

# Berry Tractor and Equipment Company

## *Fifty Years of Continued Change and Growth*



**Walter Berry (left) President of Berry Companies, Inc., and Dan Scheer (right) President of Berry Tractor**

In 1957, when Fred Berry and his brother Paul came to Wichita to buy the Sam Denny Road Machinery Company (which later became Berry Tractor & Equipment Co.), Dan Scheer was less than one year old and Walter Berry had not yet been born. Needless to say Dan and Walt did not have much to do with the early success of Berry Tractor. Dan married into the family in 1983. We both joined the business in 1985 after getting valuable experience in other industries. In 1957 we were one company with three locations. By 1985 we were four companies with thirteen locations and today are seven companies with twenty-four locations. We now have nearly five hundred employees working in five states.

Over 50 years, Berry Companies has grown into this seven-division corporation representing hundreds of product lines from compact equipment to Komatsu, to Link-Belt cranes; but the whole business originated from the Berry Tractor and Equipment Company. Berry Tractor itself has also expanded over the last 50 years to cover the Topeka area and Southwest Missouri out of our Springfield store.

Berry Tractor is no longer the biggest division that we operate, but we take great pride in knowing that is where our roots are. We still operate Berry Tractor out of the same building that Fred and Paul occupied in 1957. Most businesses in our country do not survive past the first generation. We are very proud that we have not only

survived but have prospered well into the second generation of our family business. We now have our eye on the third generation.

Even with all the changes over the years, many things are still the same. We still sell and service construction and industrial equipment in the Midwest. The equipment that we sell today is much more sophisticated and reliable than it used to be, but our customers still require local service. They still want to do business with people that they know and trust.

There are a lot of rewarding things about owning a family business for 50 years. You get to develop life long friendships with your customers. You get to see loyal long-term employees grow and develop and in many cases stay until retirement. We get great satisfaction knowing that we are providing a structure where people can prosper financially and raise their families. Another reward that we get is being able to give back to the community through charitable giving. The family business that we have built is what allows all of this to happen.

We would like to thank our customers and our employees for supporting us for the last 50 years and we hope that we can continue this partnership for another 50 years.

Dan Scheer

Walter Berry