

BERRY TRACTOR INSIDER

October | November | December
2022



Happy New Year! What a 2022 we had. We came off a record year and are on pace to exceed last year in a lot of areas. We have a lot of new team members and people in different roles, yet the Berry team has exceeded everyone's expectations. As Fred said earlier this month, "You guys are something else! I am impressed and certainly pleased. Congratulations." Everyone deserves congratulations because it took everyone to be successful. With that said we can't be complacent, and we must look at what we can do to have another successful year. We will be having our planning meeting in February, and I challenge anyone that has ideas or thoughts to share with their Branch manger to bring to the meeting. Some of the items that we discussed at last year's meeting included facility upgrades, diversification of revenues streams, training, and adding support personnel in all departments. We made huge strides in these areas in 2022. Facility upgrades are underway, we have grown the aggregate side of our business, Steve has transitioned into a full-time training leader, and we have added numerous people in all departments to help support the growth! We know we still have a lot of work to do but bringing everyone's thoughts, ideas, concerns, and suggestions are critical to helping prioritize projects for 2023. I know 2023 will be full of challenges and setbacks but I am confident we will overcome them because we have the best team in the industry!

Scott Schmidlein
Operations Manager

WHAT'S GOING ON?

Wichita

Pull a Plane for Education

The second annual Pull a Plane for Education took place in October. WSU Tech Foundation and B-29 Doc partner together to raise money to support educational initiatives at both organizations. Our Berry members were part of a 25 person team and they joined the challenge to pull Doc (a restored B-29 that weighs about 80,000 pounds) 25 feet by rope the quickest. Our team completed the challenge in under 20 seconds, the quickest time was about 9.09 seconds. Overall, the event raised \$140,000 to be donated to B-29 Doc and WSU Tech Foundation

Back row (left to right): 3 volunteers, Joe Kaba (tech), Zach Stephens (tech), volunteer, Taylor Siruta (Teri's son), Jake Staples (Renee's husband), Teri Albers (Credit Manager), Gene Ogden (Warranty/Branch Manager)
Front Row (left to right): 2 volunteers, Scott Dunaway (Rental Operations Manager/Project Manager), Ryan Schwarz (Berry Companies HR), David Weber (Ryan's brother-in-law), Michelle Ogden (Berry Companies HR), volunteer, Renee Staples (Berry Companies HR), volunteer



Pull A Plane for Education 2022
Benefitting B-29 Doc and WSU Tech Foundation

A team from Wichita got together and enjoyed a beautiful day in October at Fremar Corporation while serving up lunch and connecting with the customer and their employees.



Sean Wallace, Atlee Preheim, Kevin Helt, Gene Ogden, and Aero Sallee (Jesse Coleman behind the scenes)



Racheal Bird, Teri Albers, and Bri Campbell helping serve up the food!



WHAT'S GOING ON?

Wichita

Steve Sanders has been with Berry Tractor for 43 years. Steve is a great member of our team and we are thankful for all the guidance and knowledge he has and continues to provide to our team!

"The Parts Department had a great review during the branch review. Our inventory check was 100%!!! Rebekah Buller (Warehouse Associate) has been doing a fantastic job."
- Paul Dow, Parts Manager

For the United Way Campaign this year, our Wichita store did their annual t-shirt sale to our employees. They also hosted a nacho bar and got together for some fun games to end the campaign and celebrate funds raised to donate to United Way of the Plains. Check out some pictures from their day courtesy of Teri Albers!



Sean Wallace (Aggregate Sales Rep) and David Taylor (Inventory Manager) enjoying a game of darts.



Jack Law (Assistant Service Manager) and Derrick Sutton (Technician) watching their opponents shot closely.



Melony Sims (Service Admin) takes her shot while teammate Sean Wallace (Aggregate Sales Rep), along with Josh Steinle (Rental Associate), and John Schoenenberger (Technician) look on.



Steve Sanders (Training Manager) and Bri Crampbell (Admin Assistant) team up for a game of cup pong!



Jack Law (Assistant Service Manager), Gene Ogden (Warranty/Branch Manager), and Jack Steinle (Rental Associate) having a quick chat before starting their next game.

WHAT'S GOING ON?

Wichita



Our technician, Zach Stevens, has enrolled into the Komatsu Advanced Career Training Program with OSU-IT. Zach recently completed his first 7 week rotation at OSU and is back in the shop. We are excited to see him furthering his education!



A deputy with Sedgwick Co. K-9 Unit noticed that our location in Wichita had an empty building and reached out to see if they could use it to work their dogs in. These dogs are trained to do drug detection, track and take down criminals that have fled a scene. Deputy Tyler Brooks and Deputy Kaleb Dailey brought Gator and Bane, both Belgian Malinois. Bane has been paired with Deputy Brooks to continue working after losing his handler to cancer recently. It was a neat experience getting to watch the dogs in action!



Top picture, left to right: Deputy Dailey, Deputy Brooks, Racheal Bird (Sales Admin/Purchasing Asst.), Teri Albers (Credit Manager), Bri Campbell (Admin Asst.), Nicole Susta (Admin Asst.), Jack Law (Asst. Service Manager), Melony Sims (Service Admin.), and Matthew Mestepey (Service Technician).

Bottom picture: Deputy Brooks and Bane working in the warehouse!

To celebrate Christmas, we catered in lunch for our employees and got together in the shop. Jon Berry was able to join us and our remodel/expansion plans were unveiled. Our team got to see the 3D renderings created to show our new space and what we plan on doing with our current space. We are looking forward to these exciting changes and growing our business even more!



WHAT'S GOING ON?

Wichita



CONGRATULATIONS go out to Clay Shively, son of Clayton Shively (Sales Rep), for winning the Class 3A Individual State Championship! The Trinity Academy boys cross country team won the Class 3A Team State Championship for the second year in a row. Their team was built with Juniors this year so they are looking forward to another successful year next year! In an article by Catch it Kansas, Clay said, "It's amazing. The Lord has just tied together a team of brothers who long for humility and love, but also long to run fast. We are currently the top team in the state, all classes. Next year, I believe we're going to do that again. I believe the No. 1 team in the nation isn't out of reach."

Clay also broke the Kansas high school 58-year-old record for the indoor mile with a time of 4 minutes, 4.95 seconds, previously set by former politician and Olympic athlete, Jim Ryun. Even more impressive is that this was Clay's first mile race in over 6 months!

"Rental has seen continued success over the last quarter. Rental total sales have been above last year's totals for the past five months and we are nearly 350k over where we were last year. Additionally, the Rental Department has done a great job controlling expenses. Eight out of the last nine months have posted higher net profit than the year before.

In the rental world, utilization is the key to success and we have been crushing it in the market. Year-to-date, we have maxed out at the industry standard of 73% and we are 6 percentage points higher than our market of competitors. In the world of heavy equipment rental - we are operating on all cylinders! There is more market out there to gain and we look forward to continuing grow.

The 3rd quarter also allowed the Rental Managers to meet for a bi-annual conference to discuss how we want to shape our rental department for the future. Garden City was a great host and there was a lot of knowledge gained and shared between our four branches. We look forward to closing out this year strong. We will absolutely be poised for a great running start of FY24!" - Scott Dunaway, Rental Operations Manager



Around the table, left to right: Kade McDiffett (Garden City Rental Manager), Teri Albers (Credit Manager), Mike Shilt (Springfield Rental Manager), Scott Dunaway (Rental Operations Manager), Mike Harris (Wichita Rental Manager), Israel Ayala (Garden City PSSR), Justin Sly (Topeka Rental Manager), Richard Ortiz (Garden City Asst. Parts Manager), Mike Davis (Garden City Asst. Service Manager)

WHAT'S GOING ON?

Garden City



SHOUT OUT to Robert Roemer (Rental Driver) who went above and beyond to help a customer with a machine. Robert was out on a local route to deliver a machine and once he was there the customer admitted they weren't quite sure how to run it. About an hour later, Robert finally returned to the store with the machine and said that the customer's job was finished already. Kade McDiffett (Rental Manager), received a call from the customer a short while later and the customer was praising Robert and stating how thankful they were for Robert being there to help with their job. Robert, thank you for taking the extra time to make our customer happy and show them the Berry Way!



For Halloween this year, our team participated in the Touch-a-Truck event for USD 216 in Deerfield, KS. Kids in the community came out dressed in their costumes to learn more about the machines and climb around on them! We had a great time supplying the machines and getting to see the enjoyment on the kids' faces.



Festive Fun

We had so much fun getting together to celebrate Christmas with our family and friends. We got to enjoy drinks, food, and games. We also had a friendly competition building the best ginger bread houses!



WHAT'S GOING ON?

Topeka

"I hope everyone had a great holiday season. Wow was it cold! We made it through the rough patch just like everyone else, but we realized if it "feels like -30" then they should just say "it is -30". Lots of things going on with the expansion underway. Everyone is looking forward to the much-needed space and improvements. We are currently waiting for permits so we can get started with construction. We had another good quarter and we stayed pretty flat. Looking forward to a busy January and hope that the weather cooperates with us and our customers. Happy to be fully staffed again after the holiday season and glad to see everyone came back healthy. Keep up the hard work everyone and let's finish fiscal 2023 strong!" - Oscar Burton (Branch/Service Manager)



We had so much fun supporting the Angel Tree of Scranton and participating in their annual Co-Rec Softball Tournament! Our team spent the day at the ball field and played in 5 games throughout the day. Thank you to Shawn Rendell (Shop Foreman) for helping run the event while simultaneously trying to coach our team.

Back Row (left to right): Shawn Rendell (Shop Foreman), Oscar Burton (Branch/Service Manager), Silas Barnett (Technician), Kris Moore (Technician), Seth Zielinski (Parts Counter), Skylar Swaney (Technician), Andrew Ball (Asst. Service Manager), Chris Moore (father to Kris Moore)
Front Row (left to right): Kaitlyn Ray (Ops/Marketing Coord.), Kayla (Kris's wife), Briley (Kaitlyn's friend), Hanna (Skylar's girlfriend), Linda Lang (wife to John Lang)

Shawn Rendell (Shop Foreman) and Troy Dettman (Technician) pose proudly in front of Troy's decorated service truck before a Christmas Parade. Thank you Shawn and Troy (and wives) for taking the time to be festive! The Osage County Grinch was also caught trying to steal the truck, but luckily he didn't get far!



WHAT'S GOING ON?

Topeka

We got together and celebrated Christmas the right way: friends, family, food, and fun! We were able to have a large group gather at Prairie Band Casino & Resort for dinner, drinks, and games.



The Parts Team has been busy making changes in their warehouse and switching the shelves to Vidmars. This will be a monumental change for them and help them save so much space! On top of this, they've also been keeping up with customer calls, texts, and emails. Great job team!

Rental Department had a great quarter! We have been keeping busy getting machines moved on and off the lot thanks to our support system. The salesmen have been pushing machine rentals, service department has been squeezing in rental units, and our parts department has been helping on their end.

Our shop has started a rebuild on a WA600 for Con-Agg. Kris Moore, Troy Dettman, and Shawn Rendell are the main techs on this project. To prepare we worked with the team in Wichita to help us plan our approach since they have completed 2 rebuilds. Mike Stevens (Parts Manager) has been a huge help with ordering and stockpiling 300+ parts. So far, our guys have worked together to get the loader completely disassembled and ready for paint. Both axles have been rebuilt and once paint is finished they will be ready to start going back together.



WHAT'S GOING ON?

Springfield



Groundbreaking!

Our location in Springfield, MO is moving! Groundbreaking took place in late November for Springfield's new location, just a few miles down the road from where they reside now. The team is very excited to see this happening and look forward to the finished product. We have partnered with Williams Construction Company, located in Springfield, to help us with the build. Here are some pictures from the groundbreaking ceremony we held, stay tuned for more pictures as the project progresses!



WHAT'S GOING ON?

Springfield



The Springfield store had a gathering with dinner and cocktails at the Double Tree Inn to celebrate Christmas. Thank you to the ones that were able to come out and celebrate! Pictured left to right: Trevor Evans (Field Technician), Mike Shilt (Rental Manager), Brian Bettencourt (TSE), Makayla Core (Credit Admin.), Butch Core (Branch Manager), Noel Mercado (Rental Yard Asst.), Kendall Vandevort (Parts Specialist), Tristan McCoy (Asst. Service Manager), John Rainey (Field Technician), Keaghan Rainey (Warehouse Associate), Dakota Carter (Technician), Gary Lunsford (PSSR), and Tyler McConnell (Aggregate Sales Rep.)



Steve Sanders, Training Manager (pictured far left), held our first WA475-10 Wheel Loader Technical Training Class in November, the WA475-10 is Komatsu's newest model of loader. The new design offers a new design of transmission called Komatsu Hydraulic Mechanical Transmission (KHMT) and the cab was also redesigned based of feedback from operators. Thank you to our technicians that were able to attend (pictured left to right): Derrick Sutton (Wichita), Matthew Mestepey (Wichita), Chanse Brecheisen (Topeka), and Erik Howland (Wichita).

Check us out on social media.
Click below!



We want YOUR feedback! Let us know your thoughts on the newsletter or things you'd like to see more or less of by emailing Kaitlyn, kray@berrytractor.com

WELCOME TO THE TEAM!



Tyler Gossman
Garden City

I started as a Residential Tech at the end of October. I grew up in Scott City, KS and before coming to Berry I spent time at Vo-Tech in Liberal, KS, as a diesel mechanic and then 13 years at Deere. I like to fish, race, and spend time with my kids outside of work.



Stu Streckfus
Garden City

I started as a Service Technician in December. I come to Berry with 5+ years as a tech. Outside of work I like to hunt, fish, and spend time with my kiddos. I have 3 kids, two girls and one boy. I look forward to the great work experience I'll have here.



Matt Sawyer
Springfield

I started as a Field Technician in early November. I didn't come to Berry with experience in Heavy Equipment but I ran a service truck rebuilding Cummins in North Dakota. I look forward to being in an

environment I enjoy, I actually look forward to going to work! I am originally from Wheatland, MO. Outside of work I like to work on semis with my dad, hunt, spend time with my wife, Jennifer, and kiddos. I also coach my son's little league basketball team!



Lee Maggard
Springfield

I am a PSSR at the Springfield store and started at the end of October. Before coming to Berry Tractor, I was a PSSR in the material handling industry for several years. I look forward to learning about construction equipment and helping grow our business. My wife and I have 3 children, 3 grandchildren, and one more grandchild on the way. Outside of work I enjoy anything that gets me outside or in the woods.



Brittinie Assarsson
Garden City

I started as the Admin Assistant in November. I grew up in Garden City and had been working in the banking industry before coming to Berry. I am looking forward to the environment and growing with Berry. I love to hang out with my family and friends, especially my one-year old daughter, Paisley, and my blue heeler puppy, Bandit.



Nicole Susta
Wichita

I started as an Admin Assistant in November. I worked in the medical field for 9 years at Mid America Orthopedics before starting here. I am looking forward to the atmosphere, the people, and the culture at Berry. I grew up outside of Wichita in Goddard, KS. I like to bake cakes, cookies, cake pops, etc. on the side at my in-home bakery called Sugar Rush. I am married, my husband is Brandon, and I have a 17-year-old stepson Caden, and a 14-year-old daughter, Aurora.

LET'S CELEBRATE!

Birthdays

JANUARY

Ray Russell (the 3rd)
Richard Ortiz (the 8th)
Noel Mercado (the 17th)
Cameron Wedemeyer (the 20th)
Butch Core (the 23rd)
Skylar Swaney (the 24th)
Larry Joe Kaba Jr (the 25th)
Stu Streckfus (the 30th)

FEBRUARY

Mike Stevens (the 3rd)
Kevin Helt (the 14th)
Sam Leighton (the 15th)
Shaun Boyd (the 22nd)
Scott Schmittlein (the 23rd)
Jake Zeka (the 27th)

MARCH

Kayla Joyce (the 1st)
Ariel Castro (the 5th)
Aero Sallee (the 5th)
Tyler Gossman (the 6th)
Trevor Evans (the 9th)
Jason Baer (the 10th)
Nick Richmeier (the 11th)
Ed Thomsen (the 14th)
Jeremy Kennedy (the 15th)
Scott Dunaway (the 16th)
Matt Mestepey (the 20th)
Kris Moore (the 23rd)
Oscar Burton (th 26th)
Troy Dettman (the 26th)
Eloy Saiz (the 31st)

Anniversaries

JANUARY

Andrew Ball (4 years)
Ed Thomsen (4 years)
Jason Baer (6 years)
Mike Shilt (7 years)
Larry Joe Kaba Jr (8 years)
Jesse Coleman (10 years)
Ray Russell (10 years)
Shane Geist (11 years)
Aero Sallee (12 years)
Bryan Marcum (12 years)
Mike Stevens (18 years)
Alan Bell (20 years)

FEBRUARY

Silas Barnett (2 years)
Trevor Evans (2 years)
Teri Albers (5 years)
H Craig (8 years)
Shawn Powers (27 years)

MARCH

Bobby Baudro (1 year)
Ariel Castro (2 years)
Gabe Ramirez (2 years)
Jared Hanafin (2 years)
Micah Johnson (2 years)
Shawn Rendell (2 years)
Clint Vaught (11 years)
Jeremy Kennedy (22 years)

FINAL THOUGHTS

	FY '23 YTD	FY '22	% Change
Sales Department			
Sales	\$ 40,061,330	\$ 33,249,210	20%
Net Profit	\$ 2,829,967	\$ 2,618,087	8%
Rental Department			
Sales	\$ 11,652,370	\$ 11,261,478	3%
Net Profit	\$ 1,968,265	\$ 1,468,233	34%
Parts Department			
Sales	\$ 11,748,113	\$ 10,557,311	11%
Net Profit	\$ 1,955,273	\$ 1,923,081	1%
Service Department			
Sales	\$ 7,244,814	\$ 5,760,704	25%
Net Profit	\$ 1,702,772	\$ 1,101,052	54%
Supply Department			
Sales	\$ 655,602	\$ 686,094	-4%
Net Profit	\$ 145,962	\$ 166,058	-12%
Total All			
Sales	\$ 71,362,229	\$ 61,514,797	16%
Net Profit	\$ 8,602,239	\$ 7,276,511	18%



We finished the calendar year with an incredible December! It seems like every month this fiscal year, we've been expecting things to slow down a little and then we exceed our record performance from last year. December was no exception; we did a little over 9 million in total sales last year and hit over 12 million this year! Year-to-date fiscal year is up from 61.5 million to 68.5 million, an 11% increase. This can only happen when all phases of our business work together to meet or exceed our customers expectations. Thanks to all of the Berry Team for your efforts and hard work. I would like to remind us all that the numbers are the result of our

efforts, not our primary purpose. Berry Tractor's financial success comes from our commitment to build a team working for each other and our customers success. To help us support this growth and our customers, we have expansions underway, or planned, for all our locations.

Springfield's new facility is underway. We had a groundbreaking event, and the building has been delivered to the site. Wichita and Topeka facility expansions are in the final design and permitting process and are on track for an early Spring start. Garden City is in the planning and design phase. These are exciting times for Berry Tractor: unprecedented sales growth, facility expansions, new employees and new customers. Change can be challenging and stressful, we can choose to lean into and accept change and growth, or we can shy away from it and complain about it. We are committed to helping each other embrace the changes and find the fun and energy that comes from meeting the challenges with a positive can-do attitude and most importantly supporting each other and working together!

H. Craig, General Manager