



One in a Million Bushel Bin



Look across the skyline in tiny Big Bow, Kansas, and you'll see a big new development—GSI's first Million Bushel Bin dwarfs everything around it. The largest free-span corrugated grain tank in production, it boasts 116' peak height, 80' eave height and 135' diameter.

Skyland Grain LLC, a forward-thinking coop with an eye on growth, had dealer Woofter Construction install the 1.1 million bushel bin with customers' future corn storage needs in mind.



"It became clear that customers wanted to be able to store large amounts of grain without the losses and labor and material handling costs associated with ground piles and flat storage hoop buildings," says Tom Gettings, lead engineer for the Million Bushel Bin.

This bin is built to last, with a new high-strength six-bolt pattern that allowed GSI to construct it with double-laminate 6 gauge sheets in the bottom instead of three thinner sheets.

Adding to that durability: GSI uses the heaviest sidewall in the industry, with galvanized material up to 5 gauge, allowing construction with fewer laminated rings.

The free-span roof uses I-beam roof supports and a 10' center peak platform that allows adequate space for catwalks and conveyors, plus offers features including:

- 50,000 lb. vertical peak load
- 2.66" corrugation line
- Standard two-ring door
- 40" dia. for grain inlet spouting

GSI also specifically designed a single-pass clean out sweep in its premier Series II line for the Million Bushel Bin. Flush floor aeration is also available.

Perhaps best of all, the overall system provides great advantages over ground piles and flat storage with less material handling labor, lower grain losses and easier compliance with dust control and emission regulations.

Getting to Know Your DAB Larry Harris Midwest Ag Systems

Business at Midwest Ag Systems in Rockport, Indiana, is anything but one size fits all. Larry Harris knows no customers' needs are the same.

It's taken him from a two-person shop in 1986 to today's full-line operation. That means 18 full-time employees, three field service trucks, a bin crew, a millwright crew, a shop crew, and office personnel.

They're serving customers in a 100-mile radius handling primarily corn and beans but also wheat and specialty grains like white corn.



Larry Harris

"We specialize in custom building a grain system to fit that specific customer," he says. "Every customer has a different need, and we do lots of one-of-a-kind jobs."

In fact, some are so confident in Larry and his team that they clear a site down to dirt, then give them free rein for recommendations. One project for Larry Parrish in Henderson, Kentucky, included a TopDry, Bucket Elevator, Pit Drag, Wet Holding Tanks, and Storage Tanks, plus room to expand. "The expansion came before the project was even done and again the following year," says Larry, "He's got close to a half million of storage and still has room for expansion."

How does Larry build success into projects like this? Part of his edge comes from his status as GSI's unofficial guinea pig. "It's a standing joke, but it's really good for us. We've had a lot of input on project development over the years," says Larry. "I sold the first dryer GSI put out that had a computer on it."

Being on the DAB also keeps him closely tuned to developments. "We all come together to try to figure it out, rather than GSI just seeing one side of the business," he says.

"We've used GSI since the day we opened in 1986," says Larry. "It's just good quality, and I've built a lot of personal relationships there."

In fact, he wants to make quality an even bigger focus to make GSI even stronger. "GSI is the world leader. I want them to be like Coca-Cola is in the soft drink industry," he says. "It could be anything, but you ask for a 'Coke.' I want people to ask for 'GSI' when they want quality.

"I'd like to never sell anything on price again. Just sell quality—so the industry knows GSI is the best out there and anything else is second rate."

Have a comment or feedback to share with Larry? Reach him at 812-649-9866 or midwestag@psci.net.

Horst Rolls with GSI



Talk about making a statement! When Earl Horst Systems Ltd. of Ontario, Canada, got fed up with relying on freight carriers who mixed up product drops and charged excessive fees, they went big with three trailers featuring GSI products in bold graphics.

Wanting the convenience and security of sliding tarps, they ordered a tarp system from Verduyn Tarps of Hamilton, Ontario, then provided their own job photos, plus shots from an online stock image site, to a graphic designer for layout.

The transport units are wrapped with custom-designed full-color tarps bearing the Horst logo and a job scene on each side. The rear doors boast the signature Earl Horst "H" plus contact information and web site. Printing cost for the graphics was less than \$5,000.

"We believe this is very inexpensive advertising," says Collin Horst. "Experts agree we are moving from the age of information to the age of creativity."

One thing's for sure: These rolling billboards are sure to stop traffic.



Market Update

At this writing, commodity pricing is rebounding from pre-harvest lows anticipating a crop that has been forecasted higher throughout the growing season. That after a very troublesome start!

The October 9 USDA report increased each crop and its ending inventory (carry-out).

Wheat stocks are forecast for 864 million bushels at the end of the marketing year, May 2010. That is an increase of 31% vs. May 2009 and 182% vs. May 2008.

Of that total 304 million bushels is Hard Red Winter. This will be tying up commercial storage space in the western wheat belt.

The corn crop has been increased to 13.018 billion bushels with an August 2010 carry-out projected at 1.672 billion bushels. This carry-out is arrived at with some very optimistic forecasts on feed and industrial use.

We have a large rice crop and carry-out at 220 million cwt production and 46.6 million cwt carry-out, which is up 53% from last year.

And the soybean crop is forecast at 3.250 billion bushels. Wow—that's a lot of grain.

So why are the markets rebounding from low prices as we scrape snow off our

combines? Because we're scraping snow off our combines. The unusually cold and wet weather we're currently experiencing across the Midwest is potentially making the crop smaller.

Also, this delay makes buyers, who were expecting to be run over with trucks off the farm by now, have to chase old-crop purchases.

Another big factor is our economy: a lack of faith in the fed's ability to balance deflation without over-supplying dollars is causing the dollar to decline in value against other leading currencies. Instantaneously the effect is that anything commodity priced in dollars acts just like the dollar.

Thus, just as the number of dollars you can get for a euro is increasing, so the number of bushels for a euro. This has the effect of pricing our commodities lower to foreign buyers, and we know what lower pricing does to demand.

Market appreciation through the delivery months is still very attractive to farmers with storage and commercial hedgers.

The wet harvest will not be conducive to ground storage, so get ready for a busy post-season.

Shipping Made Easier

GSI is making it easier for you to locate and stage all of your ordered items for quick and accurate installation.

Many times a job site or project requires multiple truckloads of equipment containing several orders. To best serve you, we load the trailers to maximize capacity and minimize shipping costs. As such, often order numbers are mixed on the same truckload.

We've now established a numbering process, beginning in shipping staging lanes as the parts are pulled from finished goods.

Each order is assigned a number that is designated on the shipping paperwork. As the items are checked to the order, a colored number sticker is placed on each component or line item.

This process is repeated until all orders are identified with distinct number tags. All items are then loaded on trucks, and the assigned number is noted on the customer's shipping paper.

Once trucks arrive on site and unloading begins, the number allows operators to quickly separate and sort all compo-



nents by order or equipment into separate groups.

As assembly and installation begin on the job site, the components are easily identified. This prevents down time and lost parts.

Currently the process is in place at Paris, Illinois. We will be adapting it at all facilities in the near future.



Vehicle Magnets

Want to brand your company vehicles? It's easier than you think.

GSI is offering vehicle magnets to brand your company vehicles with the ochre football. The magnets are 18" x 12", created to fit on the door panel of most vehicles or back gate of a truck.

Magnets can be purchased with your company name and phone number below the logo.

To place an order, please email your request to rwalters@gsiag.com.



Outdoor Signs

Light up the life of your business with an illuminated outdoor sign!

To order your outdoor sign, please contact Bendsen Signs at 217-877-2345.

Want a cheaper, quicker option to get your brand out? GSI still has metal signs with the GSI logo on them that allow you to insert your company name below the logo. Please contact Robin Walters (rwalters@gsiag.com) if you would like one of these signs: free while supplies last.



Survey Results Action Plan

In July and August we created an online survey for our dealers to complete. The survey netted 50 dealerships responding, some with more than one respondent. The audience represented 10% of GSI's revenue.

According to those responses, when asked to rate the "courtesy you receive when you contact GSI Customer Service," GSI Customer Service reps are doing an excellent job! GSI product offerings also earned high marks. Thank you for this positive feedback.

While we're proud of those responses and want to praise our incredible customer service team for their performance, we conducted this survey to mark what we could improve on. Over the next year we want to work to earn Excellent marks on every category. Throughout 2010 you'll notice changes in our

phone system, warranty, training offerings, and shipping procedures.

In response, the technical service crew has already changed the call-in policy by giving dealers a specific phone number that allows quicker access over end users.

Also our technical support crew has added extra resources to respond to your needs.

The training offerings have been priority one, and a detailed plan that involves internal and external training is in process—keep reading your *Dealer Dispatch* for more details!

Congratulations again to Northern Agri Services for winning the drawing for \$100 of promoshop goods! Each dealer that completed a survey earned an entry into the drawing.

WatchDog Now Internet-Based

The WatchDog monitoring system is now fully web-based, giving you the capability to monitor your dryers from anywhere with an Internet connection.

This convenient system requires no special software—simply log in through any Internet browser to view status. Anything on the dryer interface screen can be seen in your browser.

WatchDog offers two different types of web pages for viewing: a graphical screen for viewing on PCs and some cell phones and a text-based interface for cell phones that don't support graphics-heavy screens. The initial screen offers the choice to view graphics or simple text.

When connected to the Internet, WatchDog can even send you alerts via e-mail or text message.

In addition, you can now modify drying parameters from a remote location. Any setting that is modified via dryer touch screen (plenum temperature setpoints, grain temperature setpoints, timer setpoints, metering roll speed setpoints, etc.) can be changed via Internet with the new system.

You can also shut the dryer down remotely if you see a problem. (Startup can only happen from the dryer control panel.)

If the dryer shuts itself down, WatchDog displays an alert and gives a barking dogs audio signal to notify the user.

To connect drying equipment to your PC, use one of the following:

- Direct connection using CAT-5 Ethernet Cable. Length can be up to 1,000' (Part # VIS-WATCH-DC).
- High-speed Internet connection (Part # VIS-WATCH-IC).

Special Thanks

GSI would like to extend a special thank you to the dealers and customers who opened their doors to the Thevco crew for tours and informative sessions.

Despite the late harvest, we saw a number of running dryers, many 25-30 years old, and were able to change many perceptions and educate the team on our products' reliability and durability.

Dealers and customers on the tour included:

- Bonnell Grain Handling
- Burton Farms (Dealer: Northern Indiana Grain Systems)
- Ron Comer (Dealer: Schafstall Inc.)
- Darl Daily & Sons (Dealer: Bonnell Grain)
- Hizer Farms (Dealer: Bonnell Grain)
- Martin & Son (Dealer: Schafstall Inc.)
- Bob Plummer (Dealer: Bonnell Grain)
- Kevin Pullen Farms (Dealer: Northern Indiana Grain Systems)
- Richards Elevator (Dealer: Schafstall Inc.)
- Ruff Brothers Farms (Dealer: Bonnell Grain)
- Joe Schopman (Dealer: Schafstall Inc.)
- Ted White (Dealer: Bonnell Grain)
- Wise Farms

Introducing the Next Generation Quoting Tool.

More than a product configurator, more than a quote tool, GSI's new Configuration and Quote System is now available to select Dealers.

This fully web-based system lets dealers select products, configure products, develop electronic quotes and distribute quotes to customers anywhere, anytime, 24 hours a day, seven days a week.

"It's not just a configurator; it's a complete quote tool," says David Weder, material handling engineering team leader. "And you can do a quote in as little as 2 minutes - it's really that simple."

The GSI team started by selecting the best configuration software available and then tailored it with our product information, specifications and industry demands to yield a customized system. As part of this effort, the standard Bucket Elevator product offering and pricing has been completely revamped to be pre-engineered and allow quicker order entry.

This new pricing is only available through the new GSI Configuration and Quote System.

Available products include Farm Bins, TopDry Bins, Hopper Bottom Tanks, BinManager Bin Monitoring System, Bucket Elevators, Chain Loops, Air Systems, and coming soon, En-Masse Chain Conveyors, Tower Dryers, and Modular Tower Dryers. Product configuration is made easy with a simple series of form-based screens. Make your product as simple or as complex as you choose depending on how many details you enter. For your convenience, the system automatically produces a complete bill of materials, including a rolled up weight of the system. The software even lets you save favorite configurations to use again and again, making minor adjustments to suit individual projects. Dealers can add markup, list dealer-supplied (non-GSI) items on the quote and personalize quotes with the dealer-

ship logo. All activity is saved, so you can start a configuration or a quote and come back later to finish it, or run back a few screens and make changes. The system tracks revisions, so every version of a configuration or quote is time stamped, logged with author information and comments, then retained for easy reference. When the quote is ready, simply enter your customer's e-mail to instantly send a copy. No more cumbersome file saving or downloading. Once you've got the job, place the order request by simply entering the PO and clicking submit. The system is so convenient and versatile that in the future, GSI intends to replace the portal and stand alone quote tools with this user-friendly system.

Future enhancements include adding more products and the capability to produce sales drawings at the time of configuration. The system will automatically generate DXF and PDF files through our 3D CAD modeling software, Pro/E.



Project Management

To facilitate better, easier communication, with a mouse click you can set up a collaborative web site where both you and the customer can view versions of the quote and configuration. You can also share and upload files so that drawings, specifications and other pertinent project information are easily accessible online in a password-protected environment.

Easy Access

GSI Configuration and Quote System is completely web-based, so no software is installed on your computer. Simply enter your account login and password from anywhere with an Internet connection. Early next year, a stand alone version will be available to those who may need to operate 'unplugged'. To request a user name and password, go to <http://configurator.gsiag.com>.



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1-217-226-2467 | Fax: 1-800-800-5329 | Int'l Fax: 1-217-226-3404
1004 East Illinois Street | Assumption, IL 62510 USA

www.gsiag.com



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Q: We know the basics of GSI products but want to know more so we can really push the features over the competitors' offerings—how can GSI help?
A: GSI is very close to finishing Product Information Guides (PIGs) on both Tower Dryers and Conveyors. These will be released in 2010, and trainings will be hosted using these as the basis. Please let your DM know if you're interested in scheduling a training for your crew.
Outside of the PIGs, talk to your DM about matching up with experienced crews that have history with the product—job shadowing is also a great learning tool!

Q: Can we get simpler instructions for products? We're especially interested in Dryers and the Vision system.
A: GSI is committed to releasing six additional Quick Start Guides in 2010 to join the Series II Sweep single page Quick Start Guide. Vision is at the top of this list!
These manuals are direct and user friendly. They're market tested with people who don't know the product.
Have other product suggestions? Please send your request to rwalters@gsiag.com.

Frequently Asked Questions