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ON THE HORIZON

FALL 2010

> **Company Facts**

Story on page 4

> **Behind the Scenes**

Page 20

> **Wheat Report**

Page 18



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Table of Contents



FEATURES

Company Facts	4
Boy Scouts 100th Anniversary	6
<i>by Jim Radtke, CFO</i>	
Financial Planning	12
Park Reflects Railroad Heritage	14
Fairview Customer Appreciation	15
Solutions For Your Success	22
<i>Jeff Wagner, President / CEO</i>	
Ray Resident Recalls	24
HR Commercial Wins Telly Award	26
Sudoku	27



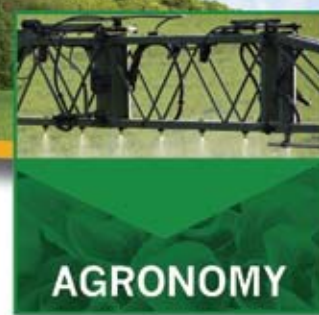
RETAIL & ENERGY

Retail 2010	11
<i>by Mike Leach, Retail Division Manager</i>	
Behind the Scenes	20
<i>by Jeff Watts, Energy Division Manager</i>	
Traeger Winner	29
Father Mows Best	29



GRAIN

Summer Livestock Nutrition	7
<i>by Dick Sorensen, Feed Consultant, CHS Nutrition</i>	
Wheat Report	18
<i>by Brian Fadness, Grain Division Manager</i>	



AGRONOMY

Neverending Spring 2010	8
<i>by John Salvevold, Agronomy Division Manager</i>	

Advertisers

American State Bank	2	Winfield Solutions	19	Select Ford	30
Red Brand	10	Manger Insurance	27	Frontier Equipment	31
IRA	16	Farm Credit Services	27	American State Bank	31
WCCU	17	Farmers Union Ins.	28	Select Ford	32

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AGRONOMY

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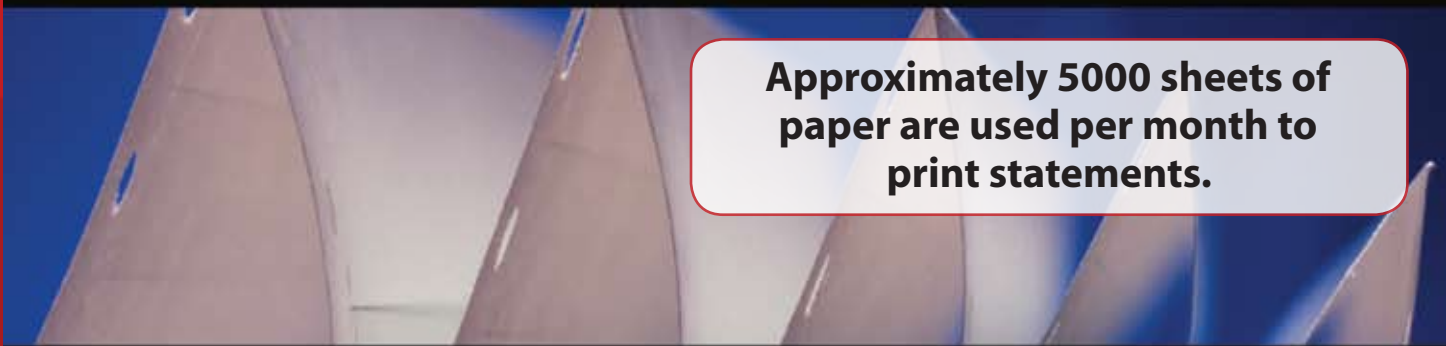
COMPANY FACTS

**All transport drivers
together drive
approximately 25,000
miles every 2 weeks**

**= to driving the
circumference of
the earth (24,900 miles)**



**Approximately 5000 sheets of
paper are used per month to
print statements.**



**C-Stores sell approximately 16,845
bottles of pop per month &
15,400 candy items**



**Over 283 million pounds of product were
received by our elevators during the 2009
Harvest Season. Also during that time
period 1238 train cars were loaded.**

**= to approximately 14 miles
of train cars**





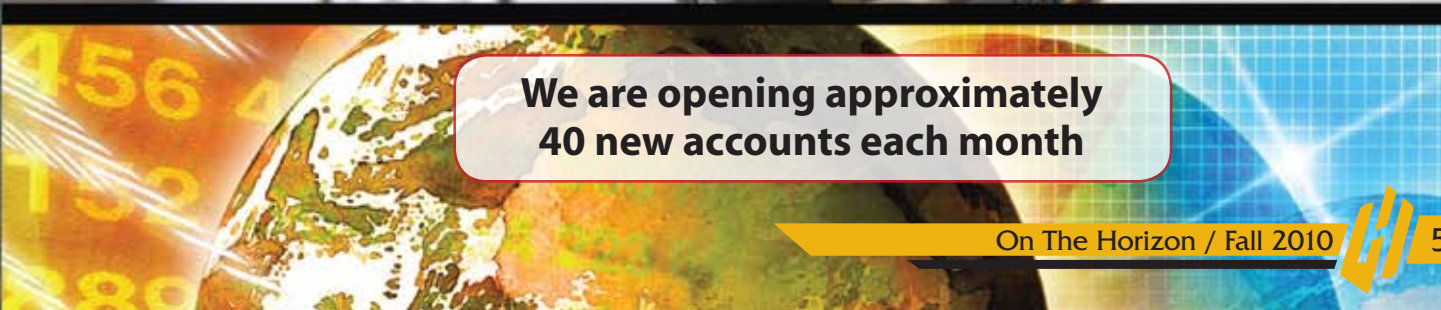
The Agronomy Division has sprayed and spread approximately 198,148 acres this spring and summer. If you were to spray a strip 100 feet wide, you would be able to go from Williston to Disney World 4½ times.



Approximately 1.5 million gallons of fuel delivered by transport drivers per month
= to filling 75,000 family vehicles



Approximately 220,500 gallons of propane sold per month
= to filling 44,100 BBQ grills



We are opening approximately 40 new accounts each month

BOY SCOUTS 100TH ANNIVERSARY

Hello Everyone, I would like to take this opportunity to congratulate the Boy Scouts of America on their 100th anniversary. Since 1910 Scouting has taught countless youth the values that put family and community first, what a great organization.

I had the opportunity to take the Webelos from Pack 371 to Bismarck to attend North Dakota's 100th anniversary of Scouting. Wow, what a weekend! Two years in the planning and it really showed. More than three thousand scouts, leaders, scout families, and volunteers gathered at the Capitol and camped on the Capitol grounds. Can you imagine how much planning you would need to do to have 3,000 people camping on the Capitol grounds? I was impressed to say the least.

Below are some of the activities that were available for the scouts to try:

Archery Alley	Fire Safety House
Rope Bridges	BB Guns
Blindfold Walk	Atomic Canister
First Aid	Log Sawing
Tomahawk Toss	Log Pull
Obstacle Course	Punt/Pass/Kick
Roping	Volley Ball
Logger Ball	Frisbee Golf
Slingshots	
Semaphore Signals/Morse Code	
Guitar Hero Competition	

As you can imagine, the hardest part was deciding which things the scouts wanted to do next.

Two things that weren't listed above that we tried were the Egg Drop and the World's Longest Pinewood Derby. What is an egg drop you say? Quite simple really, the scout has to devise a container and packing material that would keep a raw egg intact when dropped from a height of 30 feet. There were a couple of rules of course, no parachute designs and you can not drop a live chicken. Other than that you could use whatever packing material that you thought would help your egg survive.

We had two entries in this event; the bubble wrapped egg in a plastic food container design worked, the egg wrapped in a tortilla shell with marshmallows didn't fair so well.

The other event that we attended was the World's Longest Pinewood Derby race. The track was nearly 300 feet long. I heard that there were more than 500 Pinewood Derby cars that raced. Jake Storbakken is one of my Webelos Scouts and his car made it into the semi-finals. A little while later Jake came running up to the rest of the group and said that his car had won. None of us could believe it. Jake got an eight foot tall trophy. No we are not exaggerating, the trophy is eight feet tall. Good thing we weren't driving small vehicles so we could get the trophy home.

All in all we had a great weekend and my hat is off to the event planners, they did a wonderful job. 🙌



Jim Radtke
CFO



Summer Livestock Nutrition

The cattle are out on pasture, the hay is growing well, some is already being cut. Nothing to worry about until harvest, right? Well, perhaps a couple of things.

Summer livestock nutrition, right now, things look great. The pastures are as lush as I've seen them in the past five years. The hay crop should be excellent as far as volume and normal or above on nutrients.

There are several supplementation programs for beef cattle on pasture: mineral, protein, and creep feed for the calves. Of these, I would recommend a good, balanced




Dick Sorensen
Feed Consultant
CHS Nutrition

mineral program as the number one supplementation tool to use. Summer pasture will meet a portion of the cow's mineral needs. At this time, a 12-6 mineral would be adequate. A balanced mineral is needed with an adequate trace

mineral package. Payback minerals are balanced for this region. Later on this summer when the grass matures, you might want to look at using a 12-12 mineral, as phosphorus is depleted in the late summer and fall. Also available in these minerals, are IGR fly control.

Smartlic tubs are available with fly control in protein tubs and mineral tubs. This time of year, if you don't need additional protein, Minlic IGR would be the tub of choice. Later on this summer and into fall, NE 22 or NE30 tubs would be recommended. Horn fly infestations cause reduced grazing time, more stress, and direct blood loss. This can reduce growth and reproduction.

Another summer program is creep feeding the calves. You can expect an increased weaning weight, less stress on the cows, and the calves are "bunk broke" if you are planning a backgrounding program.

Check with your local Horizon Resources dealer for these programs. 

NEVER ENDING SPRING 2010

“With our seeding lasting almost 3 months, harvest is sure to be spread out.”

As I write this article, we are still crop spraying during our never ending spring that has quickly turned into summer. When we started with spreading and spraying this spring, it was looking like we were going to have a fair chance of being done seeding by Memorial Day weekend. Remember the fog??? If I wasn't a whole hearted believer in the rain 90 days after fog theory before, I am now. I have to give our agronomy staff a big thank you for all of the hard work put in this spring. We will have record sales this spring in the agronomy division and I think we lost at least a month to the weather. Some people don't realize that these people still are working when it rained, so in reality, they did not have a weekend off for about 3 months. I would also like to thank all of our agronomy locations for the excellent job utilizing our people and equipment where it was needed. We had people from Savage and Fairview spreading as far away as Nesson Valley, thirty miles east of Williston. We also had a challenge with keeping up with air drills and spreading



John Salvevold
Agronomy Division
Manager



when we were able to go. We had up to 6 tandems delivering fertilizer out of Williston for a couple weeks playing catch up. I think we kept Sally up here from Fairview for about 3 weeks which made for long days for her. She did an excellent job and I don't think we ever got her lost, even when making a delivery for Zahl half way up the Grenora highway on the Montana side.

I hope all of the crops make it to the bins this fall because we have some tremendous crops out there right now. Weed control for the most part was really good with the good growing conditions we had without weed or crop stress. A lot of fungicides were sprayed with herbicides for leaf disease as the prices of a few of the fungicides were nearly cut in half. As I am writing this, we have a lot of wheat and durum heading and flowering, but the forecasting models for head scab have not shown a whole lot of risk for our area and I hope that does not change. Environments can be totally different within a hundred miles though, as I printed out the disease forecast for Berthold along with Williston today, and they are totally different with the Berthold area having a lot higher risk potential for scab. I guess we can be thankful for our dryer air and higher winds in our part of the state. This is pretty normal for western North Dakota and this is why we usually do not have severe scab pressure and do not spray a lot of fungicides for scab. So there, be thankful for the wind. It can save you money.

We are down to our last 3 grain bins to sell for this summer and with the next bin sold, we will hit 700,000 bushels of storage sold this year. This is an increase of almost 200,000 bushels. If you are looking for upgrading or adding storage, remember to come see us in November and December to price out grain

bin packages. Westeel offers some huge discounts in the winter months with savings up to \$8,000 on a bin package. We will be putting up bins through the month of August and will probably go into September on some of the last bins sold.

We had a good crop year with our fertilizer hub plant keeping our plants full of product. Other dealers scrambled for tons coming on light loaded trucks or slow moving rail cars coming out of the cities with river product which ended up being some of the only tons available. We were also able to save a lot of money for our growers avoiding higher in season spring prices especially on phosphates. We envisioned that this was the way these plants were supposed to work, until we saw \$23 durum and \$1200 phosphates. The only other blip that we had with fertilizer was the scramble for anhydrous ammonia. It was the perfect storm for logistic problems this spring as everyone in the state including the northern part of South Dakota all using NH3 at the same time. We have a trucking company that hauls for Bowman and they finished about the same time as we did with NH3. We had loads coming from as far away as Nebraska, with about 35% of our loads coming out of Minnesota. When we were shut down from rain, it took trucks about a day to get caught up with us once we started using NH3 again because of the distance. We were only out of product for short times in most cases and thank our customers who had to wait at all.

If you are raising peas and lentils or have early seeded cereals I hope your harvest has begun and the crops turn out as good as they looked in July. With our seeding lasting almost 3 months, harvest is sure to be spread out. Thank you for your business with this cropping season and have a safe harvest. 🌾

“I hope all of the crops make it to the bins this fall because we have some tremendous crops out there right now.”

HELP US SUPPORT OUR LOCAL FFA CHAPTER

We've partnered with Red Brand as a Blue Level sponsor of Home Grown, a unique initiative that grows financial support for our local FFA chapter. Now, through October 1st, \$1.00 for every roll of Red Brand field fence, sheep and goat fence, barbed wire, and horse fence we order is donated directly to our FFA Chapter. Help us in making this their best year ever!

**HOME
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RED BRAND



RETAIL

FALL 2010




Well it's summer and with all the early rain we have seen the lawn mowers going out the door faster than expected. The word from Snapper is the riders are getting to be in short supply. We did get the new NST (Next Generation Mowers) Riding Mowers in store. These are the mowers I have been letting you know were coming out. If you are looking for a new riding lawn mower you will want to check these out.

Horizon Resources again sponsored the Hor-Swine-zon Rib-Sources Rib Cooking Team during the Rockin' Ribfest that was held in conjunction with the Williston Area Chamber of Commerce Annual Blast on July 2nd. Even though we did not win this year's event we had a wonderful time competing and being able to visit with everyone that came and checked out our Traeger Grill's. This year our grill giveaway winner was Art Wheeler of Epping. We do still have Traeger Grill's on hand and the Traeger Company has a great price on the Traeger Elite Grill. This grill comes with a digital thermostat, stainless grill lid and wheels all around. The savings from these bonus parts is \$200.00.

It came to mind as I was checking to see if deer tags have been issued, that it looks like we will be in the same ammunition situation again this year. Shotgun shells don't look to

be as big of a problem as some of the rest. We will have a good supply of rifle ammo to start the season but it will be hard to replenish as the season goes on. Pistol ammo is still the tricky one. We have received some, but it still looks like it's a hit and miss. 45 long Colt is still extremely hard to get. Most of what we are receiving now is from orders placed in January. 22 ammo is also tricky as to when we can get it in stock. It only lasts a short time and it's out the door.

We will be putting in a new counter in both the C-Store and the Hardware Store so please be patient with us during the construction mess, we will try to get this done as soon as possible.

Horizon Resources and Hutch Western, our supplier for T Post and barb wire, have worked out a deal on red brand wire. They will donate \$3.00 per roll on all the red brand wire we order to our local FFA chapter. A check will be given at the end of the year in the total amount. 



Mike Leach
Retail Division
Manager



Financial

Do you picture yourself owning a new home, starting a business, or retiring comfortably? These are a few of the financial goals that may be important to you, and each comes with a price tag attached.

That's where financial planning comes in. Financial planning is a process that can help you reach your goals by evaluating your whole financial picture, then outlining strategies that are tailored to your individual needs and available resources.

Why is financial planning important? A comprehensive financial plan serves as a framework for organizing the pieces of your financial picture. With a financial plan in place, you'll be better able to focus on your goals and understand what it will take to reach them.

One of the main benefits of having a financial plan is that it can help you balance competing financial priorities. A financial plan will clearly show you how your financial goals are related--for example, how saving for your children's college education might impact your ability to save for retirement. Then you can use the information you've gleaned to decide how to prioritize your goals, implement specific strategies, and choose suitable products or services. Best of all, you'll have the peace of mind that comes from knowing that your financial life is on track.

The financial planning process
Creating and implementing a comprehensive financial plan generally involves working with financial professionals to:

- Develop a clear picture of your current financial situation by reviewing your income, assets, and liabilities, and evaluating your insurance coverage, your investment portfolio, your tax exposure, and your estate plan
- Establish and prioritize financial goals and time frames for achieving these goals

- Implement strategies that address your current financial weaknesses and build on your financial strengths
- Choose specific products and services that are tailored to meet your financial objectives
- Monitor your plan, making adjustments as your goals, timeframes, or circumstances change

The financial planning process can involve a number of professionals. Financial planners typically play a central role in the process, focusing on your overall financial plan, and often coordinating the activities of other professionals who have expertise in specific areas. Accountants or tax attorneys provide advice on federal and state tax issues. Estate planning attorneys help you plan your estate and give advice on transferring and managing your assets before and after your death. Insurance professionals evaluate insurance needs and recommend appropriate products and strategies. Investment advisors provide advice about investment options and asset allocation, and can help you plan a strategy to manage your investment portfolio.

The most important member of the team, however, is you. Your needs and objectives drive the team, and once you've carefully considered any recommendations, all decisions lie in your hands.

Why can't I do it myself? You can, if you have enough time and knowledge, but developing a comprehensive financial plan may require expertise in several areas. A financial professional can give you objective information and help you weigh your alternatives, saving you time and ensuring that all angles of your financial picture are covered.

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Planning

Staying on track. The financial planning process doesn't end once your initial plan has been created. Your plan should generally be reviewed at least once a year to make sure that it's up-to-date. It's also possible that you'll need to modify your plan due to changes in your personal circumstances or the economy. Here are some of the events that might trigger a review of your financial plan:

- Your goals or time horizons change
- You experience a life-changing event such as marriage, the birth of a child, health problems, or a job loss
- You have a specific or immediate financial planning need (e.g., drafting a will, managing a distribution from a retirement account, paying long-term care expenses)
- Your income or expenses substantially increase or decrease
- Your portfolio hasn't performed as expected
- You're affected by changes to the economy or tax laws

Common questions about financial planning

What if I'm too busy?

Don't wait until you're in the midst of a financial crisis before beginning the planning process. The sooner you start, the more options you may have. Is the financial planning process complicated?

Each financial plan is tailored to the needs of the individual, so how complicated the process will be depends on your individual circumstances. But no matter what type of help you need, a financial professional will work hard to make the process as easy as possible, and will gladly answer all of your questions.

What if my spouse and I disagree?

A financial professional is trained to listen to your concerns, identify any underlying issues, and help you find common ground.

Can I still control my own finances? Financial planning professionals make recommendations, not decisions. You retain control over your finances. Recommendations will be based on your needs, values, goals, and time frames. You decide which recommendations to follow, then work with a financial professional to implement them. 📌



Douglas W. Crosby

CFP® Investment
& Retirement Advisor
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Park Reflects Railroad Heritage

In 2007 the city of Williston embarked on an ambitious project to upgrade and modernize what was then “the end of Main Street, by the Amtrak depot”. Included in the plan would be an improved arrival point for many visitors to Williston, that being the Amtrak depot. In addition, area just to the north of the depot would be developed into a park that promoted the local history and culture of the area which in turn would strengthen and enhance the connection to downtown Williston.

As part of the project there would be improved traffic flow around the Amtrak Depot area along with the addition of parking spaces for Amtrak customers and improve handicapped access to the depot itself.

Even though the improvements this summer are still ongoing, you can start to get the feel of the new “confluence” walkway that reflects the confluence of the Missouri and Yellowstone Rivers. This walkway will be a

stunning invitation to the park while offering history and geography of the region. Colored concrete rivers will converge at the plaza, near the center of the park.

An arch monument is to be placed at the center of the brick plaza as a focal point from both the track area of the depot and the approach to the park from downtown. The arch will emulate existing shapes from the depot building, visually connecting the two elements together.

There are several improvements proposed to the current Amtrak depot as part of the project as well.

The park and depot will certainly give Williston a historic front door at the end of Main Street in Williston. 🚂



FAIRVIEW Customer Appreciation



A special thank you to all our customers at Horizon Resources Agronomy in Fairview for attending our customer appreciation BBQ. Without all of you as loyal patrons we would not have been able to have such a wonderful gathering.

We would also like to thank a few special people for making this BBQ happen; David Hill (Syngenta) for the use of this BBQ Grill, Gerald Syring and Winfield Solutions for the steaks and help cooking, Chad Forest (Dow) for cooking, Debbie Dahl for all the wonderful catered food, Laurie Hurley for mowing the park, Roy Mehling for spraying the park, Sundheim Park Committee for the use of the park and the Fairview Fire Department for the use of the tables and chairs. It was a very nice evening with approximately 70 people attending.

The door prize winners of the sweaters were:

Jeff Riedle
Kent Klose
Steve Lassey
Dan Young
Doug Gullikson
Scott Buxbaum
Cameron Arnegard
John Hutter Sr.
Colin Gardner – Winner of the 5 Gallon Gold Sky

We are looking forward to seeing everyone next year at our 4th Annual Customer Appreciation BBQ.

For all your seed, chemical and fertilizer needs don't forget to contact Bruce or Rita 701-844-5775 or 406-489-0282.

Thanks Again,
Horizon Resources Agronomy, Fairview
Bruce, Rita, Sally & Tony



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NCUA

wheat

Report

Plenty of moisture, cool temperatures, more moisture, some heat, near ideal growing conditions, sounds like the 2009 growing season but this is 2010 with a near repeat of last year. Crop conditions are very good. Nationally spring wheat is rated 83% good/excellent the highest rating since 1993 and North Dakota is rated 86% good/excellent. As good as last year's crop was it rated 72% good/excellent for the same time period. Who would have thought we could have back-to-back crops with this kind of potential. Unfortunately with large crops comes lower prices and I think that will be the case with this 2010 crop. Protein should have some value and hopefully there is some to work with. Conversations with producers indicate that there was more fertilizer put down this spring, not just to compensate for what was used last year but fertilizing for a higher per acre yield. With any luck that will help produce some protein as long as the rain hasn't leached the N out of reach of the plants.

Hard red winter wheat harvest has reached the Pierre, SD area at the time of this writing. Quality has been good with protein levels in the mid to upper 11's and test weight 60 or better. The HRW grower didn't sell much early, storing more than selling but now sales are starting to catch up. Desert durum harvest is wrapped up with quality, as usual, very good. More of this crop is finding its way into feed channels as the cost of bringing feed grains in is higher than feeding the durum.

This spring the Government gave us all a surprise by increasing the durum loan rate to \$6.04 in Williams County. This prompted more acres of durum to be seeded. The June 30th acreage report showed 2.675 million acres up 452 thousand acres from March intentions. This is also 121 thousand acres more than last year. Production is estimated, by USDA, to be about 104 million bushels for 2010 and a stocks to use ratio of about 24% which is not too bad as long as usage can meet the estimates. If not the stocks to use ratio will probably be around 42%, which means more carry over.

Spring wheat acres were virtually unchanged from March intentions to the June planted acreage in spite of the increase to durum. The thought was that spring wheat acres would turn to durum but it looks like perhaps the majority of the acres came from barley. Spring wheat production is estimated to be 567 million bushels and stocks to use of 66%. That is quite burdensome. At the time of this writing new crop spring wheat values are \$5.01, I think it would be wise to price some bushels in this area.



Brian Fadness

Grain Division Manager

With the amount of spring wheat and durum carried over from last year and the apparent size of this years' crop, pricing bushels sooner rather than later is what I would recommend. ☺

Have a safe harvest!



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For this season's event schedule, contact your local agronomist or visit AnswerPlot.com today.

**For further information talk to one of your local
Horizon Resources agronomy locations:**

John or Brent in Williston

Aaron or William in Zahl

Marty in Culbertson

Justin in Savage

Bruce in Fairview



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“...know that the Energy Division team have worked hard to make sure that your energy needs are met.”

There are conveniences we take for granted. In the dark of the night we hit a light switch and a room is illuminated, we grab a glass and put it under the faucet and lift the tap and water flows or we put a load of clothes in the dryer and before we know it our clothes are dry. For those people behind the scenes providing you the services you've become accustomed to is a source of great satisfaction.

A continuous supply of energy would fall into those expected conveniences. Driving up to the pump at your local Horizon Resources Cenex branded station and you have a convenient supply of gas or diesel thanks to people like Jeff Watts, Energy Division Manager at Horizon Resources since 1997. Coordination is the name of the game for Jeff with 15 trucks hauling diesel, gas and propane to retail stations, farmers and now to the oil fields full

of new activity as the Bakken formation feeds the energy needs of a growing American economy.

For Jeff the average day, if there is one, starts early as he checks the progress of the 15 trucks that hit the road every day for Horizon Resources. “Our capacity is 9,600 gallons of diesel or up to 11,200 gallons of gasoline” according to Jeff. Trucks head to terminals in Minot and Glendive most of the time, but should the need arise the trucks will also head to terminals in Mandan or Laurel. When supply is normal, 95% of the fuel hauled will come from Minot or Glendive. However there have been times when for one reason or another supplies tightened up on a particular fuel product and trucks had to be sent as far away as Denver to fulfill supply needs. “Supply issues can happen for a lot of reasons. It can be problems at the refinery, it can be pipeline issues of just a matter of demand verses supply”, says Watts, and that is when his job

Behind



Jeff Watts
Energy Division
Manager

the scenes

is the most demanding. One such situation was a couple of years ago when Number 1 diesel was in short supply due to a refinery issue. "We had our trucks and even leased additional trucks to haul from Denver and Wyoming" says Jeff.


How did Jeff Watts get started in this demanding position? "Well, I started at Horizon Resources as a propane truck driver. Did that for quite a few years until (now CEO) Jeff Wagner asked me to head up this division because of the increased demand for transporting fuel to the Williston Basin. When I started there were only 2 over the road trucks, and now there are 8." And it looks like the growth will continue well into the future as Horizon Resources has already surpassed their total gallons hauled in 2007/2008.

But managing supply and delivery is just a part of Jeff's job. In addition he keenly watches the energy futures every day to make sure he is purchasing fuel at as low a price as is possible. "It may be only a couple to 3 cents per gallon savings, but when you are talking about purchasing 150,000 gallons we can save \$3,000 in a hurry, and then we pass that savings on to our members, and they appreciate that we saved them money". His hard work will also help when he is able to contract fuel for farmers allowing them a fixed

operating cost, "it makes a difference in their planning".

The challenge for tomorrow? "Well I guess it would be the same as always is" Jeff tells us, "It's finding enough time and enough supply to keep everyone happy, and with the expansion in the Bakken it's going to be a challenge". The expansion in the Bakken that Jeff refers to is the rapid growth in oil exploration that has meant Horizon Resources will haul diesel to more rigs or support service companies. This growth has already meant hundreds of thousands of additional gallons of diesel that needs to be transported each month, which translates into millions of gallons that need to be shipped each year.

When not on the job as Energy Division Manager at Horizon Resources, the Brookings, South Dakota native loves to hunt and fish and he shared a fish story with me on his recent fishing trip to Reindeer Lake in Canada. Jeff and his wife Lynette have one daughter, Shanda, who is married and lives in Surrey and they have a daughter Brooklyn, so Jeff is a proud Grandfather.

So when you drive up to the Horizon Resources pumps know that Jeff Watts and his Energy Division team have worked hard to make sure that your energy needs are met. 



Solutions for your success.

Horizon Resources Marketing Strategy

When you hear the word “Tide” you automatically think laundry soap. When you say the word Pepsi to a friend, they know you are talking about a soft drink. But when you say the words Horizon Resources it can mean the Cenex branded station and C-store. It can mean agronomy products like fertilizer and crop protection. It can also mean the grain division, which buys and ships millions of bushels to markets both nationally and internationally. And finally there is the energy division trademarked by the many trucks you see hauling propane, diesel and gasoline with the Horizon Resources logo on their doors.

Each division is very much different, yet they function as one corporate structure under the umbrella of Horizon Resources

and this creates a challenge when it comes to marketing. The Horizon Resources logo and slogan line “Solutions for Your Success” are key ingredients to branding our company and need to be implemented into all of our branding. To address this Horizon Resources has retained the services of Results Unlimited, a marketing firm with western North Dakota roots and home office in Minot, to assist the Horizon Resources management team in organizing and implementing a comprehensive marketing plan.

The plan starts with a yearly marketing budget that combines all advertising and promotion. The Horizon Resources and Results Unlimited staffs meet on a bi-weekly basis to review and plan marketing strategy for all 4 HR divisions.

The team takes input from all divisions and looks at the months ahead to determine areas of opportunity for marketing and promotion. This will include for example springs work and harvest for the agronomy division, fishing and hunting for the retail division, summer and fall propane needs for the energy division and market demands in the grain division. There are many resources used for marketing. These resources can include television, radio and print advertising or even signage at events. Once the resources have been determined, it comes down to the message. For television and radio there needs to be 30-second advertisements produced to “get the message out”. The best marketing approach is to use a common message on several medias as customers have very different habits when it comes to viewing, listening and reading. By using the same message on all media we are assured that our message reaches the majority of our customers and potential customers. At Horizon Resources we strive to keep our messages unique and professional. We know it’s what you expect and appreciate as our customers. Many of you have commented how much you enjoy our commercials, and that means we have done our job in getting you the message whether it be for agronomy, retail, energy or grain.

The Future

It would be great if we could look into a crystal ball and tell you what the future holds for marketing of Horizon Resources. What we do know is that change is inevitable. For example, we know that younger people are using the internet as their main source of information. To address that Horizon Resources has developed a new web site, and we are constantly making changes to improve the site. If you have not visited the site we invite you to browse www.horizonresources.coop. Another media that is getting a lot of attention is social media outlets like facebook and twitter. Our approach to these new media channels is to investigate and see if they are something that our customers see as beneficial and then implement them into our media plan.

Pride

The high standards we have set in our marketing have garnered us a very prestigious award. A television commercial produced for Horizon Resources has won a Telly award. Similar in scope to the Emmy awards, the commercials that win this award are considered to be the very best at communicating a message. There is more on the award and the commercial in a special article insert that I invite you to read.

Horizons

Part of our marketing efforts is the publication of the "Horizons" magazine. Many have told us how much they enjoy this quarterly publication, and we work hard to produce a quality product. If you have suggestions or comments please feel free to let us know. We also encourage people to submit ideas for future articles. As in all of our marketing, you are key to our success.

As Horizon Resources continues to address our customers needs and growing business you will see major improvements and updates at our Cenex branded stores in Fairview, Ray and Williston. Each location will have different projects being worked on, so please be patient during the construction phases.

Best wishes from all of us at Horizon Resources as you complete your harvest. Please be careful....We appreciate your business and look forward to working with you in the years to come. 🍂



Jeff Wagner
President / CEO



horizonresources
Solutions for your success.

RAY RESIDE

Tale of Survival

It was Christmas Eve 2008, when Arley Larson stepped out of his home in Ray, ND. It had been an early and cold winter to date and Larson found he needed to venture up onto his roof in order to clear ice out of the sewer vents.

Unfortunately what should have been a routine task quickly turned into a very serious situation that cold winter day.

The ladder that Larson was standing on about eight feet in the air suddenly gave way, sliding sideways on the ice. Larson quickly grabbed onto the edge of his roof, struggling to hang on, then seconds later proceeded to fall from where he had hung. The entire weight of his body came crashing down on top of the ladder that had already landed upright on its side. Larson immediately lost consciousness as he sustained what would later be diagnosed as a ruptured spleen, fractured skull, torn pancreas and a broken arm.

Thankfully Larson's daughter-in-law Misty, who was the only other person at home at the time, came outside to investigate the noise of the accident, and quickly called for help. Within minutes a still unconscious Larson was loaded into an ambulance by local emergency response personnel and immediately taken to the hospital in Tioga. There, with the extent of his injuries discovered, doctors quickly called for a medical air transport, where an emergency helicopter delivered Larson to the trauma center at Trinity Hospital in Minot.

While in the helicopter en route to Minot, things started looking grim for Larson, as he fought to stay alive. "They later told me that as a result of the ruptured spleen I was losing large amounts of blood," Larson recalls. "Thankfully they were able to keep enough, (blood) in me to keep me stable during the trip to Minot."

Upon his arrival to Trinity Hospital, Larson was rushed from the helicopter into the operating room and after four hours of touch and go surgery, his damaged spleen was completely removed. Over the next few days Larson would undergo a number of follow up surgeries to also repair his skull, pancreas and arm. He finally regained consciousness and awoke seven days later to find he was in a hospital bed in the intensive care unit.

After a few weeks in the hospital Larson once again returned to his home, where he began a long and intensive recovery. "Since the accident took place I had lost nearly 50 pounds," said Larson. And although Larson doesn't remember too much from that Christmas Eve accident, what he does recall are the numerous individuals who came together on his behalf when he needed them the most.

"Among the many medial personnel who aided me in both Tioga and Minot, I credit the local ambulance crew in Ray, who were so quick to respond and give me the initial support during the accident," says Larson. "Also, I can't thank the community of Ray enough for the help they gave to my wife Sandra and me, during my time of recovery." Three months later, Larson successfully returned to his job as principal at the

NT RECALLS

Ray Public School, where he not only teaches Math, but also is active on the hardwood, coaching the boy's basketball team.

It has been over a year and a half since that cold Christmas Eve and although he is still dealing with some lingering complications from his accident, Larson is happy that he has the opportunity to wake up each day and live his life. "It was a great feeling to finally get back to my job and to the school, but difficult because I knew that I had a lot to catch up on." He credits his student's youthful enthusiasm as "an infectious feeling that helps keep me going." He also takes comfort in the fact that he is part of a small community that looks out for one another. ❧

"It means a lot to me, the value of a small town. The way people are willing to lend a hand. That says a lot about this community."

It would seem that Mr. Larson is lucky in more ways than one.



Horizon Resources Commercial Wins

Telly Award



The Horizon Resources “Running Horse” commercial, which promotes horse feed products, has been honored with a Silver TELLY Award. This first place honor was awarded for the thirty-second commercial that was produced by Results Unlimited, the Agency of Record for Horizon Resources.

“The folks at Horizon Resources put us to task to develop a spot promoting one of their product lines and the team here at

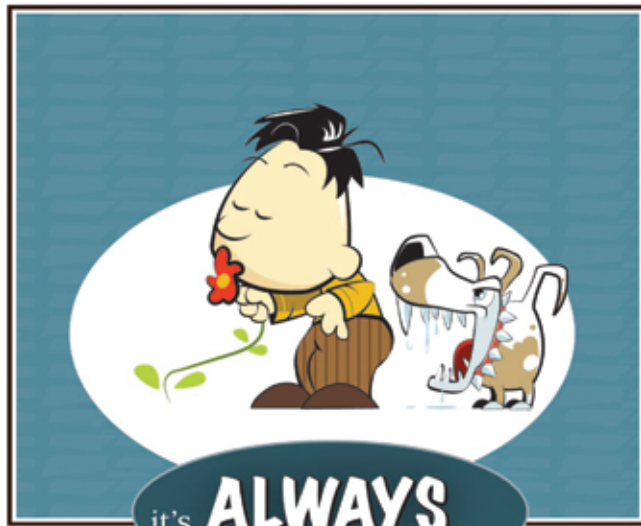
Results Unlimited came through for them, producing an ad that is both effective and beautiful to look at,” said John Gorman, the writer of the award-winning ad.

The TELLY Awards honor excellence in local, regional and cable television production. The TELLY is one of the most sought-after awards by industry leaders, from large international firms to local production companies and ad agencies. ❖

sudoku

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		9				4		
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				2		7	1	
4		5		3				2
	1		8		6			

Answers on page 28



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sudoku answers

6	8	1	2	5	4	7	9	3
5	9	2	3	1	7	8	6	4
7	3	4	9	6	8	1	2	5
3	4	6	7	9	5	2	1	8
1	2	9	6	8	3	4	5	7
8	5	7	4	2	1	9	3	6
9	6	8	5	4	2	3	7	1
4	7	5	1	3	9	6	8	2
2	1	3	8	7	6	5	4	9

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ALL ABOARD

THE NEW F150

Ford continues to build amazing vehicles with amazing capabilities. Today's Ford vehicles are known for safety, performance, comfort and styling. Now we get to add Technology to the list.

A week ago last Sunday, Jenny & I, our daughter Abbey and my friend Cody decided to go to Lake Sakakawea for a day of sailing. We were a bit anxious because this would be my family's first time on the boat.

Cody and I have had the pleasure of acquiring a 22 foot sailboat from a friend who offered us the deal of a lifetime. We are all very involved in Boy Scouts of America. Our sons are Eagle Scouts and we are still active Boy Scout leaders. Our friend gave us this great deal on the sailboat so we could use it in our scouting activities.

I had the opportunity to learn to sail with my son Thomas as he earned his sailing merit badge. We were part of the crew of a tall sailing vessel in the Bahamas a few years back while on a Boy Scouts high adventure trip. Cody's job was to train us on how to sail given our lack of experience.

On the way to the lake we were riding in a new Ford F150 and talking about the pickup's neat features. This one was loaded with a lot of options including Navigation and Travel Link. We soon brought up a live weather map of the region. The system had a radar weather map just like we see on TV! In fact, it updated continually and located where we were on the

map. There was a weather coming in but it was at the North Dakota/Montana boarder and because we were at Fort Stevenson, south of Garrison, we thought we were OK.

Cody asked if we could zoom in on our immediate area. When we did, arrows indicating wind direction and speed came up. That was fantastic! Here we are going sailing, we know the weather is going to hold, and now we know where the wind is coming from and how strong it is. Not only that, but we were able to see a drop off of wind speed to the west meaning we shouldn't venture out too far as we would more than likely need to 'motor' back. No real sailor wants to use a motor.

The information we had available really helped us have a good experience. We had a fantastic day, we learned a lot, relaxed a lot, and even got back to our slip in time to have a nice dinner. The schedule was important because Abbey needed to get back to town to go to a friend's house for a campfire with her classmates.

We enjoyed our time in the F150, especially the technology Ford has built into their new pickups. Thanks Ford, we may now be spoiled. I guess that's what we want people to be when they own a Ford vehicle.

Oh, and to all Boy Scouts working on your sailing merit badge (and your parents), "All Aboard! Let's go sailing!"

Ed Steckler

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