Another answer to the question of where to place lawn mowers for homeowners, and skid steers and backhoes for the construction market, including professional landscapers, "We have a mix of large agriculture and the small tractor market, which tends to be weekend farmers down to individual consumers," Briscoe said. In addition to John Deere branded equipment, the group carries several complementary lines, mostly in specialty tools, he said. Briscoe declined to disclose revenue or employee counts for the pre-merger companies but said that Sydenstricker was the larger in terms of both sales and employees. The new Sydenstricker-Nobbe has a combined 650 employees, and officials will begin working on a full integration of the companies, as they were organized somewhat differently, Briscoe said. The integration will allow the dealer group to stay as close to the customers in local communities as possible, Briscoe said, with four newly named operating divisions to meet the needs of their territories: "We have Kevin Cobb, general manager of the Missouri North Division." Scott Brees, general manager of the Missouri business, "Caring Is What We’re All About.”

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