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PHOTO: CHRISTY COUCH LEE

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DEENA COLEMAN'S LOVE OF HORSES is infectious. Just ask the thousands of customers she's put in the saddle at Pokagon State Park Saddle Barn, a riding facility near Angola, Ind., that she's operated with her husband, Larry, and other family members for some 25 years.

Ms. Coleman, who's featured in this issue on page 8, says she's had a love of horses for as long as she can remember, explaining, only half-jokingly, that her grandparents "got tired of me trying to ride their dairy cows, so they bought me a pony." That passion became a dream, which, in turn, became a reality—to work with horses, as well as own a home with acreage, where she can keep them.

A Message From Bob Crain: Chasing A Dream

Much like Ms. Coleman, Craig Holm says he knew from an early age what he wanted to do. In his case it was farming, an occupation and lifestyle for which he has great passion and applies considerable ingenuity and a zest for learning new practices. Not only has Mr. Holm, whose story begins on page 14, diversified his row-crop operation, he's also implemented a variety of new practices, such as injecting manure on a portion of his land and starting a buyer's group with other area farmers to reduce costs of inputs.

Folks like the Colemans and Mr. Holm don't entrust their life's work to just any partner, including their choice in agricultural equipment brands. Both run Massey Ferguson® tractors, while Mr. Holm also uses other AGCO equipment.

To honor that trust our customers put in us, we at AGCO are continuously improving everything we do (you can read about one such initiative in the story "Better, Stronger, Faster," beginning on page 19) and have set a goal to become No. 1 in customer-perceived quality. It's a commitment that's becoming a reality, in large part because of our customers' own passion for what they do and the inspiration they provide us.

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