**News Release**

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***Stotz Equipment’s 2020 Precision Agriculture Summit was well attended with a strong focus on customer interaction***

Las Vegas, NV, February 5, 2020 – Nearly 100 people representing dozens of farming operations were in attendance at the 2020 Stotz Equipment Precision Ag Summit held at the South Point Hotel & Casino in Las Vegas last week. The event is organized and hosted by the company’s Precision Ag Team and this year, the focus was to encourage customers to learn from each other. During a portion of each half-day session, there was a panel of customers that presented to the entire group – talking about the technology they are using today and how it is helping them improve their agricultural operations. After each panel, attendees divided into smaller breakout groups with each group including at least one of the customer panelists. These sessions were an opportunity for all attendees to talk to each other about what they had heard and to ask each other questions about what they are trying, what’s working and how they are addressing challenges.

Preliminary customer feedback indicates the event was a success. One customer encouraged his uncle to attend because his uncle was not on-board with all of his technology efforts and he wanted him to hear first-hand what was happening with technology in agriculture. At the conclusion of the event, the uncle was excited about the tools available to help his operation and commented that he thought everyone who farmed in his valley should attend this event next year. During several of the discussion in the large and smaller groups, many customers explained that their Stotz Equipment Precision Ag representative is a huge asset to their operation. They stressed how beneficial it is to have someone who can pull the data from their equipment and deliver actionable reports and recommendations during busy planting and harvest times when they do not have the time to do it themselves.

Stotz Equipment believes that their long-term success is dependent upon their ability to leverage changing technologies to help their customers improve the performance of their operations. With a Precision Ag Team of roughly 20 dedicated individuals, the company continues to develop this segment of their business, offering creative solutions and strengthening relationships with their forward-thinking agriculture customer base.

Stotz Equipment is a family-owned, full-service John Deere dealership that has been serving customers for over seventy years. The company was founded in 1947, as Arizona Machinery, and has expanded to twenty-five stores across eight western states. Stotz offers a full-line of John Deere equipment, including agriculture, residential, golf and commercial turf maintenance equipment. Their mission is to make life easier for their customers by keeping customers’ equipment running smoothly, developing and maintaining long-term relationships and providing flexible solutions to meet their needs.

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