



By Jan Rahn

Managing Editor

In celebration of 30 years of doing business in Perkins County, Regier Equipment of Madrid hosted nearly 400 at a “redneck pork barbecue” on Thursday, Sept. 6.

In addition to the food and camaraderie during the day, participants were treated to entertainment and many door prizes to choose from if their name was drawn.

A recently completed expansion to the original building site serves as the company’s “events education center” for employees and customers.



Regier Equipment, which is located on the west edge of Madrid, has also undergone some internal rearranging so that the offices are now on the main floor and the machinery parts are located on the upper level.

Ron Regier said the biggest change he has noticed throughout the past three decades of ownership has been in the field of technology.

On display was the newest in transmission technology. Regier said his business now

incorporates the continuously variable transmission (CVT) system into their tractors. The technology, which has been available through Agco since 1995, means no clutch packs in tractors which can go from one-tenth mph to 33 mph with no shifting.

Those who participated in “ride/drive” were able to enter a drawing for 50 hours of free use of a Challenger. Winning to 50-hour Challenger drawing was Dan Sowers of Blrd City, Kan. Two pairs of Husker tickets were also among the giveaways during Regier’s full day event last week. Winning the tickets was Steve Loeffler of Grant.

Providing entertainment was “Farmer Vance” [Vance McCoy, an Elsie farmer] with Matt Chandler-Smith serving as DJ. Even the preschool youngsters accompanying their parents had fun playing in a large stock tank partially filled with grain and farm equipment toys.

Regier Equipment carries many types of equipment—tractors, planters, drills, discs, combines, and other equipment for harvesting, mowing, haying or fertilizing.

When the company first opened 30 years ago, it carried White Farm Equipment, Bush Hog, and Crustbuster. Over the past 30-plus years, equipment lines have expanded to include Challenger, Massey Ferguson, Gleaner, Hardi, Sunflower and Unverferth, with service to every brand sold.

In 2000 and 2001, Regier Equipment earned the “President Circle Award” for top sales volume for Hardi. In 1999 and again in 2002 the company was awarded “White Planter Top Volume Dealer in North America.”

Regier Equipment was originally started by Ron Regier, his father-in-law Hilmer Peters, who moved to the area from Henderson for a short time, and Regier’s father Pete Regier.

The company currently has 15 employees.



