By Jan Rahn
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Featured Chamber business of the month, Regier Equipment of Madrid, has a 30-year history of steady growth, with plans to add employees while striving for continued growth and quality sales and service to customers.

The business is Perkins County Chamber's spotlight for October, with employee Rachelle Fryzek presenting the company's history during the monthly Chamber meeting at noon last Thursday, Oct. 20.

Fryzek is the daughter of owners Ron and Lorie Regier and is employed as the service writer and organizational manager.

With agriculture sales and service as the primary focus of the business, Regier Equipment was founded in 1980 by Ron Regier, his father Pete Regier, and father-in-law, Hilmer Peters.

In the beginning, the company began selling Bush Hog mowers, disks, etc., along with White planters and Tumac center pivots. Having steadily grown through the years, they have recently become a Challenger dealer.

"The business has grown tremendously in the past 30 years from where we started," said Fryzek in her presentation. "Recently, the increase in sales has moved us into a different category as far as keeping up in management and customer service. We have been making huge steps in improving our business to provide superior customer service."

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Regier Equipment also invests in their employees, creating a work environment that is enjoyable, considering the employees an integral part of the business.

The business is always looking for exceptional people to join the team as it continues to grow.

Current employees in addition to Fryzek include Ron Regier who is in the sales portion of the business located on the western edge of Madrid. Wife Lorie serves as accountant. Katie Fosbinder is the parts manager, joined by parts department employees Russ DaMoude and Sue Scrivner. Mike Lee is the head service technician and is joined by Don Lee, Adam Huggans and Ron Goodwin. Secretarial duties are performed by Angela Stearns.

When starting the business, Ron Regier said he could identify how hard it was to make ends

meet, having been a farmer experiencing hard economic times.

He said through dedication and hard work, he did whatever he could to help farmers with their equipment needs, selling and servicing them.

Loyalty and integrity when dealing with customers is what has set Regier Equipment apart, said Regier, explaining it has been through this mindset that he has grown Regier Euipment and its loyal customer base.

“Several of our employees have been a part of our team for 10-plus years and we are grateful for their hard work and dedication to the business,” he said.

Down the road, the Regiers plan for their children to take over ownership to continue serving the region’s farmers, ranchers and other agricultural customers.

“Our plans are to continue to grow and service our customers with the highest quality sales and service that we can provide,” said Regier, “to be a well-respected, successful and integral part of the community.”

Regier Equipment backs this with their mission statement: to deliver agricultural products and superior services that bring value and profitability to farmers, ranchers and businesses in Southwest Nebraska—and with their vision statement: to partner with the agri-businessman, the farmer and rancher to provide superior products and services that meet needs and provide profitable outcomes.