

## MV customers meet new owner at annual appreciation breakfast

Written by Chris Lee

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“It seems to be,” Jerry McArthur said when asked if green has always been the color.

McArthur along with his wife, Shelley of Burlington became sole owners of MV Equipment Jan. 1. They had previously co-owned the business with Cal West and Robert Kircher of Sterling before buying their interest.

McArthur attended MV Equipment’s customer appreciation breakfast, Saturday, Feb. 20 where customers had the chance to meet and visit with him.

When McArthur was 12 years old, he began working nights and weekends at the Burlington location and did so all throughout high school. After returning from the service in June of 1973 he picked up right where he left off. “It’s kind of what I always wanted to do,” he said. “I’ve always had an interest in it.”

Jerry and Shelley aren’t the only tie to MV. Sons Cody and Traver both work in Burlington as well. Cody is in sales while Traver works in parts and service.

McArthur sees good things for the future of the company and likes where things stand now.

“Right now, agriculture is doing really well,” McArthur said. “It seems like when the rest of the economy is hurting, agriculture seems to be doing pretty good.”

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One of the bigger issues he sees coming up will be the water in eastern Colorado and compliance issues with Nebraska and Kansas. "If wells begin to get shut down it could become a pretty tough situation," he added.

Jessie Ruiz, director of Human Resources and Public Relations for MV said they are planning to add onto their current location in Holyoke some time in April. Plans are to expand the service department area to both the east and west. Both he and McArthur are extremely excited.

MV Equipment has five locations in Sterling, Wray, Yuma, Burlington and Holyoke. Sterling will continue to act as company headquarters and McArthur said he will be in the Sterling location about three days a week and travel to the remaining four locations on the other days.

'We're excited to take over the business," McArthur said. "We've got a really good crew put together here in Holyoke and we enjoy coming to this store. We're looking forward to being a part of the community and doing what we can to support it,"

Ruiz said they are excited at the Holyoke location. "(McArthur) is 120 percent fully committed to Holyoke," he added. "We're here for the customers,"

At the Holyoke location alone, MV went from eight full-time employees a year ago to 14 today. Ruiz said it is a sign of good things to come. "We are loaded with good people who are truly devoted."