



Hummel Group

Local Feature:

Mast Lepley AG Hardware Turf

www.mastlepley.com

Exceeding Expectations April 2009

www.hummelgrp.com

Fifty-two years have passed since Elvin Mast and Jim Lepley opened their doors near Smithville Ohio. In 1957, agriculture was booming and successful farmers dropped big money to have Mast Lepley build their silos. While Mast Lepley AG Hardware Turf no longer offers these family farm high-rises the company is still successful and growing by following the principles Elvin and Jim followed many years ago. Dave Steiner, general manager, explained that customer loyalty has been earned by providing the best possible service. Being a customer of this business, I whole heartedly agree that the principle of excellent service is followed. Recently purchasing a Honda generator, I was assisted by no fewer than three people with my \$700 purchase. A kind fellow from service then took my new generator and asked me to enjoy the store while he put fresh oil in and checked everything over. You are treated like a VIP with every visit and made to feel welcome.

Accounting for better than half of the company's sales, the farming community still patrons this 22 employee company now Claire Nussbaum. The company now directs its farming focus on servicing the feed and waste systems that long-time customers still rely on. The other half of the business is the exciting part. Walk into the well-lit modern showroom and feast your eyes on the best equipment a lawn owner could ever want. Servicing both residential and commercial customers, they sell, deliver and service products from Simplicity, Steiner, BOB-CAT, Ferris, Honda, Pequea, Tanaka and Wright. Would you like a golf cart or utility vehicle? This company is your EZ-Go dealer providing selection from a basic cart to the custom stretch.

Getting down to nuts and bolts, the dealership added 8,000 square feet of retail showroom in 1999 dedicating half of the new space to the growing hardware business. Steiner indicated that the success of the hardware segment was somewhat of an unexpected blessing. The original plans were to stock many of the common supplies his service department consumed. The idea was to avoid the daily 20 mile round trips to purchase hardware for service use and avoid paying retail price. The time and cost savings alone were more than enough reason to take on limited hardware inventory. Any hardware sales to customers would be considered gravy, thought Steiner. Sales in hardware took off and Steiner responded by broadening the product offering. Today the company offers Carhartt clothing, Red Wing Shoes, Reddy Heaters, rakes, shovels, trailer parts, paint, plumbing supplies, electrical supplies, pet food and more.

Hidden from the public in a service area cleaner than most dealer's showrooms are dedicated employees setting up and testing new products, repairing customer's equipment and servicing some of the many machines sold for commercial and agricultural use. These are individuals that take pride in their work and ownership in the company they serve. Steiner is proud of his people and shared that very few leave unless they are retiring.

This month the company celebrates 52 years of business with their annual open house. The event lures more than a thousand of their loyal customers and was started many years ago for that farmer who wanted a new silo. **Continuing the tradition, new products and factory reps will be available for this year's open house April 17 & 18.** Mast Lepley AG Hardware Turf is located just East of Wooster at 7787 East Lincoln Way.



Agency Updates:

In 1965 Orris Yoder started the agency out of his home in Shippshewana, Indiana. Several owners operated the business until 1988, when Roger D Yoder purchased the agency. Roger and a key employee, Regina Yoder, grew the business over the next 21 years.

In 2008 Roger, planning for retirement, began conversations with Hummel Group regarding perpetuation. Shippshewana, very similar to Berlin Ohio, is in the heart of the Amish and Mennonite community of Northern Indiana. David Coil and Vaughn Troyer, two of the business partners in Hummel Group, are originally from this area. This personal tie, coupled with many other business ties between Berlin and Shippshewana sowed the seeds for this new relationship. To capitalize on the opportunities in Shippshewana, Brent Hooper and Hummel Group formed a partnership to purchase the agency and operate it under the name of Yoder Insurance Agency LLC.

Brent Hooper has, for the last five years, been employed as an insurance agent with Farm Bureau Insurance and prior to that, served as Administrative Faculty and Head Baseball Coach at Goshen College. Brent has a BS from Anderson University and currently lives in Goshen with his wife and two sons. We are proud to welcome Brent Hooper, Linda Bontrager and Regina Yoder to our company.

SHIPPSEWANA OFFICE



Regina Yoder : Brent Hooper : Linda Bontrager

Insurance 101: Estate Planning Tip

Are you planning to create a trust or has your attorney created one for you?

Estate planning is a great way to protect your wealth and as a part of the process, the home is deeded to the trust. In this situation we recommend adding the trust as additional insured on the homeowner policy. There is *no additional charge* for this step and it protects the assets of the trust in the event of a liability claim arising from ownership of the property.

If this applies to you or you are thinking about creating a trust, give us a call.

Hummel Group

is represented by the talented people of our three offices in Berlin, Orrville, and Wooster, OH.

Give us a call today at:

Berlin: (330) 893-2600

Orrville: (330) 683-1050

Wooster: (330) 345-3536

Hummel Monthly News Editor:
Brad Mullen

THANK YOU!

Special thanks to the community for supporting the Ricer family auction.

