



INTERVIEW

STEVE BOEHM,

corporate sales manager, Riesterer & Schnell

By Joe Kertzman, managing editor, *Badger Common'Tater*

NAME: Steve Boehm

TITLE: Corporate sales manager

COMPANY: Riesterer & Schnell

LOCATIONS: Fourteen in northeast and central Wisconsin—Hortonville, Chilton, Pulaski, Denmark, Pound, Neenah, Antigo, Stratford, Campbellsport, Fond du Lac, Stevens Point, Westfield, Marion and Shawano

HOMETOWN: Wausau, Wisconsin

TIME IN PRESENT POSITION:
Eleven years

PREVIOUS EMPLOYMENT: Fifteen years with a different brand

ACTIVITIES/ORGANIZATIONS:
Partners for Progressive Agriculture board member

FAMILY: Wife, Jennifer; three kids, Mikayla (25), Braiden (23) and Jake (18); and two step-kids, Jordan (25) and Logan (18)

HOBBIES: Working, snowmobiling, watching the Green Bay Packers and old cars

Brothers Frank and John Riesterer and their fishing companion, Henry Schnell, opened a filling station in Chilton, Wisconsin, in 1931, expanding to milk handling, a car dealership, and in 1939, entering the farm business.

Fast forward to today, and Corporate Sales Manager Steve Boehm says the fact that Riesterer & Schnell is, “the premier John Deere dealer for northeastern, eastern and central Wisconsin, with 14 locations, is incredible.”

When Riesterer & Schnell started out as a small family-and-friend business, it had strong roots in the community. Boehm says, no different than it was in 1931, the business remains not only about customer service, but in always striving to be the best.

“I feel this is instilled in all the employees when they are hired, and this history of Riesterer & Schnell is something we are all proud of,” Boehm remarks.

“Anyone can start a business,” he adds, “but to grow and thrive through good times and bad requires a lot more than just showing up for work every day. I feel we all try to live the ‘coming through for you’ motto each day.”

At different times in the company's history, Riesterer & Schnell dealt

in Ford Ferguson tractors and New Holland Equipment. Is Riesterer & Schnell solely a John Deere dealer today?

Yes, we knew that John Deere, being a leader in agriculture, was the brand to align with and we felt that John Deere's business ethics also align with Riesterer & Schnell's, which has made the partnership very strong.

Riesterer & Schnell has been a John Deere dealer since 1960. We are a full-line John Deere Ag and CCE (Compact Construction Equipment) dealership.

Above: Steve Boehm, corporate sales manager for Riesterer & Schnell, stands in front of a John Deere 5100E Four-wheel-drive utility tractor from the 5E series. Boehm says John Deere's business ethics align with Riesterer & Schnell's, which has made the partnership strong.



Are there any other manufacturer brands that the company sells?

While John Deere is our main brand, we do carry several other lines that complement our business. These products are not offered by John Deere.

The other lines of equipment that we currently retail and service are Degelman, Grouser, H&S, Meyer, Drago, Oxbo, Diamond Mowers, Stihl products and Kuhn, at select locations.

What is your own background in agriculture, Steve, and how did you become corporate sales manager of Riesterer & Schnell? I grew up in Winneconne, a small town in northeastern Wisconsin. Winneconne had several dairies located just outside of town, and as a teenager, I would help at a local farm with chores and fieldwork.

Even though I did not grow up on a farm, I have always had a passion for the farming business. After high school, I had an interest in mechanics, which led me to a local Ford dealership that sold vehicles and Ford tractors.

This was my introduction into dealerships, and after a couple of years, because of family and other

events, I ended up at a Ford and New Holland dealership in Waupaca.

I started with the company in lawn and garden parts, and after a short time, was in agriculture sales. I found out that I had a strong passion for selling and a love for agriculture, so it ended up being an excellent fit.

After 15 years with that dealership, transitioning from parts to sales and then store manager, I was offered a

Above: The Riesterer & Schnell crew poses when a fleet of new John Deere 9RX Series Tractors is delivered to the dealership.

position at Riesterer & Schnell. It has been a great fit and an unreal ride to see how agriculture and doing business in agriculture has changed over the past 26 years!

My passion for farming as a youth

continued on pg. 10

NELSON'S VEGETABLE STORAGE SYSTEMS INC.

N7158 6TH DRIVE P.O. BOX 215
PLAINFIELD, WI 54966
OFFICE: (715) 335-6660
FAX: (715) 335-6661

KEEP ON TRACK WITH OUR



SPROUT INHIBITORS AND DISINFECTANTS

STORAGE VENTILATION

- COMPUTERIZED CONTROL PANELS
- HUMIDIFICATION
- REFRIGERATION

SPROUT INHIBITING

- FRUIT GUARD APPLICATIONS
- SMART BLOCK APPLICATIONS
- CIPC, CLOVE OIL APPLICATIONS

AGRI-VENTILATION SALES AND SERVICE

24 HR. EMERG. SERVICE

Interview . . .

continued from pg. 9

transitioned into a lifelong career of working with others at Riesterer & Schnell, adding value on the farm and providing innovations to make growers' operations more efficient and successful.

How many years have you been with Riesterer & Schnell, and what location do you work out of? I have been with Riesterer & Schnell for 11 years and I currently have an office in Marion. I also travel to many of the other locations throughout each month.

Are John Deere tractors your number one products sold to potato and vegetable growers in Wisconsin?

Yes, John Deere has several different models to fit the need of the potato and vegetable market in every application. John Deere also offers a liquid and dry box spreader that has been widely accepted in the potato and vegetable industry.

What kind of technology does Riesterer & Schnell offer its potato and vegetable growers? We offer the John Deere Greenstar Precision Farming suite of technologies. We also partner with a company that has given us the ability to provide our technology and support on most

equipment brands.

We offer GreenTronics yield monitoring that allows growers to map the yield of root crops.

We have our own RTK (Real-Time Kinematic) Network that growers can access. We also provide data management services built upon the John Deere Operations Center and a few other software programs.

What are some examples of new technology for the upcoming growing season that would benefit growers? The focus continues to be on automation. For example, to

Above: A John Deere 8320R row-crop tractor readies a field at Cheeseville Dairy off of Trading Post Trail in West Bend, Wisconsin.

help inexperienced operators, we now offer technology that allows the harvesters to control the cart tractor's speed and direction.

We've offered the technology in combines for years and are excited to bring it to this market that doesn't always unload on the left.

We are also seeing an increased focus on automating data collection tasks. For example, we recently added the



Riesterer & Schnell hosts a career day at its Campbellsport, Wisconsin, location.

ability to send work orders wirelessly to a display and have it set up to automatically record accurate data, including setting product rates or loading a prescription.

The work data is then streamed back to the office for reporting and to help with management decisions.

How important is service after the sale and why? Service after the sale is the most important part. It may not seem like it at times, but the sale is the easy part. What separates one dealership from another is the support after the sale.

You can sell the best piece of equipment in the world, but if you cannot support it properly, your chances of selling another are slim to none.

Not only does Riesterer & Schnell invest highly in their technicians to make sure they are up to date on all the latest technology and equipment,

but we also have product specialists to help assist in optimizing the equipment for your operation to ensure it provides the performance you expect to receive.

Agriculture is a 24/7/365 industry. To stay up and running in the field, our customers depend on us to work as hard as they do.

We value the trust our customers place in us, and our team members work to take care of their needs at the most critical time of their operation.

Are you or some of your service

"I take pride in being involved in one of the greatest industries in the world, where we help feed the planet."

– Steve Boehm

people in the fields after the sale?

We have a large team of support staff that includes our technicians, product specialists, information system consultants and sales consultants.

We pride ourselves in not only making sure our equipment is delivered ready to perform, but also to support our current and past customers in the best way we know how.

It may be firing up and outfitting a new or used tractor, planter or sprayer to make sure the equipment

continued on pg. 12

TEAMING WITH GROWERS TO MAKE MORE MONEY AND TAKE LESS RISK



RAY GRABANSKI



Progressive Ag
RISK MANAGEMENT SPECIALISTS

COVERAGE OPTIONS

MULTI-PERIL • LIVESTOCK
CROP HAIL/PRODUCTION HAIL
WHOLE FARM REVENUE PROTECTION



PENNEY HAMMER

At Progressive Ag, we understand your concerns. We are Risk Management Specialists focusing on potato and vegetable crops. Being prepared means not only avoiding and/or minimizing negative events, but also being able to take advantage of profit opportunities. You see, at Progressive Ag we make it our business to know your farm operation. We are committed to help you

"Make more money and take less risk"

To find out more, talk with one of our agents or call
1-800-450-1404 • www.progressiveag.com

"This institution is an equal opportunity provider and employer."



is optimized for your operation or training your staff on operation and technology.

We also understand that downtime costs a significant amount of money and we strive to eliminate as much of it as possible. We have mobile support out of all our ag and turf locations and offer 24/7 service in peak seasons to eliminate as much downtime as possible.

To say we are out in the field after the sale would be putting it mildly. We are in the field before, during and after the sale to ensure our product performs!

How important is agriculture and Riesterer & Schnell's role therein, in central and northcentral Wisconsin?

Agriculture is the backbone of the state of Wisconsin, as well as of Riesterer & Schnell. We have 14 locations throughout central and northeastern Wisconsin.

We strive to be a great partner for all our customers, and we work daily to make them more efficient in their jobs either with aftermarket support, equipment needs or working to provide the data they need to understand their land.

What do you most take pride in, Steve, in the company and industry?

Having been with Riesterer & Schnell for 11 years, what drew me to them in the first place is the passion the company has for agriculture and

Above: John Deere implements, technology and equipment are set up at a past WPS Farm Show in Oshkosh, Wisconsin.

taking care of its customers. It is that simple!

Along with that comes innovation and adapting to a changing marketplace. This company does not stand still and strives to be Wisconsin's most progressive dealership.

I take pride in being involved in one of the greatest industries in the world, where we help feed the planet. I take pride in working side-by-side with the most passionate group of individuals in the industry.

It puts a smile on my face when I think about it!



**COMMITTED TO
SERVING
AGRICULTURE AND
RURAL AMERICA.**

LET'S KEEP WORKING FOR THE FUTURE, TOGETHER.

We've always been there for our clients and the rural communities we serve. Our unique perspective is born from decades of working in agriculture to offer insights to overcome challenges. And our experienced financial team will guide you every step of the way.

COMPEER.COM

Cathy Schommer, Sr. Focused Lending Specialist
(608) 355-5751 | Cathy.Schommer@compeer.com

 **COMPEER
FINANCIAL**
(844) 426-6733 | #CHAMPIONRURAL



Compeer Financial can provide assistance with specialty crop financing and operations based on historical data and industry expertise. Compeer Financial does not provide legal advice or certified financial planning. Compeer Financial, ACA is an Equal Credit Opportunity Lender and Equal Opportunity Provider and Employer. © 2021 All rights reserved.

Riesterer & Schnell has been a member of the Wisconsin Potato & Vegetable Growers Association for many years. Why is it important for you to support the association, and industry in general? People who drive communities forward are families, community members, leaders and companies. We are here to support you as families and communities, just as you support our stores and business.

Partnering with the Wisconsin Potato & Vegetable Growers Association is important for us to align with our customers to understand their industry better and work to support them where needed.

Have you made a lot of lifetime friends in this business? I would say that most of my friends and lifelong friends come from the business. I have been to weddings, baptisms, funerals, vacation and everything in between with this group of friends.



As one sales consultant said in a meeting the other day, "This is not a job; this is a lifestyle." I think that statement really sums it up.

Why should potato and vegetable growers put their trust in Riesterer & Schnell? Riesterer & Schnell has been supporting our customers for

Above: A new John Deere 7250R tractor is put to work at Horsens Homestead Farms, LLC, in Cecil, Wisconsin.

90 years and we continue to learn and develop new ways to support them, and this is not going away.

continued on pg. 14

Contact: Jim, John or Joe

OVER 50 YEARS EXPERIENCE IN SEED PRODUCTION!

**SNOWDEN • PIKE • ATLANTIC • LAMOKA
MEGACHIP • HODAG • MANISTEE
SILVERTON • LADY LIBERTY**

N5798 Star Neva Road • Deerbrook, WI

Telephone: 715-623-6963 • Fax: 715-627-7245 • Email: jwmattek@gmail.com



**WISCONSIN
CERTIFIED
SEED POTATOES**

Interview . . .

continued from pg. 13



The Riesterer & Schnell dealership sign in Pound, Wisconsin, gets full cooperation from the sun as it glows like a beacon in the brilliant sky.

We have a dynamic team that works across all our locations to ensure we know the importance of support after the sale. We strive every day to work on “Coming Through for You,” our customer.

Anything you’d like to add, Steve, that I might have missed? I’m sure it comes through in several questions you asked, but I cannot stress how working in agriculture is just not a job or a career even. It is a way of life, and I am sure that many of your readers can understand that.

Left: In a show of appreciation to its customers, Riesterer & Schnell hosted a Partners in Progress Event at the Experimental Aircraft Association Museum Founders’ Wing in Oshkosh, Wisconsin, each afternoon following a past WPS Farm Show.

Right: Full access was granted to a John Deere 7R Series Tractor during the Riesterer & Schnell 2020 Roadshow.

I consider myself a fortunate person to be involved in agriculture and I look forward to many more years. **BCT**



MONTANA CERTIFIED SEED POTATOES

A history of high quality and consistent certified seed generation after generation.

WWW.MONTANASPUD.ORG

For a **FREE** certification directory email Dr. Nina Zidack at potatocert@montana.edu

