

Pik wRiter

Winter 2018

Vision

To be the premier producer of agricultural equipment and truck bodies that is recognized across the globe for its superior design, durability and workmanship.

Mission

Everyone at Pik Rite is given the opportunity to grow personally while engaging in an atmosphere of unity, respect and integrity. Our teamwork attitude creates a positive experience for our customers through favorable relationships, advanced innovation and easy to use, first class products.

Culture

Commitment - I am committed to the vision, mission, culture and success of the PRI team and its customers. I give 100% in everything I do.

In this issue:

Department Updates -Page 2

European
Pepper Conference
-Page 8

Leadership
-Page 5

Employee Spotlight -Page 7



Happy New Year!



Department Updates

Sales

As you are reading this, I don't think that I need to remind you, but it has been over a week since the daily high temperature exceeded the freezing mark. So to warm up, I encourage you to enjoy a big cup of hot chocolate and then read the Sales Section.

The 4th quarter really heated up. The phones were ringing, the quotes were flying and the orders were being signed. As a result of hard work and follow through, the Sales Team achieved some significant numbers. There was a substantial increase in Dump Body orders. Note - It was our largest quarter to date in Dump Body orders. We are excited about the momentum and visibility these units will provide as they start showing up on Dealer's lots. Spreaders also closed the year strong with a sizzling December. The HP380 had a tremendous impact on orders this year. It is a great addition to our line-up of Spreaders. To top things off, the Tank pot wasn't on simmer... rather, it boiled over. Orders in the 4th quarter order were the highest in over 3 years and the forecast still looks like it's going to be hot.

Preliminary year end data also indicates that Parts exceeded last year's total as well. The resurgence of the Gas & Oil industry provided a boost to the Parts revenue. Harvesters are on the move and VORTX looks like it is going to resume with an active 2018.

So, even in the midst of this deep freeze, the Sales Team is keeping the fire burning...

But, maybe there has been too much talk of warmth and heat, especially when a few of us like the cold and winter. So to put it another way, the sales momentum is like a snowball that is starting to roll down the hill. It's getting bigger and it's going faster - look out below!

-Seth Ziegler

Engineering

Well, 2017 is out and 2018 is in, and it looks a lot like more of the same from an engineering point of view. We had many orders last year that were quite custom, and early on this year it looks very similar. A great deal was accomplished last year; from a seven axle vacuum truck to a couple new spreader models, a truck mounted HP500, a helicopter trailer, a few portable toilet trailers, plus the most ever dump trucks scattered about. Wow, that's a bunch, and yet that wasn't everything. I'm excited about the direction of the engineering department and of the company, and look forward to a productive and prosperous Pik Rite in 2018.

-Doug Thomas

Fabrication & Welding

What a finish to the year. Work really picked up in both Fabrication and Welding and the teams were all in to do their part. A number of spreaders were completed, along with a large amount of tank work. We also had the new small dump bodies added and the team rose to this challenge too. In fab over the past quarter efficiency on the spreader runs has shown real improvement. With the change to plasma precision hole cutting of 3/8", 1/2", and 5/8" plating, we've been able to remove the waterjet cutting and decrease additional hours on the cutting tables. A thanks to all involved for making this happen. Thanks for tackling these challenges with a can-do attitude. My highlight as we finished 2017 was seeing each of you step up when needed, and do it with a great attitude and a willingness to help. So hats off to you all, and Thank You! As we finished out 2017, we look forward to what 2018 will bring. We still have work to do, and want to keep our focus on our quality. To paraphrase a quote, The quality of your efforts will determine the quality of your contribution. When you work to improve the quality for others, your own quality will improve automatically. Read it again, think about it.

-Jon Noaker

FRONT COVER PICTURE:

Recently completed vacuum truck

HEADER PICTURE:

Recently completed septic truck with custom reel

PG. 3 PICTURE:

Recently completed water hauling truck for gas industry

Paint & Assembly

With spending some extra time with family in the past few weeks, I'm reminded of how blessed I am. I have a healthy family and a warm home in these frigid temperatures. Sometimes I catch myself complaining about things like needing a new battery for my truck, how cold it is, how messy the house gets when my son has all his friends over, etc. but when I see families who are grieving lost loved ones, battling illnesses, can't heat their homes, etc. I realize pretty quick I have nothing to complain about and a lot to be thankful for.

We had a very busy November and December to end 2017. With holidays, hunting season, and vacation days used to be with family, it's always a challenging time of year to schedule but I'm proud of how the team has pulled together and worked through it. Thanks to all who have helped in one way or another, it truly was a team effort. The schedule looks full to start 2018 so we'll keep the momentum going and I'm looking forward to a great 2018.

-Mark Yoder

Parts

The past several months have been busy in the parts department with the shuffling of personnel to meet production needs as well as time off during the holidays. We continue to meet the needs of our customers and have made strides to improve how we do that. Our annual parts promotion is running now through January 12th so I would anticipate some larger orders from our harvester parts customers.

-Jeff Ansell

Service

As you are well aware, 2017 has closed and 2018 is here. There is no denying that the changing of a year causes a stir, but service work fluctuates more by season. In the spring and fall, we service more spreaders. In the months leading up to summer, we will be servicing harvesters and preparing for the actual harvest season. Tank work, and everything that goes along with it, is a year-round operation and fills the service schedule more than anything else. As I write this, we are finishing up a custom tank-refurbishing along with mounting it on a brand-new chassis with all the bells and whistles. We are also currently installing custom built vacuum pump packages on three road tractors for use in the oil and gas industry. A year-end is a time for reflection both personally and professionally – what did we do well and what can we do better. As we head into the New Year, your service department is making plans to improve our services and the future looks challenging and rewarding.

-Travis Hill





Department Updates Cont.

Office & Accounting

What first impression are we making? Dr. David Jeremiah highlights the subject of first impressions in a devotional I am reading. Psychologists tell us that we form our first impressions within milliseconds of seeing someone, and the conclusions we form are hard to reverse. As we roll into a new year I've been challenged to think more about first impressions I am making.

To make our imprint on the world, we must make positive first impressions. *What example are you demonstrating?* Is it good or bad behavior? *Are you being generous?* This is not primarily a monetary practice, but a heart attitude. *What words are you speaking?* Are they positive or negative? *What actions do people see?* Are you kind or rude?

Our front office staff is the "front line" of making first impressions to our customers, vendors, potential employees and visitors of all types. We take this seriously, and challenge you to do so as well. The first impression we make with people is as important as the "first impression" of the next person he / she visits or speaks with.

We were pleased to host two tour groups this past quarter. Former Pik Rite employee Devin Weaver brought 8 individuals from Gator Wilderness School for a tour on October 25th. And on December 15th there were 19 from CHEF Homeschool Group that toured Pik Rite.

We have 365 new days, 52 new weeks and 12 new months that encompass this New Year. In addition to first impressions, there are a lot of opportunities to consciously put forth an effort to modify behavior and make positive changes in 2018 as well. Happy New Year!

-Janice Shively

Safety

Start the New Year with SAFETY ! An accident is an unfortunate incident that happens unexpectedly and unintentionally, typically resulting in damage or injury. We can reduce accidents and injuries to ourselves and others by taking a few moments and think about a safe way to do our task. The safety committee works very hard to come up with new and safer ways for us all to do our jobs. We had a lot of input from

everyone in the shop last year on ideas for safety and we would like you to continue giving us your ideas. If you are interested in becoming a safety committee member see one of the safety committee members. We are looking for 2 new members to start during the January meeting. I would like to thank all the safety committee members for their hard work and dedication. Let's all work together and make 2018 the best year ever for safety. Thanks!

-Rod Koch

- HEADER PICTURE:
HP 500 spreader mounted on a truck chassis (HP 500T)
- BELOW PICTURE:
HP 880 spreader with compost spreader (poultry litter spreader)
- PG. 5 PICTURE:
HP 380 with side extensions and front rock guard



LEADERSHIP

TRUE LEADERS DON'T CREATE FOLLOWERS,
THEY CREATE MORE LEADERS

A Word from the President

-Elvin Stoltzfus

What is your DNA? I recently had the opportunity to travel to Portugal with Kent Engle. The mission was to speak at a conference on the topic of “making the transition from hand harvest peppers to mechanical harvest”. Following are a few points made from a speaker who, with a team of 3 others, had climbed mount McKinley.

- If anything goes wrong you are responsible for all your team.
- When encountering unexpected situations everyone looks in different areas for solutions.
- When all solutions are discussed everyone needs to band together, and focus on working together as a team to achieve the goal.
- When climbing, a person's physical prep is not the most important. A persons mental condition/attitude is what is the most important.

I was amazed how many of his discussion points are applicable to us at Pik Rite. What is your DNA?

*The law of the Lord is perfect,
refreshing the soul.*

*The statutes of the Lord are trustworthy,
making wise the simple.*

Psalm 19:7

A Good Opportunity

-Randy Beiler

The new year is here and it's off to a good start with a blank canvas of bright snow. Reflecting on 2017, we had a great team effort to finish and we were out with a boom and a banner December. Looking ahead, the 2018 order book is promising with many tanks orders, spreaders still selling, dumpbodies picking up, and 3 melon machines—yes you read it right. If the current order log is any indication, as a team we have a good opportunity to make it a great year. As always, thank you for your contribution to Pik Rite.

Putting Plans into Action

-Kevin Baker

It has been said that “A plan without action is not a plan, it is just a speech”. In the early stages there is energy and excitement and focus on the new found challenge. It takes effort and motivation to keep the plan on target, each stage is critical and every detail counts. Remember these aren't a “to-do” list, it isn't just doing things but also changing things. Set goals and commit to them, set actions in place to see that they are successful. It is a great method to say “where am I now, and where to I want to be”. Review your progress and have a contingency plan for the unforeseen.



Congratulations OUTSTANDING EMPLOYEES

Employees of the Week

Pik Rite congratulates the following employees for their hard work and character qualities that earned them "Employee of the Week" during the last quarter.

- AARON REITENBACH
- ADAM HOCKENBROCK
- BRANDON KRATZER
- CHARLES GEARHART JR.
- CHRISTIAN KURTZ
- CODY NACE
- COREY EBERHART
- DAKOTA ETTINGER
- DEREK GOSS
- JAMES DORMAN
- JASON NOLT
- JEFF ANSELL
- MATT WILLOW
- TIM LIGHTNER
- TRAVIS SNOOK
- TYREL KLING
- WILL PARKER

Long Standing Employment

The following employees will celebrate anniversary milestones this quarter.

- MAR 1991 SAMUEL U. BEILER 27 YEARS
- MAR 1997 SERGEY PERMYASHKIN 21 YEARS
- MAR 2001 JASON SAUERS 17 YEARS
- JAN 2003 ISAAC M. MARTIN 15 YEARS
- MAR 2009 NICHOLAS R. MARTIN 9 YEARS
- MAR 2010 ANTHONY C. EBERHART 8 YEARS
- JAN 2011 KEVIN M. BAKER 7 YEARS
- FEB 2012 LEE BAILEY 6 YEARS
- MAR 2013 JAMES FETTEROLF 5 YEARS



EMPLOYEE SPOTLIGHT

Caleb Heidler has been an employee of Pik Rite, Inc. since May of 2017. He has worked in the fabrication department, mainly with Vortx and is currently cross training as a welder. What Caleb enjoys most about working at Pik Rite is the culture; he feels valued, even though he feels he knows less than most here. When asked to define success, Caleb said that success is being valuable to those around you.

Caleb graduated from high school at Penn View Christian Academy and is the third child of seven; he is the eldest son. He resides with his wife in Hartleton but was originally from Harrisonville. He enjoys sketching and is very involved in his church. He is currently on the live stream team, sound booth, makes props for church productions and was in the church's live nativity. Caleb's favorite place to be is at home and he is most happy when he is doing something he feels is of value.

A true leader is defined by Caleb as someone that would not ask anyone to do what he would not do himself. He would defend those below him to authority when it is deserved and is willing to help.



CHRISTMAS PARTY

The annual company Christmas party was held at the Cellars of Brookpark Farm. Guests enjoyed a beautiful setting, great food and a fun evening. Thank you Pik Rite for providing such a nice event!



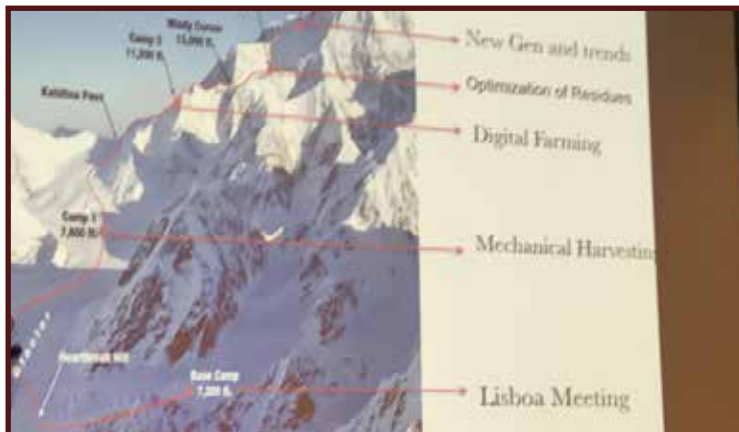


European Pepper Conference

In a recent trip to Lisbon, Portugal President Elvin Stoltzfus had the opportunity to speak to a group of European pepper growers and processors. The topic of his 45 minute session was the benefits and challenges of mechanical pepper harvesters. <http://www.vidarural.pt/producao/mcanizacao-da-colheita-incontornavel/> has this comment.

“Get ready because mechanization is inescapable and this business will evolve very quickly on this path.” The words are from Elvin Stoltzfus, president of US manufacturer Pik Rite, who is in Lisbon to attend a conference on challenges for pepper producers, organized by Bayer.”

The presentation was followed by a question and answer session with attendees. The experience proved to be very informative market research trip for Marketing Coordinator Kent Engle who also attended the event.



Happy New Year!