

# MADERA ROTARY CLUB



## MIKE'S NOTAM

Madera Municipal Golf Course—Tuesdays at Noon

Volume 4, Issue 6

March 1, 2011



### 2010 Business of the Year MIDLAND TRACTOR CO.

Every Tuesday we repeat the Rotary 4-Way Test as a reminder of the high ethical standards we strive for in our work and personal lives. Today we honor our Business of the Year, **Midland Tractor** based on those standards.

More than 60 years ago, a Rotarian named Herbert J. Taylor devised the simple ethical guideline that helped him rescue a beleaguered business in the midst of the Great Depression. Herb took over the near bankrupted Club Aluminum Company of Chicago. He prayed for inspiration to help him and came up with this simple test which became the basis for decisions large and small. Soon the climate of trust and goodwill flourished among dealers, customers, and employees. By 1937 indebtedness was paid off and net worth climbed to \$2 million.

In October 2010 Chairman **Matt Bullis** advertised in the Madera Tribune for nominations to select a business that fit the 4-Way Test. **Midland Tractor**, a local John Deere dealer located on Cleveland across from the Fairgrounds, was nominated for the Award.

This family owned and operated business has been in operation for 31 years. They have been voted among the "Best Small Companies to Work For in Central California" - Twice!

Employee Betty Ferrero says, *"In the six years I've worked at Midland, there has never been any occasion in which an employee or customer was not treated with respect and dignity. Don's word is iron clad. The business motto is "Customer Satisfaction Guaranteed". We are constantly reminded it is customer service that build Midland and that won't change."*

**CEO Don Nelson** believes in keeping his employees informed and offers weekly luncheons with speakers to provide information beneficial to all. They also offer seminars for customers to educate growers on tips to minimize downtime of production.

Midland is supportive of the community and has annually contributed to more than 200 organizations and charities.

Matt and his committee selected Don Nelson and his team at Midland Tractor for the 2010 Madera Rotary Club Business of the Year! **CONGRATULATIONS!**