

FSC Teamwork in Action



July 2, 2007

Page 1



Do you like to “surf” the web??? What better place to start your outing than at our own site, <http://www.fscoop.com>!! If you haven't been to FSC's new web-site, this will tell you how to get started, and a little bit about how it came into being. It also recognizes the efforts of FSC's Web-site Committee which was formed last fall.

Several years ago, FSC established a web-site. However, as technology evolved, the web-site wasn't designed to keep pace. Pam Borkowski, FSC Computers, served as our “web-master” and did the web-site maintenance. Last fall we realized it was time to replace or revamp FSC's web-site and a committee was formed to explore and discuss the various options. Members selected for the committee include Anne Pauley, Irwin; Bryan Shimp, Harlan; Marcia Hansen, General Office; Lisa Jones, Progressive Nutrition; Mike Evers, Energy; Tom Grote, Feed Division; and Cathy Clark, Defiance. Pam was chosen to serve as chair-person of the FSC Web-site Committee because of her involvement and experience with our web-site from day 1. Care was taken to select a committee which represented multiple locations and divisions of Farm Service Cooperative.



Pictured above are committee members Bryan, Cathy, Mike, Lisa, Anne, Tom and Marcia.

The committee was formed to look at various options and answer the following questions: Do we want to purchase a web-site from a company, such as DTN? How do we want our web-site to look? How can we best utilize FSC's web-site? What are the main features we want on it? How do we keep the web-site fresh and inviting and keep customers coming back?

The committee rolled up their sleeves and went to work. It was decided to develop the FSC web-site internally to allow for future flexibility. Cathy Clark is coordinating assigning articles for the main page. Pam continues to serve as the web-master and does all the site development for FSC's web. Division managers have input into their pages as well. Every page was completely redesigned between last fall and when the new web-site was published in early March.

Visit <http://www.fscoop.com> today

On the next page you will see a portion of the main home page for FSC. Down the left side you will notice links to other pages and web-sites. The web-committee felt having weather and FSC's current grain bids on the main page at all times was important. Later on we will have detailed “zoom-in” weather which will allow us to eliminate DTN's at our locations and replace them with a brand new DELL PC on every counter for the customer to be able to use when they visit a branch office (and will hopefully sell some computers as well!!) We hope you will agree that the web-site is very attractive, easy to read, and contains lots of relevant information for our members and customers, employees and even suppliers.



Farm Service Cooperative

Serving Southwest Iowa for over 75 Years



- Home
- Agronomy
- Feed
- Energy
- Grain
- FSC Computers
- Tires
- Locations
- Employees
- CBOT-Corn
- CBOT-Bean
- CME
- Weather
- Contact Us

Keith Heim resigns as FSC General Manager

Gary Jahn named Interim Manager by FSC Board as General Manager search process begins.

FSC's long-time manager, Keith Heim, submitted his resignation to FSC's Board of Directors in late April. Heim had been General Manager for 19 years, accepting the position in February of 1988. Prior to becoming General Manager, Keith had served as FSC's Grain Division Manager.



Under Heim's leadership, FSC has seen considerable growth. Grain expansions took place at both Manilla and Denison, with construction of a new grain elevator in Atlantic in 1990. Retail locations and operations were added in other communities including a Feedmill at Ida Grove and an Agronomy center at Moorhead. Heim was instrumental in forming FSC/ADM LLC, a joint venture with ADM that has generated significant financial returns to FSC. FSC/ADM LLC later sold its Denison grain facility to Amazing Energy (ethanol plant), but the LLC continues to operate locations at Manilla and Atlantic. FSC also entered into a feed joint venture with NANCO, creating Progressive Nutrition, which markets equine and other specialty feeds on a national basis. FSC has significantly expanded its computer retail service, FSC Computers, over the past few years, in addition to building Cardtrols in four area communities. FSC has never been positioned better in terms of equipment and ability to provide energy, feed and agronomic products and services to members.

One significant event that Heim had to address was handling the impact of the Farmland bankruptcy and sale in



Local County Fair Dates

- Shelby County Fair July 8-16 Harlan
- Harrison County Fair July 17-22 Missouri Valley
- Crawford County Fair July 18-22 Denison
- Pottawattamie County Fair July 18-23 Avoca

Listing of other County Fairs

Stay tuned for County Fair Pictures!

11:06 **Weather Underground**
wunderground.com

Links
Drag this link onto your Home button to make this your Home Page.

Harlan, IA
73° F / 23° C
Mostly Cloudy

Wind South at 5 mph / 7 km/h
Pressure 30.23 in / 1024 hPa
[click for full forecast](#)

Find Weather
GO

FSC Current Cash Grain Bids

	June Basis	June	July Basis	July
Harlan	.25U	3.25	.25U	3.25
Denison	.18U	3.32	.18U	3.32
Ida Grove	.28U	3.22	.28U	3.22
Harlan-Bean	.88N	7.16	.88N	7.16

THINK WEB—FSC WEB!!

The web committee continues to meet periodically. This past week a meeting was held to discuss the roll-out of PC's to branches, and other ways to ensure we keep our web-site vibrant, relevant and functional.

So what can YOU do to help us? If you have an idea for an article, or a picture, or anything else, either get it to a committee member or email [Cathy Clark at cclark@fscoop.com](mailto:cclark@fscoop.com) or [Pam Borkowski at pamb@fscoop.com](mailto:pamb@fscoop.com)! We are definitely interested in your ideas and thoughts. Also, don't forget to visit the Employees page for forms. Committee member Tom Grote has submitted several pictures for the web-site and carries a camera with him all the time.

What is coming ahead? We will be exploring the possibility of customer account information from the CONTROL system being available to members; the zoom-in feature of the weather, PC's at locations featuring our web-site, and many other goodies. Stay tuned for more information!

Great Job!!

A big thank you to Pam Borkowski, Cathy Clark, Marcia Hansen, Bryan Shimp, Mike Evers, Lisa Jones, Anne Pauley and Tom Grote for all their efforts in getting this web-site kicked off. But we also need YOUR help in ensuring its continued success into the future! THANKS!



P.S. Make FSC YOUR home page today!!!

