

‘A Treat To Be Around’

Coworkers Fondly Remember Rick Haun

Building a strong market for John Deere equipment is a team effort. While dealers provide exceptional service for existing customers and recruit new ones, the marketing staff works hard to create advertising that drives viewers and readers to dealerships.

Longtime dealers and corporate staff alike remember the hard work, creativity and craftsmanship that Rick Haun brought to John Deere, where he spent 28 years in communications. Haun passed away in March at his home in suburban Kansas City at age 71. As his

obituary said, “Whether gathering with family and friends or offering a thoughtful word, his wisdom, humor and quick wit left a lasting impression that will not be forgotten.”

Haun was a native of Orrville, Ohio, and studied journalism at the University of Montana, where he developed a lifelong love of the outdoors. He later enlisted in the U.S. Navy and served aboard the ballistic missile



**Rick
Haun**

submarine USS Andrew Jackson. Following military service, Haun graduated from the University of Connecticut and landed his first writing job as a newspaper reporter in Connecticut. He transitioned to the advertising industry, writing copy for a variety of New England-based manufacturing companies, where he developed a love of all things horsepower.

This passion led him to John Deere, where he flourished in his career, traveled the world and developed relationships with colleagues that he would cherish for the rest of his life. After retiring in 2016, he

continued to freelance, always eager for his next project.

Greg Hart is one of many former and current employees who remember Haun as a coworker and, more importantly, as a friend.

“Rick was one of the legendary folks who came to the Ag Marketing Center (then in Lenexa, Kansas) when it was opened in 1998,” he says. “Rick had a way with words and with people. He could turn a phrase to make it pop in an ad. He was always positive, looked for the upside of every situation, had a great and very wry sense of humor, and was a treat to be around.”