

Finger Lakes Sustainable Farming Center
Sustainable Agriculture Support Businesses Bus Tour
August 26, 2008

Lakeland Equipment

Hall, NY 14463

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<http://www.lakelandequipment.com/>



Company profile

Lakeland Equipment is one of the largest John Deere dealers in the Northeast. We sell and service agricultural equipment, lawn and garden, and commercial equipment, as well as John Deere skid steers, through three locations in the Finger Lakes.

At Lakeland, we are on a mission: Lakeland will profitably market and deliver products and services of superior quality and genuine value for the mutual benefit, success and satisfaction of our retail customers and employees.

At Lakeland we have a vision: Lakeland is the customer's first choice for agricultural, commercial, and consumer equipment and services. In partnership with our retail customers and employees, Lakeland is delivering genuine value and achieving the highest level of customer loyalty.

Lakeland was incorporated in 1983, when two former John Deere employees, Marty Phillippe and Gene Roling, purchased Dickens Bros., an active John Deere dealership from Charlie Dickens. The two partners expanded the facility to provide additional office and showroom space. The success of the Savannah store enabled Lakeland to expand in 1990. Two more former employees of John Deere, Bob McNamara and Mike Wilson, joined the team and simultaneously added dealerships in the Hall, NY and Henrietta, NY trade areas.

Since 1990, Lakeland has experienced vast growth in sales. The Savannah store has been totally renovated and expanded and additional area has been added to the Hall store. In December of 1999, Lakeland moved into a new facility in East Avon, NY. Marty Phillippe, Bob McNamara and Mike Wilson comprise the owner group.

Lakeland's vast trade area provides for a diversified market. The agricultural market includes corn, grain, muck farming, dairy, vegetable cropping, orchards and vineyards, as well as other niche markets. The commercial and consumer product markets are among the nations largest. Lakeland is a John Deere "Gold Star" dealer. Only dealerships with strong commitments to facilities, trained personnel and asset management qualify for the "Gold Star" status.