

West Side Tractor Sales Co. Celebrates 50th Anniversary

More than 300 employees and guests attended West Side Tractor Sales' 50th Golden Anniversary celebration on Jan. 28, 2012. The events were held at the Blue Chip Resort and Casino in Michigan City, Ind. Guests were invited to participate in an afternoon bags tournament, followed by an evening reception with dinner and dancing. The country band Bella Cain performed live following dinner.

West Side was started in 1962 by Rich and Mary Benck and it continues to be a family operation currently being run by the second generation. West Side's storied past began with one dealership on the "west side" of Chicago. Fifty years later, the company now serves more than 80 counties with 10 locations spanning across Illinois, Indiana and Michigan. West Side continues to grow but holds close to the core values that built the foundation of the company.

The first West Side branch was located in Lisle, Ill., (now the Naperville location) and grew rapidly to include locations in Wheeling, Rockford and South Holland. In 1987, Rich Benck turned everyday control of the company over to his three children who are each actively involved and equal shareholders in West Side. Steve Benck, the president, focuses on machine sales and the specialized rail business. Diane Benck oversees product support and general operations

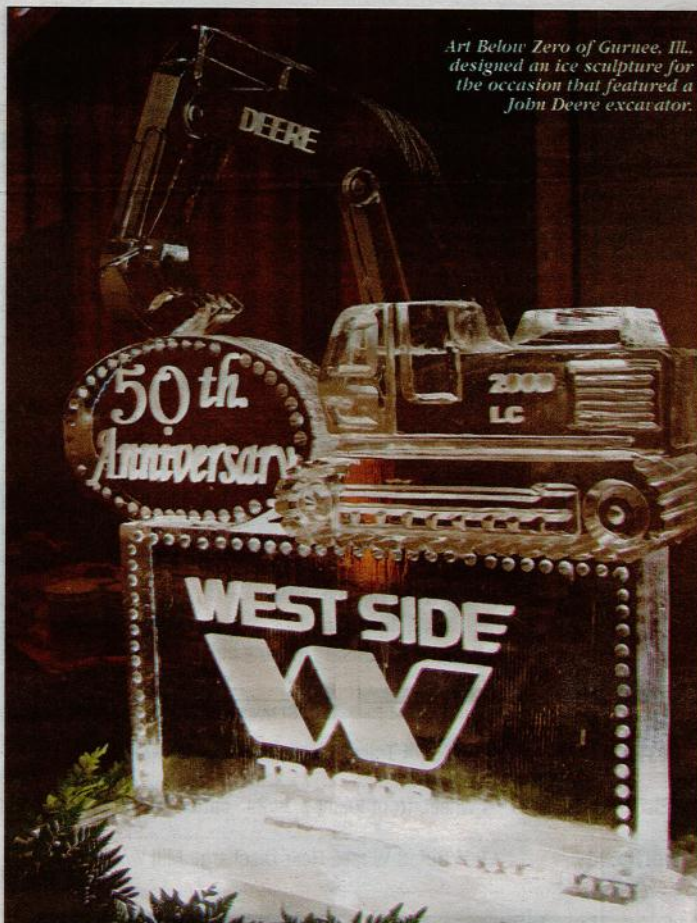
of the company. Tom Benck manages the company's used equipment and consignment fleets, as well as serving as the facility manager. All three children take great pride in staying focused on building and maintaining customer relationships throughout all levels of the organization, especially on a personal level.

West Side has grown considerably under the leadership of the second generation. On Dec. 17, 2010, the owners announced the acquisition of five construction and forestry equipment dealerships located in Indiana through an affiliated company, West Side Tractor Sales of Indiana. New dealership locations include Indianapolis (Indiana headquarters), South Bend, Fort Wayne, Lafayette and Bloomington. In addition to the Indiana acquisition, West Side has expanded into a specialized rail business (RCE) and opened a facility for business in Joliet, Ill., in 2008. The company that began with three employees in 1962 has grown to more than 175 employees. Recently, West Side has welcomed the third generation into the business with the addition of Steve's three children, Brian Benck, Jen Snow and Lauren Coffaro in the finance, HR and marketing departments.

For more information, visit www.westsidettractorsales.com.



More than 300 employees and guests attended West Side Tractor Sales' 50th Golden Anniversary celebration Jan. 28, 2012, at the Blue Chip Resort and Casino in Michigan City, Ind.



Art Below Zero of Gurnee, Ill., designed an ice sculpture for the occasion that featured a John Deere excavator.



(L-R): The Benck family, Tom, Steve, Diane, Mary and Rich gathered for a family photo during the event.