



HOLDREGE IRRIGATION

COMPLETE PIVOT DESIGN/INSTALLATION • UNDERGROUND PIPE AND WIRE INSTALLATION • PIVOT CHECK
PIVOT CRASH REPAIR • SPRINKLER PACKAGES • SERVICE CALLS

Helping continue Justs' Reinke pivot legacy

When Steve Just needed a pivot on one of his farms, he turned to Holdrege Irrigation.

"I would recommend them with five stars," he said. "They are down to earth, friendly, and open and honest with their communication."

The family-owned irrigation dealership sells Reinke pivots, a brand that resonates with the Just family. Steve was only 12 when the first Reinke pivot was installed in 1970 on his family's land.

"I remember plain as day when they put it up," he said. "Everything was all electric; you just turned the switch and hit the button."

In his childhood, Steve started many siphon tubes. The new electric pivot brought the family into a new age of irrigation. While Steve said his grandparents barely scraped by during the Great Depression, his father was able to acquire more land and build a farming empire.

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Steve Just is pleased with a new pivot recently installed by Holdrege Irrigation on one of his quarters.

"I would recommend them with five stars. They are down to earth, friendly, and open and honest with their communication."

— Steve Just, customer



Helping continue Justs' Reinke pivot legacy

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Today, 19 Reinke pivots irrigate the Just property, which extends approximately 4,000 acres. The original 1970 Reinke pivot is still running. Steve and his brother, Mike, manage the business, continuing their father's legacy. Most of the land is rented out, and they know reliable Reinke pivots are a valuable added commodity for tenant farmers.

The new nine-span, 1,590-foot pivot waters 124 acres, and the connected swing arm and end gun waters another 39, bringing the total irrigated acres to 163.

Adding the pivot was an easy process, Steve said. He asked Holdrege Irrigation for a new pivot, and Sales Manager Scott Fecht came to survey his land and determine the length of spans and tower positioning. Next, Fecht designed the pivot with Reinke Design Pro (RDP) software and submitted the order via Reinke's

online ordering system. With Reinke's manufacturing facility in Deshler, Nebraska, most orders are filled in a matter of days.

Advanced features, such as a GPS-guided swing arm, enhance the new pivot's value. Buried cable guidance systems can be damaged in lightning strikes and can cost up to \$12,000 to replace. A GPS guidance system was a wise choice for this quarter.

Reinke pivots are made to last, Steve said.

"All pivots look the same because of Richard Reinke's original design," he said. "They are all galvanized, so that also helps a lot."

As an antique tractor enthusiast, Steve would rather chase his latest acquisition than spend time worrying about a pivot installation. And he knew that Holdrege Irrigation would get the job done right.

"They know how to set them up — that's their job. I just pay the bill," he said.

Holdrege Irrigation employees also helped him disassemble the old pivot and transport it off the property. With the new pivot up and ready for the growing season, Steve's tenant will be able to water corn and beans with ease, while Steve focuses on antiques.

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— Steve Just, customer



The Holdrege Irrigation team accepts a plaque from Reinke President Chris Roth, left, and Reinke West Central Territory Manager Scott Yakel, right. Pictured, from left, are Holdrege Irrigation's Lamar Schmidt, Scott Fecht, Matt Hahn, Jeff Miller, Bart Weaver, Mike Amen, Dustin Kassing and Steve Koralewski.

Service commitment pushes HI to the top

Reinke Manufacturing Co., Inc. recognized Holdrege Irrigation as the highest-selling dealership in its West Central Territory during the company's October 2018 convention in Spokane, Washington. Holdrege Irrigation also came in fourth in overall sales among dealerships throughout the United States and Canada.

Holdrege Irrigation Vice President Tim Schmidt said the

dealership's success is due to its service commitment and good employees who care about their work.

"I congratulate Holdrege Irrigation on receiving these awards," Reinke Vice President of North American Irrigation Sales Mark Mesloh said. "Reinke appreciates the dedication they have to the growers in their community. We're proud to work with them and have them representing the Reinke brand."

Friendly faces greet customers in Alda

Growers depend on Holdrege Irrigation to provide dedicated service and support.

“It’s all about exceeding customers’ expectations,” Sales Manager Mike Amen said. “It started with Lamar and Tim Schmidt providing excellent service, and they’ve instilled it in us to do that as well.”

The Alda location near Grand Island opened in 2002. Its five employees provide a full range of irrigation services from design and installation of new Reinke pivots to gear-box oiling.

Amen started as a Holdrege Irrigation service technician in 2001. Now, he oversees four service technicians at Alda. He takes advantage of Reinke training for himself and his team.

“About 75 percent of what techs need to know is taught in the Reinke classes,” Amen said. “Without it, a lot of techs would be in the dark.”

Each Alda technician has earned either a Reinke Plus or a Reinke Platinum certification. To receive the initial certification, techs attend weeklong classes at Reinke Irrigation Co., Inc. headquarters in Deshler. Afterward, they must take

“It’s all about exceeding customers’ expectations.”
— Mike Amen, sales manager



From left, Sales Manager Mike Amen and Store Manager Steve Koralewski are ready to help customers.

at least 16 online credits each year through Reinke Learning Management System (LMS) to retain certification. Amen is Platinum Certified. He uses LMS to learn about new irrigation technology, which has rapidly advanced in the past 15 years.

Steve Koralewski, store manager for Alda and Ravenna locations, said Reinke sets high service expectations compared to competitors.

“It’s no different from a car; you wouldn’t want to buy it if you couldn’t take it back the dealership and get it fixed,” he said. “If something breaks down, we make sure to get there right away. Every hour you waste on a hot day with no moisture, you’re losing yields.”

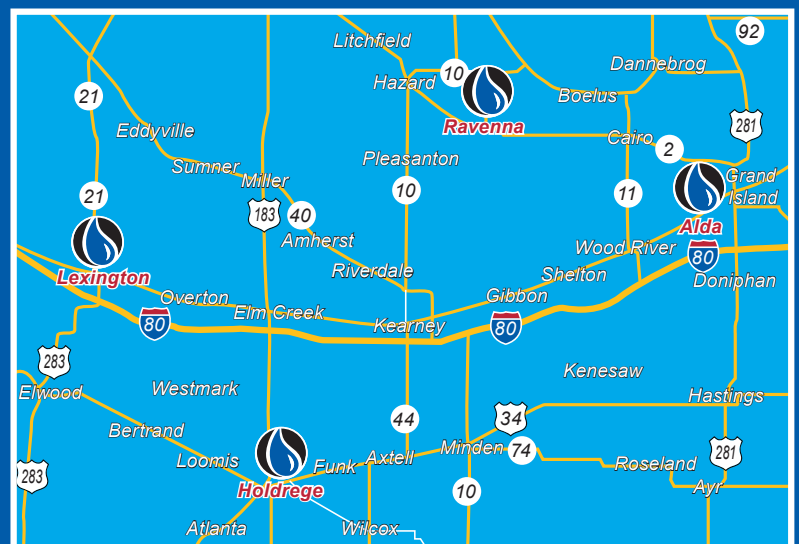
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SERVICES



Holdrege Irrigation:

- Complete pivot design and installation
- Underground pipe and wire installation
- Pivot check
- Pivot crash repair
- Sprinkler packages
- Service calls



Holdrege Electric:

Commercial/Industrial systems:

- Design
- Installation
- Repair

Residential systems:

- Repair and maintenance



Holdrege Well Services:

- Drilling
- Installation
- Service and repair
- Solar-powered pumps



Holdrege Trailer Sales:

Load Trail brand trailers include:

- Single and tandem axle trailers
- Car haulers
- Dump trailers
- Goosenecks
- Pintle hitch trailers
- Water tank pump trailers

HOLDREGE IRRIGATION

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Holdrege, NE 68949

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Holdrege Trailer Sales specializes in Load Trail trailers

Need a trailer? Holdrege Trailer Sales has you covered. Whether you are hauling tractors, pickups, hay or need to attach a water tank, Load Trail brand trailers has an option for you.

“They are well-built, heavy-duty trailers that are the best you can get for the money,” said Tim Schmidt, Holdrege Irrigation vice president.

The American-made trailers are built in Sumner, Texas, and are fully customizable.

Schmidt recommends hydraulic-tail trailers for those who want to avoid the

physical strain of manually lowering and raising ramps. Other customizations include hydraulic jacks, super-single wheels, extra lighting and built-in toolboxes.

To find your perfect trailer, go to loadtrail.com or visit Holdrege Trailer Sales in Holdrege, Nebraska.

Load Trail Tandem Axle Dump trailer



Tibbetts earns certification

Congratulations to Preston Tibbetts, service technician at Holdrege Irrigation in Alda, Nebraska. He earned his Reinke Plus Certification Jan. 24.