



# **TIME**

**Service Consulting, LLC**

## **Biographical Data**

### **Steve Uible**

- Owner, Partner, TIME Service Consulting 2006-2011
- Regional Service Manager; Nortrax Inc.; Great Lakes Region 2001-2006
- Vice President, Product Support Tiger Machinery Co. Cinti; OH 1988-2001
- Product Support Manager, Tiger Machinery Co., Cincinnati, OH 1986-1988
- Parts Manager; Interstate Machinery Co; Cincinnati, OH 1977-1986
- Parts Manager; CJD Machinery; Queensland Australia 1975-1977
- Owner / Operator "Coconut Creations" Queensland Australia 1973-1975
- Owner / Operator "Tonga Feeds" Kingdom of Tonga 1971-1973
- U.S. Peace Corps Volunteer; 1968-1971
- AED Foundation Technician Certification Committee
- Education: B.S. DePauw University, Greencastle, IN 1963-1967
- John Deere PPT Advisory Board 1999-2006

### **George Wacaser**

- Owner, Partner TIME Service Consulting 2006-2011
- Director Product Support, Martin Equipment of IL; Goodfield, IL 1992-2006
- John Deere Construction Equipment Co.; Moline, IL
- Regional Product Support Manager, Denver, CO 1985-1992
- Division Manager, Product Support 1982-1985
- Tech Specialist 1979-1982
- Warranty Administrator 1978-1979
- Area Manager, Product Support 1972-1978
- Instructor, Liberia Christian College, Liberia, West Africa 1970-1972
- Dealer Advisory Council, Wyoming Tech and Illinois Central College
- Education: B.S. University of Illinois, Urbana, IL 1966-1970
- John Deere PPT Advisory Board 1999-2006

George Wacaser has an extensive background that includes 20 years at Deere & Co. in Product Support management and 14 years directing the very successful service operations of a profitable multi-store dealership. He is well known for his flair for training and instructing. During his tenure at Deere George was instrumental in designing and setting up the first DTAC solution based data program for dealers.

Steve Uible is recognized nationally as an innovator of dealership systems to improve Product Support profitability. In his 30 years of dealership experience he has written, developed and managed programs on Technician Incentives and Planned Maintenance fleet programs. He is known as a teacher and a mentor to dealership product support personnel. His programs have been used across the country at many dealerships.

Both George and Steve have professional international experience in teaching and dealership management. They has also been honored with serving on several tech school boards, Deere PPT Advisory Council, Liebherr Dealer Board, and A.E.D. Certification Committees.

When George and Steve meet with dealership personnel they immediately build a sense of credibility with those they work with. Dealers feel comfortable with them, because they have personally experienced just about everything they teach and talk about. But they do it in a way that does not intimidate people. They are at ease with dealer principals as well as the technician apprentice and everyone in between. Working together as a team they are able to address issues and opportunities from two different viewpoints. George excels at the financial and productivity aspects of the business while Steve concentrates more on the people and management side of the business. Together they pack a one-two punch that gets the job done.

## James W. Smith

- Consultant and Instructor; TIME Service Consulting, LLC 2011-
- Branch Manager, Martin Equipment of IL. 1995-2010
- Manager of Product Training and Information; Deere & Co. C&F 1993-1995
- Division Manager, Product Support; Deere & Co. C&F 1986-1993
- Product Support Specialist; Deere & Co. C&F 1981-1986
- Sales Instructor; Deere & Co. C&F 1978-1981
- Service Program Developer; Deere & Co. C&F 1973-1978
- Engineering Technician; Deere & Co. C&F 1965-1973
- Education
  - Associate Degree; Oklahoma State University
  - B.S. Degree in Business Management; Marycrest College

Jim has an extensive background that ranges from product engineering, to putting it into production, then supporting it with training, sales and product support from a manufacturer's prospective. Then he joined a retail environment as a manager for Martin Equipment of IL. The John Deere construction and forestry dealer in Illinois, Iowa and Missouri, where he was responsible for all operational activities from sales, parts, service, finance and personnel issues and put to use the skills he had developed during his 30 year career with John Deere Construction Group.

When Jim assumed to position of Branch Manager of the Martin Equipment of IL store in Ashland MO.in 1995 sales were less than \$2 million and there were only 3 full time employees. During his 15 years of management employees went to 12 and total sales went to a high of \$18 million. Profitability was restored to all departments and market share more than doubled.

One of the most challenging and rewarding gains was restoring customer confidence in the parts and service departments.

Jim has had the opportunity to work with both George and Steve during his career with John Deere and in the dealer operation developing and using the principles they have so successfully brought to dealers.