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FOURTH-GENERATION COMPANY USHERS IN NEW ERA OF FEMALE LEADERSHIP

Goodfield, IL—[November 19, 2020]—Martin Equipment of Illinois, Inc., a multi-location John Deere dealership specializing in heavy construction and forestry equipment, is proud to announce its newest era of leadership. The fourth-generation, family-owned company has secured certification as a Women’s Business Enterprise by the Great Lakes Women’s Business Council (GLWBC), a regional certifying partner of the Women’s Business Enterprise National Council (WBENC).

“My great-grandfather started our business relationship with John Deere in 1926,” says DeLene Martin Bane, president. “As the fourth generation, I was humbled to take the reins and continue our family’s legacy of legendary customer support. The construction industry is heavily male dominated, and I am proud to be one of the few women businessowners. This certification allows us to be an approved woman-owned business for companies committed to supplier diversity. Even more importantly, I hope it demonstrates to my daughter and all young women that the only limits that exist are the ones we put on ourselves.”

WBENC’s national standard of certification implemented by the GLWBC is a meticulous process including an in-depth review of the business and onsite inspection. The certification process is designed to confirm the business as at least 51% owned, operated, and controlled by a woman or women.

By including women-owned businesses among their suppliers, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier-diversity programs.

About Martin Equipment

Martin Equipment is a fourth-generation, family-owned John Deere Construction & Forestry dealer headquartered in Goodfield, Illinois, with nine locations across Iowa, Illinois, and Missouri. Martin’s commitment to exceptional service was established in 1926 with the opening of Sam F. Martin Implement in Roanoke, Illinois. Sam’s unflinching commitment ensured a prosperous and growing business. The Martin family didn’t know it then, but they were building a legacy.

With historic developments in earthmoving and forestry equipment, a new era with tremendous potential for growth began in 1981. Under the leadership of Bob Martin Sr., Martin Equipment of Illinois, Inc. was formed as an authorized John Deere Industrial dealership, focusing specifically on construction, utility, and forestry equipment. In 1998, The company continued to live up to its heritage by taking sales and service to even higher levels under the leadership of Bob's son, Bob Martin Jr.

Starting in 2018, DeLene Martin Bane assumed leadership, and now with over nine decades of experience, 200 employees, and nine locations, the company is dedicated to customer success by providing a wide range of equipment, parts, and legendary support.

To learn more about Martin Equipment, please visit www.meoi.com.

About WBENC

Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 13,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and over 300 Corporate Members. More than 1,000 corporations representing America's most prestigious brands as well as many states, cities, and other entities accept WBENC certification. For more information, visit www.wbenc.org.

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