



Johnny A. Dickinson

August 24, 1940 - December 8, 2013

Johnny A. Dickinson (1940-2013)

CEDAR FALLS- Johnny A. Dickinson, 73, of Cedar Falls, died Sunday, December 8, 2013, at his home.

He was born August 24, 1940, in Clovis, New Mexico, son of Clyde M. and Ola M. Skeen Dickinson. He married Linda K. "Lynn" Prussman on August 30, 1971 in St. Joseph, Missouri.

He was employed with by the FBI in Albuquerque and attended the University New Mexico, served in the US Navy and earned a BA degree in Finance and Marketing from Eastern New Mexico University. He worked for John Deere for 33 years as: Territory Manager in St. Joseph, MO, Marketing Rep for Deere OEM sales (Waterloo), Vice President and General Manager of John Deere at Bismarck Implement Co, Marketing Manager of Imported Tractors (Waterloo), Division Manager in Kansas City and Dallas, and then Division Manager of tractors worldwide, retiring in 1999. He then served as Vice President with American Soil Technologies, Inc. He served on the Board of Directors of several organizations in Cedar Falls including: Red Cross, Cedar Falls Historical Society, and Cedar Falls Utilities Board of Trustees.

Survived by: his wife, Lynn; two sons, Scott (Rachel) of Cedar Falls and Marc (Laurie) of Des Moines; three grandchildren: Jacob Aaron and Chloe Rae Dickinson and Eli Jeong-Wu Dickinson; a brother, Gene (Gina) Dickinson of Germantown, TN; and a sister, Delores (Chuck) Dennard of Nashville, TN.

Memorial Services: 1:00 p.m. Saturday at Cedar Heights Community

Presbyterian Church. Military Honors conducted by Cedar Falls AMVETS Post 49. Visitation from 4 to 7 p.m. Friday at Richardson Funeral Service. Memorials may be directed to Cedar Valley Hospice, Cedar Falls Historical Society, Cedar Falls Rotary or Mayo Clinic for prostate cancer research.

Tribute Wall

AC

“ My father, Bernie served with Johnny in the navy and was always impressed by his predilection for hot chili peppers. Johnny would dip habaneros in hot sauce, chew the whole pepper with a strait face, then toss back a beer with a smile. My father salutes Johnny for a spicy good life and sends his respect and condolences to the family.

Angela Carter - July 23, 2024 at 12:38 PM

WS

“ Have many good memories of growing up in Tucumcari, New Mexico, with all of the Dickenson families. Johnny and I were both in the class of 1958, many good memories, glad got to see him at our 50th. May God hold all of you in the palm of his hand, God Bless.

Wanda Kemp Shaw - February 06, 2014 at 03:44 PM

RV

“ Dickinson Family-I had the pleasure of working with Johnny on advertising the under 100-hp tractors in early 80's. I learned so much from Johnny as he knew how to make everyone fell special. You all are in my thoughts and prayers.

Ronnie Vandiver - February 06, 2014 at 03:44 PM

DP

“ My uncle Jonny will always be remembered by his kind gentle smile and his ability to make people laugh. I will miss him terribly and wish I could be there with the family. He will always be in my heart and I know that he is now at peace. Love to Lynn, Scott, Rachel, Laurie and Marc. Dana Dickinson Payne

Dana Dickinson Payne - February 06, 2014 at 03:44 PM

CH

“ Worked with him on some CCQA's and design projects when I was at Deere, Waterloo. He was a very outgoing and intelligent man, sorry for your loss.

Christina Brixius Hollis - February 06, 2014 at 03:44 PM

JP

“ I first met Johnny when he moved to Deere Waterloo. He was a fun guy in the Marketing Dept., getting ready for Deere Intro Meetings. I was so sorry of hear of his passing..a loss too soon! My sympathy to all of his family.

Jan Larson Petersen - February 06, 2014 at 03:43 PM

AN

“ Scott,
It was always fun when your Dad was able to spend time with us such as that time we went to the car show at Sturgis Falls Days.
My condolences to you and your family.
Andrew

Andrew - February 06, 2014 at 03:43 PM

RM

“ Our deepest sympathy to you at this time of sorrow. Johnny was a very special person that influenced my life positively in many ways. Too many good memories to share. Johnny will be missed tremendously for his dedication to our company and his community.
Sincerely,
Reece & Anne Miller

Reece Miller - February 06, 2014 at 03:43 PM

DN

“ It was a real pleasure to work with Johnny. Johnny was a "People Person." 'Never met a stranger, always cordial, knew his product, and a man of his word.

We will miss Johnny.

Our sincere condolences to the family.

David and Carolyn Newcom, retire John Deere PEC

David L Newcom - February 06, 2014 at 03:43 PM

HH

“ Dear Lynn & Family, I was so shocked on Tuesday when I heard about Johnny's passing! I cannot believe he is no longer with us! Our deepest sympathy to you and your Family!

I met Johnny during the late 70ties in Waterloo and over here in Mannheim! We shared good friendship over the years mostly on tractor marketing intros! Johnny was a mega master in presentation skills - his sonor voice - his impressive posture - his self confidence - his smile - just second to None! He tought me quite a few of his skills that helped me a lot!

Johnnys Memory will stay with me for ever and I am very sad! May his Soul rest in peace!

Hans & Margaret Hetterich

Bad Dürkheim Germany

Hans Hetterich - February 06, 2014 at 03:43 PM

JB

“ Lynn... We are saddened to hear of Johnny's passing. Know our thoughts and prayers are with you.

Jim worked with Johnny in Waterloo. He was not only a co-worker he was a great friend.

Jim & Pat Burnell - February 06, 2014 at 03:42 PM

PF

“ Lynn - my deepest sympathy to you and your family. I was very saddened to hear about Johnny. He was a very remarkable person to work with in my marketing years. His "booming voice" was one of a kind and will be truly missed. He will be remembered as one of the nicest, kindest people I had the pleasure of working with. Pat Fisher, JD Co-worker

Pat Fisher - February 06, 2014 at 03:42 PM

GL

“ Johnny and Lynn have been great friends since we met years ago. Johnny always had a great speaking ability and a voice to match. He could entertain as well as communicate our product features in a way that was so believable. Great talent. He also possessed a great sense of humor and knew when to use it. We Will miss him. Gary and Lynda

Gary and Lynda - February 06, 2014 at 03:42 PM

RS

“ Johnny taught me many things about designing farm equipment. How to listen to the market and how to look for what the market could express. He was an inovator. He will be missed.

Ralph Shirley - February 06, 2014 at 03:42 PM

RO

“ Lynn, I am so saddened by the passing of Johnny. He was a great friend and a wonderful person to work for. He was the kindest supervisor I ever had. You and your family will be in my prayers and I know Johnny's memories will be kept alive in you and the boys.

Renee Ostrem - February 06, 2014 at 03:41 PM

GL

“ So sorry to hear about Johnny's passing. He was a good friend and someone you always enjoyed being around. Even though we both worked for different Deere factories, we often were together introducing our products at new product introductory meetings. Johnny was always one of the stars of the show with his great knowledge, wit and speaking capability. I remember one time especially when two new tractors came on stage for Johnny to introduce. The drivers accidentally ran the tractors into each other causing a loud bang. Johnny, without skipping a beat said, " and they're tough too", which brought down the house with laughter, created a positive impression for all and set everyone at ease, especially the two embarrassed tractor drivers. Johnny will be remembered and missed by many.

Gary Lindquist - February 06, 2014 at 03:41 PM

JB

“ Our prayers are with the Dickinson family during this time of lose. Johnny's positive attitude and amazing "radio" voice touched everyone he came in contact with. We were blessed to know him!
Jerry & Colleen Burau

Jerry Burau - February 06, 2014 at 03:41 PM

RW

“ We are very sorry for your loss. I remember Johnny ,Clyde and the boys going fishing at our cabin. What fun.

Rich Wellner - February 06, 2014 at 03:41 PM

TP

“ Our sincerest condolences go out to Johnny's family. I had the pleasure of working with Johnny on territory in the Oklahoma Division of the Kansas City Sales Branch back in 1986 through 1987. Johnny was always on an even keel, knew how to give great advice and help if needed and nothing could get him unraveled. He was a pleasure to know and work with. He will be missed.

Ted Phelps - February 06, 2014 at 03:40 PM

RG

“ Always a gentleman, kind, caring and full of talent. Johnny was a great co-worker on many projects and he made each one better with his enthusiasm and skills. I am so glad that we were able to talk and share memories over the past few months.

Ray Garbett - February 06, 2014 at 03:40 PM

JL

“ Johnny knew the true meaning of green blood. He was the welcoming voice of John Deere in Waterloo for years. I never tired of his famous JD welcome speeches and the dealers and customers loved it. I miss that larger than Texas voice and the Mr Tractor image he had in Waterloo. His "tell 'em it's worth waiting for the Deere Track Tractor" speech convinced many a farmer to delay a CAT purchase in the 1990's. He launched many on JD careers God bless his memory.

Jim Lind - February 06, 2014 at 03:40 PM

BS

“ Lynn,
Johnny was one of the great leaders in John Deere. His enthusiasm was passed on to so many. It was privilege to have traveled and worked with Johnny for so many years and have him as a friend. Our thoughts are with you at this difficult time.

Barrie & Marge Smith - February 06, 2014 at 03:39 PM

RB

“ We are saddened by the passing of Johnny. Traveling with him (88-91) in Ok. and Tx were most enjoyable. He was loved and appreciated by associates and dealers. If there was a John Deere Hall Of Fame, Johnny would have been a unanimous choice on the first ballot. Thinking of you and your family.

Ray & Jolene Beyer - February 06, 2014 at 03:39 PM

WK

“ I will always remember Johnny for his distinctive voice, his passion for John Deere, and as a runner. We will miss him this weekend at the Santa Shuffle. My sympathy to those who love him.

Wendy Knapp - February 06, 2014 at 03:39 PM

GM

“ This is such a hard moment to think that one of our **WONDERFUL** classmates is gone.
May GOD just wrap his arms around all of the precious Dickinson family at this time of sorrow. He was quiet the man.
I have never met a nicer family than Clyde & Ola Maude and their children.
What a pleasure it has been to know all of you.
You are all in my prayers.
Gayle (Elliott) McSpadden

Gayle (ellott) McSpadden - February 06, 2014 at 03:39 PM

EH

“ I am so honored to be known as his brother. When we started Eta Sigma, his first act of kindness and brotherhood was to forgive me for being a yankee from New Jersey with that warm smile and soft chuckle. Lynn, my prayers are with you in this sorrowful time. Eta Sigma #6.

Ed Von Hoene - February 06, 2014 at 03:38 PM

BH

“ I shared many great experiences with Johnny over the years. We will all miss him!

Bill Holstun - February 06, 2014 at 03:38 PM

AH

“ Lynn and family,
So sorry to hear of the passing of Johnny. I was lucky enough to work with Johnny on many product introductions. It was amazing how easy it was for him to interact with dealers and customers. God bless you all in this difficult time.

Alan Hoy - February 06, 2014 at 03:38 PM

MG

“ Lynn,
My deepest sympathy to you at this time of sorrow. Johnny was a very special person that influenced my life positively in many ways. It was a great opportunity for me to get to work for Johnny at Waterloo Works. He was a great teacher and had such a strong passion for our business. He will always be in our memories and I will keep you in my thoughts and prayers.

Michael and Gia Gause - February 06, 2014 at 03:38 PM

KR

“ Shelby and I extend our sincere sympathy to Lynn and all of Johnny's family. He was a giant of a man, a gentleman through and through. I considered him as friend and supporter of John Deere enthusiasts everywhere.

Ken Reese - February 06, 2014 at 03:37 PM

OB

“ Johnny was a very special friend to me, especially during our college days. He shared many of his navy experiences and we all roared with laughter as he told of such things as shipping Scotch back home from overseas by labeling it "TOP SECRET". He once took note of my wingtip shoes and said, "Let me show you how to shine a pair of shoes," and he proceeded to teach me how to spit shine shoes so they looked great. After talking with Johnny at Sigma Nu's 20th anniversary in Portales and after I asked what would be best for me to use to mow my three-acre lot, I took his advice and bought a John Deere (what else?) compact tractor. Some of the best advice I ever received! Johnny was a friend to everyone he met, and he will be missed greatly. My condolences to his family.

Otha L. Britton - February 06, 2014 at 03:37 PM

DE

“ Lynn,
We hope you find comfort in the many special memories of Johnny. We extend our most profound sympathy to you and family. Please know you that you are very much in our thoughts and prayers at this time of sorrow.

David & Marsha Ellis - February 06, 2014 at 03:37 PM

RS

“ Lynn, I'm very sorry to hear of the passing of Johnny. You and Johnny were friends and mentors as we transitioned from west Texas to Cedar Falls. You helped make our time in Iowa enjoyable. Johnny was one of John Deere's strongest supporter and his voice was often called the "voice of John Deere". I will always remember Johnny as a good friend. Please accept my condolences.

Ron & Patty Schwertner - February 06, 2014 at 03:37 PM

GF

“ Lynn,
*Please accept my most sincere condolences on Johnny's passing. We lost a very special guy. In my case a friend and wok associate since 1968.
Too many stories to tell.
Our thoughts are with you.
Gary & Peggy Frazier*

Gary Frazier - February 06, 2014 at 03:36 PM

RG

“ Dearest Lynn,
Please feel the embrace of our love and prayers. One of my many cherished memories is hearing Johnny's deep resonant voice reading scripture in worship. He was always willing to help. May our Lord's peace sustain you.

Rev. Jim Guyer - February 06, 2014 at 03:36 PM

DN

“ You have our deepest sympathy, Lynn and family. We so enjoyed all the "world problem solving" conversations with Johnny, especially, at Panera's. We shall remember those times with the fondest of memories. We, also, will remember Johnny's rich deep voice, which he shared with us all at many church Cantatas and events.
Thoughts and prayers are with you.

Dieter and Jo Nickel - February 06, 2014 at 03:36 PM

AD

“ Lynn, I am so sorry for your sad loss. Johnny was a "Prince of a Man" and I feel blessed to have known him. He was a gifted man and shared his talents so freely. He will be missed by the entire community. Peace be with you, Anita

Anita Dowell - February 06, 2014 at 03:35 PM

DP

“ I knew Johnny during his growing up years. His parents and my parents were in high school together in Clovis, NM. The Dickinson family was a giving and fantastic family. I have cherished their friendship for many years. Johnny will be missed by all. William Wallace said, "Every man dies but not every man truly lives. Johnny truly lived. He loved life. He was passionate. He loved people. He loved fishing, hunting and his family. There is an old saying that time heals all wounds. It is not really true – Time reveals how God heals wounds. May the love of Christ fill your hearts and wipe away every tear for suffering will last for awhile but joy comes in the morning. Rejoice in the good times! My wife and I convey our deepest sympathies, prayers and warmest thoughts to the entire Dickinson family.

Dwain Perry - February 06, 2014 at 03:35 PM

TB

“ I am so sorry to hear of our class of 58 losing Johnny. He was such a wonderful guy and was so loved by many. Remember his leadership in school. Praying for your family in this time of sadness. May God bless and give you strength to get through this

Twalla Davis Brown - February 06, 2014 at 03:35 PM

KD

“ We want to express our sympathy to your entire family at the passing of this dynamic man. We will be attending visitation so will be able to speak with you more. Jacques and Kathy

Kathy and Jacques Dubois - February 06, 2014 at 03:35 PM

JS

“ The 'Greatest of the Great', Class of '58, Tucumcari, N.M., mourns the passing of a great Rattler graduate who never forgot his roots. Johnny was a leader born into a great family and built his own great family as years progressed. Lynn, you are the best thing to happen to Johnny and we send our condolences to you and your sons. We are so proud of him and the life he led and will miss him greatly. Lots of prayers headed your way.
Jack (Chris) Stone and the Class of '58

Jack Stone - February 06, 2014 at 03:34 PM

JF

“ My family and Johnny's family have been friends since the 1940's. If it were not for Johnny (and the other older brothers), I would not have graduated from college. Johnny was simply "the man". I loved him and his family (especially his mother).
shalom!

John Funk - February 06, 2014 at 03:34 PM

SH

“ Johnny was the greatest leader, friend, brother and he will be missed by everyone that knew him, or had just heard the Legend of Johnny A. Dickinson, Sigma Nu Fraternity, Eta Sigma Chapter, Eastern New Mexico University, Pin #1, February 1966. Now in Chapter Eternal. RIP #1, RIP

Posted by: Steven C. Harmon - Clovis, NM - FRATERNITY
BROTHER
Dec 10, 2013

Steven C. Harmon - February 06, 2014 at 03:34 PM