

# BERRY TRACTOR INSIDER

April - May - June  
2022



**We had a strong first quarter coming off a great year last year! Revenues are up 16% over last year's first quarter! As great as the strong revenue numbers are, I am more impressed with how everyone has handled the supply chain crisis and turbulent times we are currently in. We have never faced a time when lead times are this severe and ever changing, never have we faced a time where availability is this low, and never have we faced a time when a customer has a need and we do not know when we can help them. Yet we persevere.**

**I am blown away with our ability to pivot, adjust, and find ways to make things happen. The extra effort is what has made the difference! We cannot just settle and grow complacent with our success; even though the rest of the world has seemed to take the mindset of "it is what it is." How many times have we heard, "sorry, supply chain issues" as an excuse for delays? Although we must recognize that these challenges are real, we cannot use them as an excuse!**

**History has shown us that in times of turbulence market share tends to shift and we have the opportunity to grow ours! The competition is facing the same struggles that we are and, in a way, the playing field has been leveled and we have an opportunity to show new customers "WHY BERRY." We have an opportunity to show how we are better than the rest!**

**In times of uncertainty, it is easy to focus on cost efficiencies, revenue streams, and marketing strategy. While these are important, it is critical that we stay focused on the customer. Operationally we will continue to review processes to improve not only our customer experience, but to better support the sales and rental departments. We will continue to focus on a customer first mentality!**

**Scott Schmidlein  
Operations Manager**



# WHAT'S GOING ON?

## Wichita



Paul Dow, Parts Manager, is excited about the new warehouse with a recent land acquisition that has allowed the branch to expand their parts storage and get lots of additional inventory space. Paul is already seeing cost savings for his department and is excited for Wichita's Warehouse Associate, Rebekah Buller to have more room for the warehouse items! The parts department is staying busy and doing their best to keep our customers happy!

Jack Law has recently been promoted to Assistant Service Manager. Kevin Helt, Service Manager, is excited to have Jack in the office more in support of the team. Jack has been a great addition to the team since 2019 and we were very happy to have him full-time after his graduation from Pittsburg State University. Be sure to congratulate Jack when you talk to him next!



The Wichita Rental office was recently remodeled. The space includes a new ceiling, new paint and a new layout offering a better view of trucks and equipment passing through the yard. We welcomed Zion Silvers to the team as the new Rental Yard Attendant in May. A big thank you goes out to Jon Crow and the other techs for helping support the rental department while we were in the hiring process.



VJ Gianelloni, Parts Associate, and wife recently welcomed their son, Damien, into the world! Damien was born on May 9th and has been pretty quiet and happy since. VJ says that Damien enjoys lounging in his swing and is happy to be held. Be sure to congratulate VJ and wish him luck on his new adventure!

### WA600 Rebuild

Joe Kaba, Erik Howland, and Ray Russell have been putting in some hard work on a WA600 rebuild for a customer. This project has been going on for about 6 months and although they have run into some supply restraints, they are looking forward to having the project complete by mid-July. Stay tuned for the before and after pictures in our next newsletter!



# WHAT'S GOING ON?

## Wichita

### Riverfest

Every year, Wichita puts on an event called Riverfest. This year Riverfest was the first week of June so this was the perfect kickoff for summer! We were able to have a wheel loader and service truck be in the parade and a number of employees came out to be a part of it!

Shoutout to our Marketing team at Berry Companies for capturing these pictures!



Above: Stella & Jack Berry, Lane & Racheal Bird



Wheel loader driven by Joe Kaba with Gene Ogden catching a ride!



Left: Jon Berry, Aero Sallee, & Paul Dow outrunning the wheel loader!

Right: Aero Sallee & family, Steve Sanders, Teri Albers

Left: Service truck driven by Jack Law & Derrick Sutton, hauling employees and their families!



Bill Simmon, Operations Analyst, and his family have welcomed a baby girl into their family. Annabel Jade was born on June 17th, officially making Bill a grandpa! So far, baby has been super chill and really quiet. Bill likes to think that mom and dad are getting off easy with their first child! Fun fact: baby always smiles after eating, as you can see in the picture. Congratulations to Bill and his family!



# WHAT'S GOING ON?

## Garden City



Garden City is staying busy and growing our team! We have added a few new employees the last few months and we are excited to have them on our team. Our growth is leading us to remodeling our storefront and expanding our shop capabilities in the future. We were able to expand our yard size by about 3 acres with the purchase of new land at the end of the fiscal year. The land expansion has really helped our Service and Rental Departments spread their equipment out some more and not feel so cramped. Our store recently went through an audit and we had a perfect inventory count and everything else went smoothly, so we are happy!

Richard Ortiz has been promoted to Assistant Parts Manager! Russell Crone, Parts/Branch Manager, was very happy to help Richard advance in his career with Berry. Richard has exceptional customer service skills which he has proven to us over the last 8 years. Congratulations and thank you Richard for your hard work and dedication!



Kade McDiffett, Rental Manager, is impressed with their first quarter outcome. His Rental and Supply Department numbers are looking strong compared to last year! Kade hired on a new delivery driver, Robert Roemer at the end of June and that will hopefully take some stress off their team. The department was also able to purchase a new delivery truck! Kade wants to highlight Shane Geist, Salesman, for renewing 7 leased wheel loaders and getting the old ones brought back in, having the expansion of land really helped make that transition easy!

We had a customer purchase 4 identical wheel loaders for their operations. Eventually, the couplers started to crack due to excessive strain being put on the machines. The Garden City team was then tasked with finding a long-term solution for this customer and others. Not happy with the manufacturers suggestion, the team trusted in each other and tested out their own solution: repair couplers at fabricator, replace pins and bushings, and added adjustable one-way flow control valves. Once discovering this was the best way to go, they fixed up the remaining machines and sent them back out to the customer. Moving forward, the service department will be using their solution on all new WA320s and WA270s. Kudos to the shop and everyone else involved for doing a great job of helping this multi-loader customer! (Story courtesy of Shane Geist, Salesman)



# WHAT'S GOING ON?

## Topeka

"We have all seen the struggles with equipment inventory and parts availability this year and last. I am hopeful the road ahead will smooth out. We continue to grow the Topeka location during this time and that in itself is amazing. The technicians did a fantastic job while in the 100+ heat wave, so big shoutout to them! We have been busy through this quarter and it does not look like it will be changing soon. We are excited about the possible opportunity to expand our location and our capabilities. For now, we plan to keep our heads held high and continue to push through all the growing pains to come. Here we go!!!" - Oscar Burton, Service/Branch Manager



Justin Sly, Rental Manager, started in the parts department and worked there for about 5 years before moving into his new role this past quarter. Justin has spent the past couple of months training and getting situated into the position. Justin and Sam Leighton, Rental Yard Attendant, have been hard at work getting machines in and out for our customers. Justin wants to give a big thanks to everyone who has been helping him along the way and he is very excited to see what the future holds in the rental department!

Mike Stevens, Parts Manager, said that his team is as busy as ever! Mike and his guys up front have been ordering extra inventory which is keeping Kris Dick, Inventory Specialist, busy in the back keeping the warehouse stocked and organized. The Parts Department is working on a new rack oil system which will support technicians, improve efficiencies, and make jobs quicker and easier! Mike wants to give a shoutout to his guys for being a strong team! J Kennedy (pictured) started with Berry Tractor in March this year as the Branch Admin. J moved into a parts role in May when Justin Sly moved into the Rental Manager position.



Shortly after 5 p.m. on Friday, June 18, a coal train derailed outside of Lawrence, KS. A total of 20 rail cars full of coal derailed causing significant damage to the rails and the railroad crossing. It was not until 10 p.m. that night did one of our Salesmen, Clint Golay, get a phone call from a contractor working the scene requesting help and support.

At that time, Clint was able to get ahold of one of Topeka's Service Technicians, Jeremy Kennedy, and Berry Tractor's Division Manager, H Craig, to begin devising a plan to help support the call for help. By 11:30 p.m., Jeremy and H arrived at the branch with Assistant Service Manager, Andrew Ball, and Service Technician, Skylar Swaney, to begin attaching a specialized attachment to the large excavator.

The team did not leave until 1:30 a.m. on Saturday, June 19th. That excavator was one part of a team in the emergency clean up that had that Union Pacific rail line, as well as the adjacent rail line, up and operating within 24 hours of the initial incident. We are proud of how our team pulled together and got in to help our community!





# WHAT'S GOING ON?

## Springfield

Our branch has had a few fun events going on these last few months! In April, we got to take part in the local Build My Future event. This event taught youth about the possibilities of the industry, while promoting Berry's sponsorship program. The event had immense success despite the ever-changing Missouri weather, and Berry Tractor had the 2nd best hands-on booth, and 3rd overall best set-up out of almost 70 vendors across the state. In June, MaKayla Core, represented Berry Tractor at the Women of Steel's first annual conference In St. Louis, MO for women in the industry in the state of Missouri. Makayla was able to present to almost 200 women across the state of Missouri about the pros and cons of being a young female in the construction industry.



Our service department has stayed strong in the busy summer season with their full shop and field schedules. There have been some outstanding performances from our team members in the department: Dakota Carter, Field Technician, has knocked all his assigned field campaigns out of the park, and Tristan McCoy, Service Admin, has managed to turn a hefty 4-5-page warranty WIP list to just 16 lines in about a month's time! We were proud to have Butch Core, Service Manager, included in this year's Leadership Development Program graduating class as well. As always, the members of our service department have been working hard to keep the "Berry Standard" up as business continues to grow.

Springfield continues to stay strong in our other departments as well. Our parts counter has been busier than ever, balancing the friendly faces who stop by and those who visit over the phone. We recently had Brian Meisenheimer from shipping & receiving move up to join the parts counter in helping serve even more customers in our community! Our Parts Department is also staying busy with getting the warehouse more organized. This department has had a record year and continues to thrive.



Rental and Sales have had remarkable success this quarter, and just like the rest of the store are exceeding expectations. Despite the wet spring we had, the rental department is trending up from where they were last year and they don't see it stopping soon! "Seems like every time we get a machine in, we have already found a new home for it once we get it cleaned up and checked in. Noel Mercado has been doing a super job getting machines cleaned up and show room ready for the next rental." - Mike Shilt, Rental Manager



# WELCOME TO THE TEAM!



**Jose Hernandez**  
**Garden City**

I am a Field Service Technician for our Yale, Komatsu, and Bobcat equipment. I started at the end of May and have 8 years of experience

with other heavy equipment dealers. I look forward to having the weekends off with this new position. I grew up in Garden City and like to ride RZR RTV's for fun when I'm not working.

**Nicole McDuffee**  
**Topeka**



I started as the Branch Admin on June 20th. Before coming to Berry, I was a manager in the Public Works Department for the City of Topeka for 5 years.

Working for Berry, I am looking forward to learning everything. This is something that is completely new for me and I am excited to learn all that I can about this industry. I grew up in California and have lived in Kansas for 12 years!



**Skylar Swaney**  
**Topeka**

I started the first part of May as the Service and Lube Technician. Before starting with Berry Tractor I worked in road construction.

I look forward to getting to go to new places for work everyday. I'm originally from Carbondale, KS and when I'm not working I like to hunt, fish, and go camping

**Matthew Mestepey**  
**Wichita**



I started as a Service Technician on June 13th this year. Before I started at Berry Tractor I worked on class eight sleeper trucks.

I look forward to the new experiences that Berry Tractor will offer me. I grew up in Wichita and when I'm not working I like to hunt and fish.



**Zion Silvers**  
**Wichita**

I started as the Rental Associate in Wichita on May 31st. Before working at Berry Tractor, I worked as a carpenter and a grain elevator operator,

while attending college and playing football. I grew up in Wichita and also lived in Austin, TX for a while. Outside of work I like to ride my motorcycle, do small engine repairs, and play sports. I also have a cat who's name is Dale.

**Robert Roemer**  
**Garden City**



I became the Delivery Driver on June 27th for the rental department. Before I started at Berry I was an owner/operator and hauled oversized loads and equipment.

I am excited to experience a new field of work! I am originally from San Antonio, TX and when I'm not working I enjoy spending my time at the beach or lake.



# LOOKING AHEAD

## Birthdays

### JULY

Davey Johnson (the 2nd)  
John Schoenenberger (the 13th)  
Sean Wallace (the 15th)  
Micah Johnson (the 17th)  
Bill Simmon (the 20th)  
Teri Albers (the 21st)  
Jon Berry (the 21st)  
Brooklyn Beckstrom (the 22nd)  
Makayla Core (the 22nd)  
Steve Richard (the 25th)  
Nick Pedercini (the 28th)  
Erik Howland (the 30th)  
Racheal Bird (the 31st)

### AUGUST

Chanse Brecheisen (the 1st)  
Shawn Rendell (the 1st)  
Bobby Baudro (the 10th)  
Shawn Powers (the 12th)

### SEPTEMBER

David Taylor (the 3rd)  
Justin Sly (the 4th)  
Silas Barnett (the 4th)  
Mike Shilt (the 6th)  
Tyler McConnell (the 8th)  
Steve Sanders (the 9th)  
Clint Golay (the 9th)  
Alan Bell (the 22nd)  
Bryan Marcum (the 27th)

## Anniversaries

### JULY

Dakota Carter (1 year)  
Melony Sims (1 year)  
Erik Howland (1 year)  
Noel Mercado (2 years)  
Kaitlyn Ray (3 years)  
Aron Hazard (3 years)  
Eloy Saiz (5 years)  
Clint Golay (7 years)  
Cameron Wedemeyer (10 years)  
Mike Davis (18 years)  
John Rainey (20 years)  
Whitey Smith (22 years)

### AUGUST

Joe Lucas (1 year)  
Sam Leighton (1 year)  
David Marple (1 year)  
Kendall Vandevort (3 years)  
Jake Zeka (6 years)  
Chanse Brecheisen (6 years)  
Bill Simmon (15 years)

### SEPTEMBER

Derrick Sutton (1 year)  
Kevin Helt (2 years)  
Tristan McCoy-Bachofer (4 years)  
Israel Ayala (7 years)  
Mark Schupp (9 years)  
Brian Bettencourt (12 years)  
Oscar Burton (19 years)  
Larry Briand (24 years)

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](mailto:kray@berrytractor.com)



# FINAL THOUGHTS

	FY '23 YTD	FY '22 YTD	% Change
<b>Sales Department</b>			
Sales	\$10,702,449	\$8,657,746	23%
Net Profit	\$524,881	\$679,303	-37%
<b>Rental Department</b>			
Sales	\$3,292,137	\$3,382,271	-2%
Net Profit	\$621,859	\$419,445	48%
<b>Parts Department</b>			
Sales	\$3,476,089	\$2,970,496	17%
Net Profit	\$548,295	\$401,748	36%
<b>Service Department</b>			
Sales	\$1,855,809	\$1,621,611	14%
Net Profit	\$246,411	\$197,793	24%
<b>Supply Department</b>			
Sales	\$243,069	\$156,303	55%
Net Profit	\$57,026	\$49,155	16%
<b>Total All</b>			
Sales	\$19,569,553	\$16,788,427	16%
Net Profit	\$427,919	\$390,598	9%



As we celebrate Berry Tractor's 65th anniversary, we need to reflect on what has led to our longevity and success. We have always been a company that focused on people: our employees and customers. That has been and continues to be our formula for success and we have seen some record results from our efforts over the last few years. The saying "it takes a village" rings true with us at Berry Tractor. It takes all of us working together to achieve the success we have had and want to continue, there isn't one department, role, or individual that can create this, it takes a true team.

As we continue to grow and expand our capabilities it is important that we are guided by our core values: Humility, Respect, Trust, Grace, Relationships, Empathy, Autonomy, Honesty, and Hustle. Our values have guided us to success for 65 years because they put our focus on each of us and our customers. We can accomplish great things for more than another 65 years by following our core values and working as one!

With growth, comes change. One big change we are heading towards is our push into the aggregate industry. With the addition of McCloskey, we have had to evaluate our territories and roles. We have officially named Sean Wallace and Tyler McConnell as our Aggregate Sales Reps for Kansas and Missouri. In the future, be on the lookout for training announcements to learn more about these products and this industry so that we can continue providing incredible customer service to our customers!

Also, with rapid growth comes increased frustrations and day to day pressure, let us dedicate ourselves to help and lift each other up. Together we can keep growing our business and relationships. Thank you, for what each and every one of you do to make Berry Tractor a success and a great place to work!

H. Craig  
General Manager