

Obituary
Gene Grossenburg



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Notes from Greg Hart.....

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Gene Grossenburg was a second-generation John Deere dealer in Winner, South Dakota. His father, C.J., started the dealership in 1937, and Gene joined the dealership in 1949. The sign on the building in Winner reads "C.J. Grossenburg & Son" to this day. Gene was also a decorated veteran of the Korean War. Today, Grossenburg Implement is led by Gene's son, Barry (third generation), and a fourth generation, Barry's son Charlie and son-in-law Adam Severson. They now have nine locations across South Dakota, Nebraska, and Wyoming. More information can be found on the dealership's website: <https://share.google/HHJ3xNWdXjLmofhjC>.

When I was leading the Western Region, I had several occasions to meet Gene. He was a gentleman, funny, a little ornery (in a good way), very invested in agriculture in Tripp County, and a friend of many customers and neighbors. One of my favorite memories of Gene was shortly after Sam Allen became the Chairman of John Deere. I was shepherding a group of senior executives on a Customer Focus Meeting in the western U.S. We were on the tarmac in Visalia, California, boarding a Deere plane for the next leg of our trip. The Division Sales Manager for Grossenburg Implement, Greg Frazier, called and said he was at a meeting with South Dakota dealers. Gene had approached Greg, said he had met every Chairman of Deere and Company for as long as he had been in the dealership, and he wanted to meet Sam. Gene owned some

shares of Deere stock, and he was planning to attend the upcoming Annual Meeting in Moline. As Greg put it, Gene told him to "set it up". Hence the call to me. Since I was with several senior execs on the trip, I said I'd see what I could do. The response was less than encouraging, saying Sam would be busy with committee meetings, giving his remarks and conducting the meeting, etc., but I should call Sam's assistant, Linda Goodrich, to see what was possible. As usual, Linda was very positive and accommodating. She asked for a write up about the dealership, which was celebrating their 75th anniversary that year. Greg Frazier provided the information, and Linda wove it into Sam's speech at the Annual Meeting. Linda also arranged for Gene and his wife to sit with Sam's wife at the meeting, and Sam came off the stage to greet Gene after the meeting and visit for a while. Greg Frazier called me later and said Gene had called him, telling Greg he was a "rock star"!

A few months later, we were attending the annual event for top dealers, called Manager's Club, at a resort in California. Sam made his entrance to the evening opening cocktail party, spotted me, pointed his finger at me, and walked my way. I was pretty sure I was in trouble for something, just didn't know what. Sam walked up, said he had met one of my dealers, and proceeded to tell me how delightful it was to meet Gene at the Annual Meeting. Sam said he commented to Gene how cold it could get in western South Dakota and asked what he was doing out there now that he was retired from the dealership. Gene told Sam he planted in the spring, harvested in the fall, and made love all winter! Sam laughed then, and he laughed again telling me the story. No doubt, Gene Grossenburg was one of a kind, and worthy of our admiration and thanks for being one of the best parts of the John Deere family.

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Gene Grossenburg, 95, of Winner, SD passed away on Monday, October 13, 2025 at the Winner Regional Hospital in Winner, SD. Memorial service will be held on Wednesday, October 22, 2025 at 10:00am at the Winner Methodist Church. A visitation will be held on Tuesday, October 21, 2025 at the Winner Methodist Church from 6-7:00pm with a prayer service beginning at 7:00pm.

In lieu of flowers the family is requesting that memorials be directed to the Tunnel to Towers Foundation.

Visitation

- **Tuesday, October 21, 2025**
- 6:00 PM - 7:00 PM

301 West 4th Street
Winner, SD 57580

Prayer Service

- **Tuesday, October 21, 2025**

7:00 PM

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Winner, SD 57580

Memorial Service

- **Wednesday, October 22, 2025**

10:00 AM

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