

Profit through COOPeration

Published By Service & Supply Cooperative

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P.O. Box 48, Bellflower, Missouri 63333

(573) 929-3222

March 2011

45TH ANNUAL MEETING, AT THE MONTGOMERY COUNTY R-2 HIGH SCHOOL, SAT. MARCH 12, 2011 AT 6:00 PM.

Three Directors to be Elected at Annual Meeting

The terms of Terry Newland, Luke Rodgers and Eric Starkey will expire at this year's annual meeting. All three will run for re-election.

The nominating committee chairman will present a slate of candidates at the annual meeting and nominations will also be accepted from the floor. Introductions of the candidates are given inside this newsletter.

Ballots will be mailed to all eligible voting members. Ballots can be returned by mail to the Bellflower office or can be brought to the annual meeting on March 12, 2011. Ballots will be counted at the annual meeting and procedures are in place to insure the privacy of your ballot. We will also have ballots available at the election if you did not receive one in the mail or have misplaced yours. If you have any questions concerning the election process, please call the Bellflower office at 573 929-3222.

The financial report and other information about your cooperative will be presented.

Agenda: Doors open for Registration 5:30 p.m.

- Welcome & Invocation
- Meal by Spaunhorst Catering served at 6:00 p.m.
- Call meeting to order
(Entertainment for children by FFA in cafeteria)
- Introduction of Board of Directors
- Reading of Minutes
- Financial Report
- Old Business
- Election of Officers
- Introduction of employees and guests
- Appoint nominating committee
- New Business
- Recognition
- Closing comments and adjournment
- Door Prizes

RSVP by calling your local branch

Remember, door prizes are drawn from the RSVP list.

Call your branch to RSVP today!

- New Florence (573) 835-2485
- Bellflower (573) 929-3222
- Vandalia (573) 594-6421
- Bowling Green (573) 324-5212

Please call in by 9:00 a.m. Tuesday, March 8th, 2011.

Who can vote?

Voting members must own one share of Class A Common Stock, be an agriculture producer and be an active purchaser of products. Service and Supply Cooperative must have a signed account agreement that shows that you have requested to be a member and have submitted your Federal ID number or Social Security number. If you feel that you should be receiving patronage but did not get a notice after the annual meeting, please call (573) 929-3222 so that we can follow up.



The new chemical building at the Bowling Green plant will be ready to use this spring. It will allow them to handle more products and increase liquid fertilizer storage to better serve our customers.

Thanks!
Special Thanks to the students of the Montgomery County R-2 FFA Chapter, their advisors, Mr. Jonathan Hoer and Mrs. Laura Cooley for helping setup, serve, clean up and entertain the children. We really appreciate their help with our annual meeting.

**Employees you
can count on:**

Bellflower Employees

Don Broz

General Manager

Robert Smith

Jean Vomund

Sue Carroz

Dave Cullom -

Propane Manager

Gene Davis

Richard Klocke

Donny Broz

Rick Cullom

Chris Pund

Roger Lewis

Kent (Clyde) Gilbert

Frank Schlote

Jeff Broz

INTRODUCTION OF BOARD CANDIDATES

Meet the Candidates

The following candidates have been nominated by the nominating committee to fill three positions on the Service and Supply Coop Board of Directors.

LUKE RODGERS: Luke and his wife Jolene live two miles east of Bellflower. They have three children Allie, Meredith, and Robby. Luke's row crop operation consists of corn, wheat, and soybeans. In his spare time he enjoys hunting and spending time with his family. Luke has served three years on the Coop board.

DERRICK COPE: Derrick and his wife Coty have one son, Dever. They live four miles northeast of Bellflower. Derrick has a row crop operation and a cow-calf herd. He also does dirt work and excavating.

ERIC STARKEY: Eric and his wife Jodi live in Windsor Valley, south of Williamsburg. They have two children Haley and Macy. Eric has a row crop operation and also a cow-calf herd. He enjoys hunting and fishing. He has served three years on the Coop board.

BILL GERDING: Bill farms with his brothers seven miles southwest of Montgomery City. They have a row crop operation and also a cow-calf herd.

TERRY NEWLAND: Terry and his wife Lisa live eight miles south of Vandalia. They have three children Amy, Betsy, and Wesley. They have a row crop operation of corn, soybeans, and wheat. They attend the First Presbyterian Church in Vandalia. He has served on the Coop board for six years.

BILL NATION: Bill lives two miles south of Vandalia with his wife Ruth. They have two children Chris and Elisabeth. Bill has a row crop operation and also raises Registered Polled Hereford cattle. He is a member of the Missouri Cattleman's Association and the Missouri Hereford Association. He is also on the Ralls County Junior Fair board. They attend the First Presbyterian Church in Vandalia.

Current board members:

Rennie Davis	President
Terry Newland	Vice President
Ron Talley	Secretary
John Cobb, Jr.	Director
Luke Rodgers	Director
Eric Starkey	Director
Glenn Paulsmeyer	Director

Nominating committee:

Rennie Davis
Bob Ridgley
Scott Starkey

Recent Happenings



Tim Mudd joined the staff at the Vandalia branch in November 2010. Tim brings several years of sales and application experience to our staff. Tim and his family live near Silex.



Anthony McBride is pictured here with the Rogator sprayer. He joined our staff at Vandalia in December. Anthony lives in Vandalia.

Lyndel Chrisman joined us in October 2010. He has been operating the dry fertilizer truck and other equipment. Lyndel lives near Vandalia.



Employees you can count on:

Opportunity for Profits 2011

By Randy Rodgers

As we prepare for spring 2011 we are looking at a changing economic picture. For many years with tight margins for crop profits we strived to keep our input costs as low as possible. We still want good return on our investment, but these crops are more valuable than ever before. It is more important than ever to protect and increase our yield and income potential.

Most of the high management yield enhancers such as seed treatments, inoculants, pre-emerge weed control, disease and insect control in crop and micronutrients paid for their use at much lower crop values. Factor in today's crop prices and they offer very good return on investment. Many of these man-

agement practices have a kind of double benefit. For example, the in-crop soybean fungicide insecticide treatment provides insurance against a severe insect or disease infestation and will usually provide a yield improvement even in the absence of a problem. In 2009 those fields with this treatment didn't have an aphid problem. In 2010 it prevented a frogeye leaf spot issue. Most of the time preventing a problem gets more yield response than a rescue treatment.

We have heard excuses for skipping these applications like, "It's been wet three years in a row, 2011 could be a dry one," or "These crop prices are good now but what will they be next fall." The good news is most of these treatments help your crop use water more efficiently. If mois-

ture is short, let your crop use what water it has to produce bushels instead of fighting off disease. Will you be glad you saved that \$10 input cost and yield 3 bushel less if soybeans go to \$18 per bushel? Could happen!

We're not just trying to sell you a bunch of stuff. We look at results from universities, company and our own test plots, but most of all the results from our customers to see which practices to recommend. We want to thank all those farmers who are willing to share information with us.

Guys and Gals, I think we are having a hard time getting a grasp around the value of these growing crops. Put some numbers to the potential out there. We are here to help you look at ways to protect and improve your bottom line.

Vandalia Employees

Eugene McDonald
Branch Manager
Leslie Hammett
Tim Mudd
Lyndel Chrisman
Anthony McBride

Bowling Green Employees

Jeff Graddy
Branch Manager
Stephen Scherder
Martha McCormick
Dean Wilhoit
Rick Landers
Gary Odom
Doug Mudd

New Florence Employees

Randy Overkamp
Branch Manager
Randy Rodgers
Randy Hinkel
Chasity Overkamp
I.W. Walton, Jr.
Jeff Eldringhoff
George Penrod
Chris Van Horn
Bill Oliver
Mark Landrum
Anthony Schneider

THE FUTURE OF PROFESSIONAL GREEN TECHNOLOGY IS HERE

Coming soon to the STIHL Dealership in New Florence

STIHL Harnesses the Power of Lithium-Ion Battery Technology

Exclusively from STIHL – a bold revolution in environmentally responsible outdoor power equipment. STIHL Lithium-Ion technology – No Gasoline, No Emissions, No Power Cords.

STIHL harnesses this new technology to produce an exciting new line of cordless, battery-powered outdoor power equipment. The result is a new breed of environmentally responsible products, eliminating both fuel costs and exhaust emissions. You can "save green" while "going green" with STIHL Lithium-Ion technology.

The 36-volt AP 80 lithium-ion battery is designed for long running times with quick recharges and operates at full speed until depleted, so there is no gradual drop in power during use. Batteries can be charged hundreds of times without any noticeable loss in capacity, and special battery electronics constantly monitor the battery to ensure optimal operation and a long service life.



STIHL Lithium-Ion battery powered products:

- Eliminate fuel costs for less expensive long-term operation
- No cord, no exhaust emissions, no gasoline smell
- Instant startup – just push a button

Service & Supply
P.O.Box 48
Bellflower, MO 63333

ADDRESS SERVICE REQUESTED

Wit & Wisdom

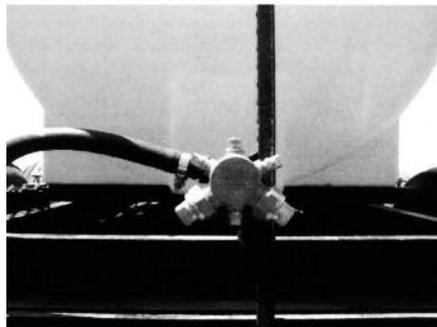
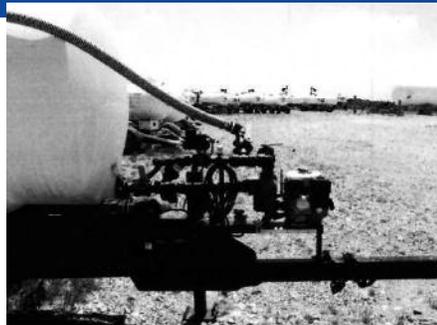
“It is better to be able to appreciate things you cannot have than to have things you cannot appreciate.”

Unknown

GRAZONNEXT



Service & Supply at Bellflower and New Florence display their new pasture/hay ground sprayer. The sprayer features electric shutoff with a boomless nozzle and can operate anywhere a fertilizer buggy can.



Credit Policy of Service and Supply Cooperative

Don Broz, General Manager

Payment of purchases is due the 15th of the month following the date of purchase, any past due account will be subject to a finance charge at an annual rate of 18%. Any account over 60 days will be C.O.D., unless prearranged and secured.

Service and Supply Coop can assist you with obtaining financing for your agricultural inputs by working with outside financial sources such as the Cooperative Finance Association, Rabo AG Finance and Farm Plan. We can also assist you with input cost projections to take to your local banking source. If you have questions, call the Bellflower office or talk to your branch manager for information. Working with us on your credit needs beforehand will help us keep your business in a strong financial position.