



FOR IMMEDIATE RELEASE
February 23, 2007

For more information contact:
John Valls, Marketing Manager
Port of Corpus Christi Authority
Office: 361.885.6158
Cell: 361.779.5646

Port of Corpus Christi hosts John Deere national training program

Ride 'n Drive event held for locals to experience John Deere equipment

(Corpus Christi, TX) --- The Port of Corpus Christi is pleased to announce John Deere is conducting a series of Masters Training Programs at the Port of Corpus Christi's La Quinta Trade Gateway container terminal site. The Masters Training Program will continue through March 2007 with John Deere dealers and personnel throughout the U.S. and Canada attending this special event to enhance their overall knowledge and operation of the equipment and systems.

"The Port of Corpus Christi's La Quinta site offers us a great location to conduct field training during the winter months and the Gulf Compress warehouse facilitates our classroom needs," said Wayne Bork, Manager, Training Programs for John Deere. "The La Quinta site offers us ample acreage to run and set the machines and gives our students plenty of hands-on experience in working with the equipment," added Bork.

The Masters Program focuses on developing John Deere dealer experts in seeding, tillage, and precision farming systems. Students participate in four days of intensive field training, which includes selling techniques, operations, and technical adjustments. "We made quite an investment to bring our factory and product specialist to Corpus Christi for this high-level training," said Bork. "This is an important program to help our dealers provide exceptional service to their



clients and to make sure dealer personnel are knowledgeable about the latest equipment technologies. We anticipate 560 students will participate during the program,” added Bork.

As part of an outreach to the community for the warm welcome and hospitality, John Deere will hold a Ride ‘n Drive event this morning beginning at 9:00 am to showcase the latest equipment to locals who have had a part in facilitating the program coming to Corpus Christi. Locals will have the unique opportunity to get behind the wheel, while supervised of some of largest and most modern John Deere equipment. “This will be a fun and unique event for locals to experience first hand some of the most technically advanced farming equipment in the John Deere inventory,” said Keith Arnold, CEO of the Corpus Christi Convention and Visitors Bureau who will be participating in the Ride ‘n Drive.

For more information about the Port please visit us at: www.portofcorpuschristi.com

It is the mission of the Port of Corpus Christi to serve as a regional economic development catalyst while protecting and enhancing its existing industrial base and simultaneously working to diversify its international maritime cargo business. In pursuit of this mission, the Port shall be guided by the following basic principles: The Port shall conduct its affairs in a positive, open and cooperative manner. The Port shall operate in a fiscally responsible manner. The Port shall be a positive and proactive force in the protection of the region’s marine and water related resources. The Port shall be committed to serving its customers – present and future.

