shire.

To improve the lives of Shire residents by delivering excellent local government services is a priority for the Council, however the size of the shire and the distances between communities pose a significant challenge. The Manager of Fleet and Community Operations, Jeff McLeod said, “the dusty, unsealed and

hard conditions of the roads make them prone to damage and disruption in adverse weather conditions. Add in the extremes we experience in temperature, anywhere from zero to fifty degrees, and it’s then you begin to realize that we face some unique demands. The staff out in the communities work very hard in tough conditions and it is our job to ensure they have well maintained vehicles to deliver our core Shire services”.

Coordinating a fleet of 390 vehicles that is constantly being updated, Jeff finds he is adding “more and more Hino vehicles every day”. Two recently acquired 500 series Hino trucks have been decked out as mobile workshops, which his mobile mechanics use to travel around the Shire in to complete other fleet vehicle repairs and maintenance onsite. A familiarisation or induction day was held at the Vanderfield Darwin branch workshop to better equip, train and update his men in Hino servicing requirements and competency.

Impressed with the Hino Euro rating, carbon emission outputs and their reliability, Jeff stated, “they more than fit

the purpose for what we need and the price is right. The induction day was excellent. The more information we get the better plus we have the satisfaction of having a reliable back up of all parts supplies. Rachel in Hino truck sales at the Vanderfield Darwin branch, was extremely helpful and is extremely good at what she does”.

So next time you think you are having a tough day and feel a little isolated, just spare a thought for Jeff and his mobile mechanics in their roles at the MacDonnell Shire Council.



*More information can be obtained by going to [www.macdonnellshire.nt.gov.au](http://www.macdonnellshire.nt.gov.au)*



## A nutritional powerhouse fruit

High in antioxidants, anti-inflammatory properties, and reported cancer fighting qualities plus a vast number of other health benefits is the fruit of a new primary industry on the north coast of New South Wales. By all accounts, its thriving. Blueberries! Blueberry production is pipped only by the macadamia nut industry, in the Northern Rivers region.

Forming a partnership and working closely over the years with the University of Florida in the United States has seen Mountain Blue Orchards Pty Ltd at Wollongbar develop three distinct and separate parts to their business.

The first is the orchard. This supplies blueberry fruit to the domestic and overseas market. Then there is the nursery section where plants are grown for the blueberry industry in Australia and for export. Lastly, the division that breeds new varieties with an emphasis on developing blueberries that are high in flavour.

A native fruit of North and South America, Asia and Europe, blueberries were first introduced into this country in the early 1970’s. They belong to the same family as Azaleas and need similar conditions for growing. The long-lived 30 + year shrubs are spineless and can be evergreen or deciduous and vary in height from 1-3 metres, now generate \$50 million in revenue for the Australian economy.

With around 5,500 plants to deliver every week between Kempsey and Bundaberg, Mountain Blue Orchards needed rapid, reliable trucks. Ridley Bell of Mountain Blue Orchards Pty Ltd says that his drivers, “like the seat comfort, gear range, ease of visibility and handling ability”, of the new Hino 500 series 1018 medium he purchased through the Vanderfield branch in Lismore.

Now considered one of the healthiest foods in the world, there are convincing reasons why blueberries should be included in our diet.



*Any blueberry enquiries can be directed to Ridley Bell on 02 6624 8258 or for information on Hino sales and servicing call your nearest Vanderfield branch.*



## The John Deere integrated system is second to none.

“It mows as fast as you can physically sit on it”, says Dave Johnson of B J Hydraulics (Qld) Pty Ltd. “It’s always cutting, has a zero turn so is good around trees and power poles and handles long grass with ease. The deck is so strong and robust and on top of all that, it’s economical to run”.

Situated in Dalby on the Darling Downs west of Toowoomba, Dave is referring to the powerful John Deere Pro Z Trak 850A 31 Hp with a 72” deck. For Dave the Z Trak has a dual purpose. His business partner Paul owns an olive grove while Dave is a member of the Dalby Baptist Church where he takes care of mowing the 6 acres of grounds around the buildings and car park, which was once just a paddock. Dave is full of praise for the Z Trak. “It does a wonderful job and has reduced the time it takes me by half”.



**Dave in action on the John Deere Z Trak**

B J Hydraulics (Qld) Pty Ltd in Dalby supplies hydraulic equipment and provides a repair service to the agriculture, mining, gas, truck, bobcat, excavator and industrial sector in and around the region. While maintaining staffing levels is difficult because employment options are more attractive and lucrative in the newer, bigger industries, Dave and Paul have a

spirited and ‘can do’ attitude in getting the job done.

Their commitment is as heavy-duty as their new John Deere Z Trak.

If you are in the market for a commercial mower with a zero turn that can accommodate your ambitions and your budget take a look at the Z Trak series. With several heavy-duty, commercial-grade features, the Z Trak will give you the ability to tackle any kind of mowing job you may encounter.

**For more information contact your nearest Vanderfield branch or to speak to Dave at B J Hydraulics (Qld) Pty Ltd call 07 4662 5232**



## Satisfaction plus more!

What does a former stock controller, building society branch manager and a sales representative for a well-known Queensland builder and an administration manager have in common? The answer is lots of experience when you combine all of these careers into the working life of one person – Peter Marples

As the Vanderfield Nerang Lawn and Garden Care sales person, Peter’s role includes handling all the John Deere range of residential ride on and push mowers enquiries and sales. “The John Deere name and product are very well known for quality, reliability and after sales support. This in itself makes working with the product so much more satisfying. We have now received the new D series of John Deere ride on mowers and anticipate they will make a very good impression in the local market”, Peter stated.

Listing flexibility, as somewhat of an achievement, Peter believes, “you can pretty much be successful at whatever goal you set yourself”. Raising a severely



**Peter Marples of Vanderfield Nerang can be contacted on 5596 3599.**

disabled son Peter believes is one of his life’s achievements and acknowledged, “in return he has shown my family and I time and time again, that life is what you make it. So enjoy it, no matter what it presents you with”.

A passion for amateur astronomy has also brought Peter some success. Having discovered several Super novas or exploding stars he hopes to find more in the future.

If you live in or around the Gold Coast or the Hinterland and are in the market for a residential ride on or push mower for your lawn or garden care needs why not drop into the Vanderfield Nerang branch and catch up with Peter. He would be delighted to meet you and to spend some time with you showing you what John Deere have to offer.

The whole Vanderfield team wish you well Peter and extend a warm welcome to you.



## A thriving friendship and business



For friends Ryan McLeod and Hugh Reardon who forged a solid partnership at school in Warwick an even more successful enterprise has developed between them since graduating.

Known as Australian Fresh Salads, they are in essence vegetable growers and supply loose-leaf salad mixes, from 3 growing regions for 12 months of the year to the Australian market.

The leaves of baby spinach, mesclun (mixed lettuce) and wild rocket are sensitive to weather conditions and can be difficult to grow, according to Hugh. Geographical diversity is necessary to mitigate adverse weather events which interfere with their 'field grown' crops. Spread between Stanthorpe, Warwick and

Gympie, Hugh and Ryan sell to:

- Customers who package for the large supermarket chains
- Markets who supply the salad mix to restaurants, cafes and other food related services
- McDonalds for use in their burger and fresh meals

Employing seventy people, including 35 casuals used for harvest and weeding, with the balance made up of permanent processing and farming staff, a lot of emphasis is placed on consistently achieving a high quality product.

Both men bring different attributes and skills to the partnership and live in different regions. Ryan is situated in

Gympie and takes care of the agronomy side of the business while Hugh is located at Warwick. He handles the sales and supervises the processing operation and communicates with their customer base.

Australian Fresh Salads initial relationship with Vanderfield began with the service department, which regularly serviced a used 6410 John Deere tractor many years ago. This ultimately led Australian Fresh Salads to buy several John Deere tractors from the Toowoomba branch. Hugh commented, "because the service team were so helpful, their knowledge so great and so efficient we have now ended up with 2 x 5000 series and 2 x 6000 series tractors. The irony is that we were originally impressed by the Vanderfield service team, however with the new John Deere tractors we rarely have to contact them."

"The 5000 models are basic but reliable and priced accordingly but the 6330's are an excellent choice for our requirements. During the wet summer we have had to deal with ongoing rain and storms and the season has been pretty challenging for us but in Queensland we have a bigger advantage in winter over the southern states. The cooler months are usually kinder and better for us financially. Hopefully they will be good this year too as we certainly have some catching up to do after our very testing start to the year", Hugh said with steely determination.



## Gary goes West...



In his role as the Vanderfield Hino Sales Manager in Toowoomba for the past few years, Gary Beutel has shown excellent leadership skills and integrity. So

it is no surprise that Gary's application for the position of Roma Branch Manager for

Vanderfield has been accepted.

He and his wife Tammy are keen to make the move west, involve themselves in the local community and adopt the rural lifestyle which they both enjoy. They particularly enjoy the down to earth approach of country people.

Gary states, "This is an exciting opportunity for me to return to my rural

roots. I look forward immensely to working with the great Vanderfield team already in Roma and serving current and future customers to the best of my ability."

**All the team wish you well Gary and congratulate you on your new appointment.**



## Cotton on

The unprecedented weather conditions at the beginning of the year meant the cotton season got off to a staggered start. This however gave the Vanderfield Service Departments breathing space to prepare the 18 New Round Module Pickers and the 32 second hand pickers (a combination of round module and basket pickers, some of which were exported directly to Turkey from the USA) for the field.

It was a great effort with the service team from Vanderfield St George coming into the Toowoomba branch over several weeks to assist. Under the guidance of Andrew White, the specialty manufacturing division, built and installed a combination of around 100 Guess Row Trackers, Transport beams and Skip Row Kits.

Fortunately many of the Round Module Pickers arrived in Australia on schedule. This allowed sufficient time for the assembly and necessary adjustments to be made to prepare them for the field. The ones that were held up at the wharf meant that some customers, felt pressured, especially in relation to their picking commitments, but the rain intervened and eventually all machines were delivered when and as required.

In conjunction with John Deere, Vanderfield held two training sessions at the Toowoomba Show grounds to familiarize both the owners and the operators with the Round Module Cotton Pickers, to maximize efficiency and use. This was well attended and appreciated.

The Vanderfield Parts department also undertook a proactive program of their own. Parts used in the 2010 cotton pick were itemized and an assessment made of what parts may be required with the increased number of pickers in the field

this year. Working with John Deere a quantity of parts were then stocked in a Vanderfield mobile service vehicle along with a Doffer Grinder and other maintenance material. It was dispatched to the Dirranbandi area to assist and support our customers picking there.

Meanwhile the difficult task of having the correct parts available when needed was another tricky part of the equation. A weekly phone hook up with all the cotton dealers and John Deere helped to determine if there was a trend or a common part failure, emerging. This meant the Parts department could source the parts before they were required. A few were even air freighted in from the John Deere factory in the USA to ensure stock levels were adequate.

With their dedication to superior customer service, our Parts Staff have been able to beg, borrow and secure components by unconventional means on the rare occasion when unanticipated parts were required. This ensured pickers continued to work in the field with little disruption. Hold-ups were generally kept to a minimum and the Vanderfield aircraft was activated in some instances to get technicians and parts to distant customers in a hurry.

Despite the fact that some areas are now finished picking the Vanderfield technicians remain on stand by to react immediately if needed. All indications are for a lengthy season with the last of the pick expected to run into July and possibly even August.

To view an exciting time-lapse movie of the new John Deere 7760 round module picker being assembled in the Vanderfield Toowoomba workshop, go to [www.facebook.com/Vanderfield](http://www.facebook.com/Vanderfield) or search Vanderfieldable on You Tube



## Talks the Talk



**Kathryn Vicary of Vanderfield Roma branch can be contact on 4622 2222**

Having grown up on a cattle property, Kathryn Vicary says, "I feel I can relate pretty well to customers and better understand their needs. Being able to talk the 'same language' helps them to feel confident with me too I think".

You will find Kathryn in the Parts department at the Vanderfield Roma branch. Currently studying a Certificate 3 in Parts Interpreting she also gets to schedule in some administration work, service reception and occasionally sales, into her day.

After finishing school, Kathryn worked at an Outdoor Education Centre then as a station hand on 'Millungera', a 1.2 million acre cattle property at Julia Creek. Having a reformist and positive attitude, Kathryn is trying to change the mindset that 'all parts staff are blokes', and in the process, prove that 'a girl can do it too'. She enjoys meeting new people and finds the reward of having happy customers, fulfilling and satisfying.

To relax, Kathryn likes to paint, horse ride, immerse herself in leatherwork or nature or helps out on the family property. To be happy and successful in her work and private life is what drives her; embracing and enjoying the chance to do something different and challenging every now and then, when the opportunity presents itself.

Kathryn, the whole team at Vanderfield is confident. 'If any girl is going to prove they can work in Parts, it is going to be you'!



## If you can't find a job you're aiming too high....



*James and Lydia seen here with Steve Richards at the V8 Supercars.*

This has been Lydia O'Sullivan's philosophy on life, which has never let her down. She adds, "Scrubbing toilets still pays the rent". For someone who has never been without work, she may well be right.

Lydia and her husband-to-be, James King have made the move across from the Darwin branch to Vanderfield in Kununurra. This is a positive step for this enthusiastic couple who are in the middle of planning their wedding for next May. Being a successful team is on the agenda for these two. Not only in their Vanderfield roles with Lydia in Parts & Administration and James in the Workshop, but also for their Big Day and into the future.

James, a light and heavy vehicle mechanic was awarded the best 4th year apprentice in the NT in 2009-10 and lists gaining knowledge as one of his passions in life. This, along with being a kinder, more understanding and patient person.

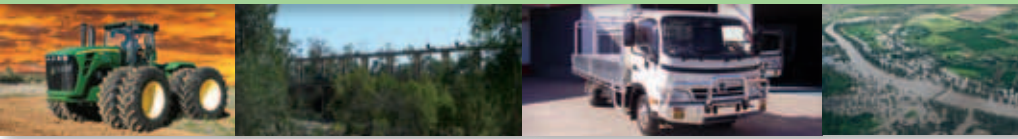
Lydia, a Parts Interpreter has completed a Cert 3 in warehousing and is also a Workshop purchasing/Parts interpreter. She gains satisfaction from knowing that she has helped customers get their vehicle or machinery back in working order. As an all round chatter box with a love of horses and rodeo events she has had more than her fair share of spills and broken bones. But that doesn't stop her wanting to check out the competitive 'horse type stuff' in and around Kununurra in her leisure time.

Lydia and James make a formidable and impressive team at the helm of Vanderfield in Kununurra. Customers are sure to be delighted with their service and with their refreshing zest for life.



*Hollie O'Connor wed Jeremy Kohn, a Vanderfield technician from the St George branch recently and chose to have their photos taken with the other love of Jeremy's life - John Deere. A much treasured memory of the day was their wedding cake. Hollies' inspiration for it came from the recent cotton season. "I haven't seen my now husband much at all in the last few months. I was beginning to think the only way I would get him to the ceremony was to either drag him away from a tractor or to dress up as a green tractor".*

*Congratulations Hollie and Jeremy from the whole Vanderfield team. We wish you a long and happy 'green' life together.*



# Are you achieving your business and financial goals?

*When you first went into business, you had a goal in mind. What is it that you set out to achieve?  
How would you rate your progress against this goal?*



**I am not achieving what I set out to achieve.**



**I am achieving some of the things I set out to achieve.**



**I am achieving all of the things I set out to achieve.**

If you are not achieving everything you set out to achieve, what do you need to change today to make this happen?

As the financial year ends, if you haven't already, you really should be planning for what 2011/12 may hold. Now is an opportune time to sit down and assess where you have come from, where you are today and where you want to be in the future.

### TIPS TO ACHIEVING YOUR GOALS:

1. Perform a SWOT analysis of you and your business to identify where you should be heading into the future (your opportunities) and what you need to work on or improve (your weaknesses) to get there;
2. Review your business strategy to ensure it aligns to your goals;
3. Prepare a 3-way budget to track your progress; &
4. Hold yourself accountable

Set yourself goals to strive for and monitor your progress on a regular basis. It's only the first step but accountability will get you on your way to achieving you business and financial goals.

**COLIN HANCOCK**, Associate Principal, Crowe Horwath  
E - colin.hancock@crowehorwath.com.au P - 07 3233 3542



## Vanderfield welcomes the following new staff members and trainees and trust you will:

- be challenged and rewarded as you focus your energy on learning new skills
- grow in confidence and in your own ability
- enjoy being part of the team
- contribute to the value, growth and the strength of the company

<b>William Brett</b>	<i>Spare Parts, Toowoomba</i>	<b>Glen Daly</b>	<i>Technician, Darwin</i>
<b>Ashley Degan</b>	<i>Office Admin, Roma branch</i>	<b>Grant Gossow</b>	<i>Sales, Toowoomba</i>
<b>Jamini Lee Lemonious</b>	<i>Office Admin, Lismore</i>	<b>Paul Hicks</b>	<i>Spare Parts, Nerang</i>
<b>Tim Hassall</b>	<i>Service manager, Darwin</i>	<b>Taihlee Martin</b>	<i>Office Admin, Gatton</i>
<b>Ashley Neylon</b>	<i>Spare Parts, Toowoomba</i>	<b>Julia Gray</b>	<i>Major Units Admin, Toowoomba</i>



## Do you use Facebook?

We are looking for effective ways to stay in touch with you. Pressing “Like” at the top of a Facebook page means that you will receive updates automatically every time there is a change to the Vanderfield page. So is this an effective way to advise you of upcoming events, monthly specials or global events that may affect your business?

To find out the answer, log on to the Vanderfield website at [www.vanderfield.com.au](http://www.vanderfield.com.au) and there you will find a link to the

Vanderfield Facebook page. It’s that easy! There you will find a variety of topics to read about and video clips to watch. Discover -

1. How you can register to attend an information evening on Stage 2 of the Ord River scheme. This session will bring you the latest news on the developments in the Ord region and is planned for the end of July or early August this year at Vanderfield in Toowoomba

2. See a movie of the huge cotton harvest around Dirranbandi and even  
3. experience what it’s like to be behind the wheel of a Skelta G -Force at the famous Nurburgring Circuit in Germany, so be prepared to be thrilled.

Plus much, much more. Sign up to be a part of the Vanderfield Facebook page and post your comments there. You can go direct to [www.facebook.com/Vanderfield](http://www.facebook.com/Vanderfield)



JOHN DEERE

## Join a study tour to Europe

Vanderfield are looking at organising a study tour to Europe during June 2012. We intend to visit John Deere in Manheim, Germany, Manitou in France and several other manufacturers and farms in Western Europe.

**Please send your expressions of interest to:**

**Sue Vandersee at**  
[s.vandersee@vanderfield.com.au](mailto:s.vandersee@vanderfield.com.au)



### VANDERFIELD

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