

Being a Reinke Certified Dealership means making a commitment to provide growers with the best service and products around. Reinke sets high standards for its dealerships right from the start.

To become Reinke Certified, dealers take a minimum of three classes: two electrical and one structural. However, the training process extends beyond this point. The dealerships take six courses with a test following each course. Each test must be passed with a 90% score or better, in order to earn a Platinum Plus Certification.

For their first certification, the technicians usually travel to the company headquarters in Deshler, Nebraska. After the first certification, they continue with the classes online through Reinke's Learning Management System (LMS). Technicians take 16 credits per year to maintain certification.

The online education resources are useful, even to the dealers close to the Reinke headquarters.

"I can go online and take courses or watch how-to videos on system installation or troubleshooting. I also can learn more about topics such as swing arms or lateral move systems. The technology side has been the biggest help for me. Irrigation technology has advanced so much since I started," said Mike Amen, a sales manager at Holdrege Irrigation in Nebraska.

In addition to providing resources, Reinke cultivates dealer relationships and encourages communication and



feedback. All dealers have a direct line of communication through their Dealer Council representative.

Dealers from across the nation elect council representatives for their given territory. The council meets twice a year to discuss dealer issues. Their feedback is communicated to Reinke President Chris Roth and other decision-makers. Dealer input influences company decisions on parts, distribution and even new engineering projects.

Erik Skone, President of Skone Irrigation in Washington State, takes pride in his service to southeast Washington growers. He chooses to sell Reinke products because of both the product quality and the company's commitment to training and service.

"Reinke pivots just work when you put

them out in the field; they last a long time and continue to run," he said. "They have a great warranty, and the company stands behind its product. They are flat out dependable."

"Once you become a Reinke dealer, you do it for life," he said. "The growth of the service department and our ability to fix problems has continued to make us grow in our market."

"When you are a Reinke Certified dealer, you are part of a select group of individuals that are committed to uphold Reinke's worldwide standards," Skone said.

Southeast Washington hosts potatoes, corn, onions, and many other crops. Potato growers supply restaurant chains such as McDonald's and Wendy's. With desert-like conditions, irrigation is a necessity.

