



Growing Trend

CGB Fertilizer - Welcome!

In this issue...

- P1 CGB Fertilizer
- Welcome
- P2 The Trend
- P2 Sales Contacts
- P3 Business
Development
- P3 Zero Harm
- P4 CGBF March
Madness
- P4 Employee
Spotlight
- P5 The Project
Corner
- P5 New CGBF
Sales Office
- P5 Fun Facts
- P6 New Arrival

We are excited to present you with the first Issue of our CGBF Newsletter!

Through these pages, our goal is to introduce you to members of the “CGBF Team,” highlight our products, services, and facilities, explore innovation, and occasionally weigh in on the pertinent issues of the day.

CGB Fertilizer is a division of the CGB Enterprises, Inc. family of companies. With strategic river locations and strong logistical relationships and assets, CGBF supplies quality bulk fertilizer, market advice, and service to trading partners, dealers, and retail outlets in truck, rail, barge, or vessel quantities.

CGBF is a leading originator of bulk fertilizer products from both U.S. and International sources; distributing bulk fertilizer products from 15 company-owned or leased warehouses, and offering product into 27 U.S. States and 3 Canadian provinces.

For more information on CGBF, visit our website at www.egbfertilizer.com; or speak with one of our Customer Service Specialists at 1-800-457-6150.

Welcome and enjoy!



Aurora, IN covered load out

The Trend...

Scott Mickey, Director of Fertilizer



I am very excited to contribute to this first issue of Growing Trends as I expect this newsletter to become a great way for us to share news and ideas with everyone we engage in our fertilizer community. We will often be providing updates on our own growth and improvements to customer service, but also we want to provide information on what is happening in the fertilizer industry as a whole. To that end, I would like to share some thoughts on a new initiative called RESPONSIBLE AG.



Approximately a year ago, the news of the horrific event in the little town of West Texas was thrust upon us with the shocking account of devastation and the tragic loss of many lives. While not all details are yet known about the causes of the explosion, we do know that our industry has come under critical scrutiny from varying levels of governance and the very communities that we serve. As a result, there has been a great erosion of public confidence in our industries' ability to operate in a safe and prudent manner. To address this rightful challenge, The Fertilizer Institute (TFI) and the Agricultural Retailers Association (ARA) have worked together to establish a non-profit entity called RESPONSIBLE AG, LLC. RESPONSIBLE AG is an industry supported stewardship initiative that will assist fertilizer storage and handling facilities to achieve and maintain compliance with federal laws and regulations. The mission of this initiative is to strengthen the fertilizer industry's credibility and perception with the public at large, the policy makers at all levels of government and with the many regulatory agencies that have oversight to our industry. The primary effort will be developing an assessment tool that can be used to demonstrate to all, that facilities that handle hazardous products are inherently safe structures and are being managed responsibly. As part of this development, a system that will include trained auditors, assessment protocols and an informational data base will be created. Initially, the focus will be directed to only those who store and handle ammonium nitrate and anhydrous ammonia. We all can expect to see a number of steps over the next few months to initialize this effort, one of which is to establish a Board of Directors made up of five ARA members and four TFI members to oversee RESPONSIBLE AG, LLC. That Board will be the driving force for this very necessary effort.

Participation in RESPONSIBLE AG will be strictly voluntary, but it is incumbent to all that we are a safe, responsible and proactive industry. We at CGBF Fertilizer will be very active participants, as this initiative reaches to our core culture of working safe and taking care of one another. We hope to engage with all our customers and trade partners to achieve a level of compliance and responsibility that will firmly establish a level of confidence in us within all our communities in which we operate. We have an industry to be proud of, let's work together to keep it that way.



CGBF Indiana Account Manager, Mitch Gibson, presents Tom Flora of Jackson Jennings Coop with the iPad that he won in a drawing at our booth at the Farm Science Review held this past September at the Molly Caren Agricultural Center in London, OH.

Sales Contacts

South IN - Mitch Gibson
(812) 218-1909
KY & TN - John Day
(270) 338-9255
OH - Steve Powell
(419) 823-1718
North IN & MI - Jim Pindell
(765) 529-5521
WI & IL - Brad Shaull
(913) 322-3734
IA, MN, SD, ND - Nate Schwickerath
(563) 566-8037
MO, CO & KS - Charlie Lauderdale
(800) 848-4769
SE MO & SE IA - Tyler Forshee
(812) 218-1923
East OK & West KS - Thad Reimer
(800) 375-5494
W OK, W KS, NE - Jon Ingebretson
(913) 955-2403
Main Office: (800) 457-6150

BUSINESS DEVELOPMENT... A TEAM SPORT

Jerry Lippert, Business Development Manager



We have all been there...at an industry meeting or social event and someone asks, “What do you do?” In my case, I respond that I am the Business Development Manager. Precious seconds pass as they search for a common ground they can identify with. Eyes glaze over. They are trying to find a way to connect. They glance at the exit. They do not have a clue what I do.

I have to make the decision of whether to explain my role and possibly reveal my motivation for being there; or to lighten the mood with a witty quip. I choose the latter. “What I do is similar to herding cats”. They shake their head with understanding as if that explains everything, and we move on to talking about what THEY do and are up to... which is really why I am there.

According to Forbes, “Business Development is the creation of long term value for an organization through customers, markets, and relationships.” The definition is succinct; the actual process is not.

Day to day business development activities are about identifying, prioritizing, and developing business opportunities. Functions include relationship building with customers, competitors, suppliers, and co-workers; following up on leads; the research of existing and potential markets, service levels, products, and costs; discovering and evaluating possible acquisitions; and educating management and achieving buy-in in advance of a potential opportunity so as a company we are mentally and financially prepared to act quickly when that window of opportunity briefly opens.

We may look at twenty opportunities to find just one. Tenacity can be rewarded, but rejection is common. A project may require six elements to come together, but if we can only achieve five, the project may die on the vine. Timing is crucial. Business Development is not about “let’s get rich quick schemes” or “I win, you lose.” It is about creating long term value for our customers, our organization, and the successful development of long term, profitable projects or business units We have a number of exciting projects in different stages of development, and in the coming months we will be highlighting these, and more.

George Bernard Shaw once wrote, “The single biggest problem in communications is the illusion it has taken place.”

In that spirit, if you identify needs, leads, or ideas you think will help to improve our processes, service levels, or product offerings, please pass the information on so we can incorporate your thoughts into the process.

Business Development is a TEAM sport. Welcome aboard!

Zero Harm

Paul Deffenbaugh, Regional Operations Manager
Consolidated Grain and Barge Co.

Our goal at CGB is Zero Harm. Zero Harm isn’t just for us, it is “managing risk so no injuries to employees or property damage, adverse customer impact, environmental impact or community harm occur while doing work.” SLAM is our most valuable tool to accomplish this. SLAM is “Stop, Look, Assess and Manage”. There are five basic questions that are used to assist employees in this task. The questions are: How can I be hurt? How can others be hurt? How can equipment be damaged? What is the safe, quality, and most efficient way to complete the task? Do I have enough information to do the task safely?

After assessing the risk with SLAM, we manage risk to ALARP- As Low As Reasonably Possible. We know we are working to ALARP when we follow rules and procedures; we are using equipment to design; we are using our own and others’ experiences; we are using good work practices; we are continually assessing risk and changing accordingly. At CGB, the safe way is the only way. It’s just good business.



March Madness

Sara Whitmer, Marketing & Systems Specialist



Whether or not you are a basketball fan, everyone usually chooses sides and has a little fun during March Madness. Here in the CGB Fertilizer home office it is the same way. We have the hard core fans to those that like to try their luck at filling in a bracket with teams they know absolutely nothing about. Being in the Jeffersonville Indiana area which is just north of Louisville Kentucky and commonly called Kentuckiana, we have a very eclectic group of fans. There are several top schools close that are rooted for.

First, we will start with the University of Kentucky fans (because you and I both know that if we didn't the UK fans would have their feelings hurt since in their minds Kentucky is always number one). In this office our UK fans are Kay, Chris, Keith, and Jay. As soon as you walk in to the office you can tell immediately who the UK fans are. This is because they are so proud of their team, there are numerous UK paraphernalia decorating their work areas.

Second will be the Indiana University fans since they are also quite open to where their loyalties lie, just usually not as extravagant as their UK counterparts. Those who root for IU are Debbie, Tina, Tim, and Scott. You can spot them by looking for the occasional sweatshirt, poster or some small knick-knack.

The third most popular set of fans are for the University of Louisville. These guys tend to be less expressive than the other two, but don't let their subtlety fool you. In the height of battle they are known to rise to the occasion and defend what they believe is theirs. Our loyal U of L fans are Diana, Doris, Brian, and Matt.

For those of you who are not familiar with college basketball in this area, you must realize that for a lot of people it is top priority. Also, the UK, IU, and U of L teams are huge rivals. Go to any area sports bar or restaurant on game day when any two of these are playing against each other and they will be packed to the brim with fans sporting their teams colors and yelling at the TVs for any score or referee call, good or bad.

The other schools in this area that some tend to follow but don't

have much representation in our office include Purdue, Butler, and Western Kentucky.

Now, you may or may not have noticed I have left some people out of the groups above. Ken, our stoic leader, follows a variety of teams, locally supports U of L but still stays loyal to his home state of Illinois. Shirley stands out in our crowd and roots for Florida State. Ron and Tyler, our resident golf enthusiasts, are all about the Auburn Tigers.

Mitch claims not to be a die-hard fan of any one team, but tends to follow all of the local teams during the tournament. I am also one of those that don't have singular loyalties. I grew up in a loyal Purdue family, I married a die-hard UK fan, and I graduated from IU. Therefore, all three of these have special places in my heart.

That brings us to our last unmentioned members of the CGBF Jeffersonville family, our logistics oddballs. Kenzie immigrated into Kentuckiana and brought with her the notion that Duke is number one. Jeremy is our New Orleans (pronounced New OAR-linz if you must know) transplant and when asked where his college basketball loyalties lie, well the response was, "What is college basketball? Go Saints! Who Dat!"

There you have it; a fun view and introduction to your friends here at the CGB Fertilizer headquarters.



From left to right: Front row - Bryan, Chris, Tina, Debbie, Doris, Tim, Keith, Shirley, Diana Back row - Jeremy, Ken, Ron, Jay, Tyler, Scott

Employee Spotlight



Shirley Jenks is a customer service manager and has been with CGBF for thirteen years. Prior to joining CGBF, she was with WR Grace for fifteen years and Northern Star for twelve years. Outside of work, Shirley enjoys reading, being outside, and spending time with family and friends. She currently resides in Jeffersonville, IN and works in the Jeffersonville, IN main office.

Jon Ingebretson joined CGBF in January, and brought with him over fifteen years of agricultural sales and supply experience. He is a graduate of North Dakota State University with a degree in Agricultural Systems Management; and is an active board member for the Kansas Agribusiness Retailers Association. Jon works in our new Lenexa sales office, and resides in Leawood, KS.



The Project Corner

Mark Aylor, Project Manager



CGB and CGB Fertilizer are experiencing the largest growth spurt in the 17 years I have been with the company! We are spending our capital dollars in the right places to make CGB strong and sustainable, while simultaneously expanding the services we offer into the agriculture communities we serve.

CGB Fertilizer is participating through process improvement, equipment upgrades, facility modernization, and progressive thinking. Ideas for change and innovation originate from our CGB employees, customers and trading partners.

Gladstone, IL is a good example of putting technology to work and developing new business for a CGB Grain site. We introduced “fast service” CGBF Dry Bulk Wholesale Fertilizer to the area market by using an existing flat storage building to install a 15,000 ton bulk fertilizer storage area that is modern and has the customer in mind. Using concrete walls to form the storage areas, we installed a Sackett conditioner, truck loader and a Sooner portable scale inside of the building. Trucks are loaded inside of the building on the truck scale to a maximum over the road weight. To ensure maximum quality, the product is conditioned as it goes onto the truck. Loading is a fast, efficient process in all weather conditions that ensures clean, conditioned product; and the truck is loaded to the maximum allowable weight... every time.

At the suggestion of several of our customer locations, the facility is now being expanded to include a blender which will enable Gladstone to offer truck load quantity dry blends to our dealers. The walls, conditioners and scales are all designed to be mobile and changeable to fit future needs as they come about.

We must deliver innovation, efficiency, and service in every aspect of our operations. Whether we are engineering a new physical design; or evaluating changes to our existing facilities, we must keep the needs of our customers at the forefront.



Fun Facts

- The first fertilizer factory was set up by Sir John Lawes in Britain in 1843. He made superphosphate by dissolving bones in acid.

- A ducks quack doesn't echo, and no one knows why.

CGBF Opens New Sales Office



A new year means new opportunity. As 2014 is swiftly underway, we are pleased to announce the opening of our CGBF Kansas City Sales Office. This location will serve as the operating base for our account managers and logistical support servicing customers in our Western and Great Plains States. The address is 8801 Renner Rd., Suite 407, Lenexa, KS 66219. The main phone number to the office is 913-955-2400.



CGB Fertilizer Booth at 2014 MABA Trade Show held in Lansing, MI. Trade shows are a great medium for sales account managers to meet up and talk with both current and prospective customers. CGBF Michigan account manager, Jim Pindell (middle) met up with customers Shawn Davis and Diane Lowe from Cooperative Elevator - Pigeon, MI where they were able to catch up and snap a quick pic.

New Arrival!!!

CGB Fertilizer is pleased to announce we are adding the capability to treat granular urea with NutriSphere-N® at our Clayton, IA terminal in time for spring season!

A new University of Missouri study released in October 2012 shows that NutriSphere-N® Nitrogen Fertilizer Manager was able to reduce the cumulative long-term volatilization of nitrogen more than four times better than untreated urea — proving NutriSphere-N helps deliver more valuable nitrogen to feed your growing corn.

Call your CGBF account manager today for details!



NUTRISPHERE-N®
Nitrogen Fertilizer Manager

CGB Fertilizer
Growing Trend

PO Box 1179

Jeffersonville, IN 47131-1179

For more information join us online at
www.cgbfertilizer.com.

