

# BERRY TRACTOR INSIDER

January | February | March  
2023



**Success! Success can be one of the biggest threats to success. 128% is what the revenue growth Berry Tractor has had in the last 5 years. 128%! This has been incredible growth, border line mind boggling growth and no doubt a success story. As an organization we need to make sure we don't get complacent, and we are willing to adapt and change as we hit these milestones. Steve Jobs said, "Incredible things in the business world are never made by a single person, but by a team." This incredible successful growth was never done by any one person but by Berry**

**Tractor as a team. Our team is the key to our success going forward. Our team must buy in to the change and direction we are headed. Not any one of us can do it all and we need each other more now than ever. We have multiple building projects, we have to map out our processes, prepare for the new ERP system, bring on several new teammates and backfill retirements to name just a few challenges. The only way we will overcome these challenges and continue our success is by working together. I challenge every person in our organization to focus on building up the team this year. We will have to come together and help each other. Every major obstacle needs to be faced as Berry Tractor vs the problem, and no one needs to feel like they are fighting the problem by themselves. We are in this together! Thank you to everyone for all of their efforts and I am excited to face this year's challenges with our team!**

**Scott Schmidtlein  
Operations Manager**



# WHAT'S GOING ON?

## Wichita



Some of us were excited to watch the KC Chiefs in the Super Bowl this year. Employees brought in some of their favorite game day snacks and we also brought in Hog Wild BBQ in anticipation of the big game!



Wichita Women left to right: Bri Campbell, Janiece Smith, Melony Sims, Rebebak Buller, Racheal Bird, and Teri Albers.

In March, we celebrated National Employee Appreciation Day and Women in Construction Week. For National Employee Appreciation Day, we treated the store to fried fish, hot dogs, and hamburgers! To celebrate Women in Construction Week, we thanked our ladies by taking them out for lunch.



We received a pallet full of White Cheddar Cheez-its! Royer Brothers had extra and the food banks were too full, so they stopped by and delivered some to our store. The employees got to divvy them up and take some home with them.



# WHAT'S GOING ON?

## Garden City



Congratulations on your grandbabies! Richard Ortiz and Mike Davis both became grandpas this past quarter. Mike Davis and family welcomed Hudson Adam Hickman (pictured left) to the family on February 21st. Richard Ortiz and family welcomed Melody (pictured right) on February 17th. Both families have happy and healthy babies!



Davey Johnson will soon be transferring to White Star - Stillwater to be closer to family. Davey has spent majority of the past 7 years with us in Garden City. We are sad to see him go, but very excited to see him stay with Berry. Davey is always eager to learn and tackle new projects, he has been an awesome asset to our team in Garden City. Good luck, Davey!

Carrying 3 main lines typically keeps our Parts Department pretty busy, and this past quarter was no different! It's great to see that we are part of the growth of Berry Tractor and we're excited for the upcoming Spring months. Our Rental Department tends to fluctuate a lot out here, but we ended the year up quite a bit from last. The Supply Department is rocking n rolling! For the past few years, each year has been better than the previous and this year is no different. Supply Department has had it's best year yet for us!

## Springfield

Progress update on Springfields new build. The first couple of months of 2023 brought a lot of rainy days, but we're still moving forward and we're excited to see the progress so far!





# WHAT'S GOING ON?

## Topeka

"March ended well with the normal big push to the finish line. Shoutout to the Topeka team for pulling together and completing the end of year processes. Thank you to everyone here for the hard work and dedication. We finished a little under last year but have a strong outlook for the year ahead of us.

Spring has finally decided to show up and we are ready to take on another season. We have a lot of things to overcome with the building expansion getting underway as early as June. We are also excited to continue the intern program at Washburn Tech for another year.

I will never be able to say thank you enough to the Topeka team for pulling together when times get tough. 'Here We Go'" - Oscar Burton (Branch Manager)



We are nearing the end of our WA600 rebuild! We are really looking forward to presenting the final product to the customer in a few weeks. This project has been very challenging and rewarding for everyone involved. Shout out to Kris Moore and Troy Dettmann for the time and energy spent on this rebuild. Through the struggles and triumphs experienced throughout this build, they have worked together and with the supporting team exceptionally well. Stay tuned for the final before and after pictures!



Additionally, a shoutout to ALL of our technicians, both shop and field. Service has really ramped up and our team has been putting in long hours and sacrificing their weekend time to help with the rise in service calls. We have big changes happening in our Service Department and we're thankful we have a team in place that is willing to help us out when needed.



"Shout out to Jake Zeka (Sales Rep) and Thatcher Starling (PSSR) for willing to take some time to train Kaitlyn Ray (Marketing Coor.) on operating machines and going over the different types of controls that can be found inside the units." - Justin Sly, Rental Manager



# Building Updates



Wichita, KS



Topeka, KS



Springfield, MO





# WELCOME TO THE TEAM!



**James Johnson**  
**Springfield**

Before starting as the Service Manager for Berry Tractor in Springfield, I worked in the forklift industry for 25+ years. I'm looking forward to meeting new people, learning new equipment, and the culture at Berry. Outside of work I like spending time with my grandsons and scuba diving.



**Trenton Ball**  
**Springfield**

I am a Parts Counter Rep in Springfield! Heavy machinery has always been a huge interest to me, and the fact that I am able to now involve that with my job puts a huge smile on my face everyday. I look forward to developing my knowledge with the team of professionals that I have been introduced to. I love hiking, camping, and fishing and I'm also a huge history nerd. I have a girlfriend, Alley, and a silver lab, Oakley, that are a huge piece of my life!



**Jason Appling**  
**Springfield**

I started as a new Field Tech in Springfield. I have a background in the concrete industry as a Field/Shop Mechanic, where I would help take care of the mixers, dump trucks, and misc. heavy equipment. I look forward to learning more about mechanic work on heavy equipment. Outside of work I have a wife, Ann, and a 2 year old son, Warren. I enjoy driving trucks, operating equipment, and going to truck pulls.



**Erich Eisenbise**  
**Garden City**

I started as a mechanic in Garden City in January and I look forward to meeting new people and working in a nice environment. I grew up in Holcomb, KS and before starting at Berry I was a mechanic and truck driver on a farm. Outside of work I am a homebody and spend my time with my wife, Makayla, and one son that is almost 2 years old.



**Kaylie Simpson**  
**Springfield**

I started in Shipping & Receiving in February. Before coming to Berry I worked for O'Reilly's warehouse. I am looking forward to greater opportunities and growth here. I like to play on my gaming PC, hang with my boyfriend, and draw. I grew up here in Springfield and am thankful for my mom and dad, they are pretty great people and hard working, especially my dad.

**Check us out on social media.**  
**Click below!**





# LET'S CELEBRATE!

## Birthdays

### APRIL

Zachary Stephens (the 6th)  
Nicole McDuffee (the 6th)  
Braydon Wasson (the 8th)  
Brian Bettencourt (the 8th)  
Mark Schupp (the 9th)  
Johnny Mai (the 18th)  
Clint Vaught (the 24th)  
Shane Geist (the 26th)  
Hunter Stutesmun (the 27th)  
Jesse Coleman (the 28th)  
Paul Dow (the 30th)  
Tuan Mai (the 30th)

### MAY

David Marple (the 14th)  
Jose Hernandez (the 18th)  
Israel Ayala (the 19th)  
Jason Smith (the 26th)  
Andrew Ball (the 29th)

### JUNE

Kendall Vandevort (the 4th)  
Jack Law (the 5th)  
Jared Hanafin (the 5th)  
Gene Ogden (the 7th)  
Seth Zielenski (the 7th)  
Melony Sims (the 9th)  
Jason Appling (the 10th)  
Thatcher Starling (the 10th)  
Joe Fry (the 12th)  
Matthew Sawyer (the 27th)

## Anniversaries

### APRIL

Atlee Preheim (37 years)  
Braydon Wasson (4 years)  
Butch Core (6 years)  
Joel Plank (4 years)  
Racheal Bird (8 years)  
Richard Ortiz (9 years)  
Scott Schmidlein (2 years)  
Tuan Mai (8 years)

### MAY

Clayton Shively (20 years)  
J Kennedy (16 years)  
Jack Law (4 years)  
Joe Fry (2 years)  
John Schoenenberger (7 years)  
Jose Hernandez (1 year)  
Robert Kessler (4 years)  
Skylar Swaney (1 year)  
Tyler McConnell (2 years)

### JUNE

Brooklyn Beckstrom (4 years)  
David Taylor (9 years)  
Hunter Stutesmun (4 years)  
Matthew Mestepey (1 year)  
Nicole McDuffee (1 year)  
Seth Zielinski (2 years)  
Shaun Boyd (24 years)



# FINAL THOUGHTS

	FY '23 YTD	FY '22	% Change
<b>Sales Department</b>			
Sales	\$ 49,119,032	\$ 50,644,313	-3%
Net Profit	\$ 3,606,682	\$ 4,378,165	-18%
<b>Rental Department</b>			
Sales	\$ 15,052,915	\$ 14,727,109	2%
Net Profit	\$ 2,537,776	\$ 1,584,074	60%
<b>Parts Department</b>			
Sales	\$ 16,645,864	\$ 14,308,607	16%
Net Profit	\$ 2,976,189	\$ 2,562,129	16%
<b>Service Department</b>			
Sales	\$ 10,244,473	\$ 8,119,549	26%
Net Profit	\$ 2,628,124	\$ 1,712,169	53%
<b>Supply Department</b>			
Sales	\$ 875,080	\$ 790,898	11%
Net Profit	\$ 195,356	\$ 182,485	7%
<b>Total Operations</b>			
Sales	\$ 91,937,364	\$ 88,590,477	4%
Net Profit	\$ 11,944,128	\$ 10,419,022	15%
<b>Net Profit Before Taxes</b>	\$ 3,621,709	\$ 4,345,649	-17%



Spring is here! This is a fun and exciting time of year; we celebrate the success of last year and focus on the changes coming this year. Another year full of opportunity and promise, guaranteed to have challenges along the way. As I've said before, the numbers are a reflection of our efforts, but not our primary purpose. That said, here is how we ended our fiscal year. Our total sales grew from \$88 million to \$92 million, a 4.5% increase. How we achieved that 4.5% growth is what is exciting. Our sales department was flat to last year (20% growth last year) which means we kept all the growth from a year ago, rental was flat as well but increased profitability on the same volume. Parts and service drove our growth this year!

Parts grew 16% and service grew 26%, over \$4 Million increase year over year. Some highlights this year; every service department went over \$2 million in sales and \$10 million in total sales for the first time. Parts hit some new milestones as well, Springfield became our first \$5 million parts department with 20% growth, Wichita hit \$4 million in sales, Topeka had 20% growth and Garden City had 16% growth! A great year from the product support side! The only downside we experienced was a decrease in Divisional net profit due to significant increases in expenses. Inflation and increases in interest rates created the bulk of our expense growth. We finished the year down about \$1 million in net profit but had \$3 million in increased expenses, which means we were able to pay 2/3 of our expense increase from the outstanding performance from operations! This year's focus will be on increasing our Aggregate business, Improving our efficiencies, Culture training/talks, Sharing best practices, Standardizing processes, and last but not least, preparing for our new computer system scheduled for later this year! As I said before, it will be an exciting and I'm sure challenging year, let's make it a fun ride!

H. Craig  
General Manager