

# SOONSFRAY

MOUNTAIN MOVERS | Newsmag

Inside this edition

**A word from  
Matthew Hoelscher**

**New Locations**

**Company Awards**

*and more*

*Annual Edition 2021/2022*



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# President's State of the Union



Last year, I considered the ways in which the pandemic forced us to slow down and reflect. 2021 also saw us grapple with the effects of Covid-19. However, this time we came prepared. We welcomed 2021 armed for success with the lessons of the previous year. So while the public health situation endured, so did we. Sonsray, its employees, and our business partners persevered and thrived. Growth is rarely by chance. It's our ability to work together as a team that creates results and generates opportunities. The capacity to adapt and grow is crucial to the long term success of our business. As always, I find myself reflecting that our company's success is made possible by the people who work here. It is your work ethic, compassion and ingenuity that make Sonsray's business model possible. We all have great days and bad days. Yet when faced with a surprise, or just another Tuesday, our team rises to the challenge.

In 2021, Sonsray experienced exponential growth. We acquired 10 new locations, and ventured into a new industry. Our model has always been simple. Bring our customers the equipment they need with expert knowledge and exemplary service. With our new locations, and expansion into CASE agricultural equipment we can better serve the existing Sonsray community, and develop new connections. These changes also strengthen our ability to support our team and attract new talent.

*Growth is the evidence of life,  
and I'm grateful that we can  
say Sonsray is alive and well.*

*-Matthew Hoelscher*

We welcomed two new locations in Arizona for Sonsray Machinery. Arizona has one of the nation's highest increases in construction jobs. According to the AGC, Arizona has gained more construction jobs than any other state percentage-wise to date. With our doors open in Tucson and Phoenix, we're ready to participate in that growth. When I started out selling Thermo King trailers, I could never have imagined stepping into the agricultural machinery industry. Acquiring the five Booth Agricultural locations and expanding into ag is a big step for us. Yet at the end of the day, it doesn't matter what the industry is. We essentially do the same thing, and we do it well. When it breaks, it needs to be fixed immediately. When someone has a question, we find an answer. That applies to an over-the-road-trailer, an excavator on a job site, or a piece of ag equipment in a field somewhere. As some of you may know, I grew up on a farm. Today's equipment is a far cry from the tech we were using in the 80s. The dramatic changes from manual to automatic are astounding. I'm excited to see what's next for Sonsray in the ag world.



One of the biggest changes for us this year was Sonsray Fleet Services expanding to the East Coast. We're officially bicoastal. SFS has two new locations, one in New Jersey and another in New York. This is an incredible opportunity for us. The Journal of Commerce notes that one-third of the nation's GDP is produced within 250 miles of the Port of New York and New Jersey. In New Jersey alone, the reported average employment in the transportation, distribution and logistics industry in 2020 was 401,000 workers. We're in position to support and grow alongside that legacy of success in the Northeast.

As we look to the future, I've decided it's time to update our brand mission to reflect this growth. As a company, we have always prized hard work and collaboration. The new usage of our Sonsray logo and new slogan seeks to better reflect that we are one team. You're all familiar with our tagline, 'together we move mountains' by now. This speaks to the values and work ethic I see in the people around me in this company. It's still central to how I see Sonsray. We wanted to elaborate on that with a slogan to better reflect our growth into other industries. I have always been committed to leaving the world a better place than we found it for our children, and I'm proud that our industries support this goal. Our equipment helps bring the basics to waiting hands. Housing, roads, transport, medicine, food, and farming. That's why we came up with: Together we move mountains, we transport essentials, we build cities, we cultivate and harvest, from farm to table, for a better tomorrow. But since that's a lot to fit on a T-shirt or coffee mug, don't worry, our "Together we move mountains" merch is safe.

After all of the acquisitions of 2021, 2022 will see us turn our focus inward. This year will be one of building from within and encouraging organic growth. We've got the bones of something great, and an incredible staff to make it happen. This past year, we welcomed many new employees to our team. Among them were our new CFO, Thomas Lee, and our new VIP for Sonsray Machinery, Richard Abbajay. They each bring strong experience in their respective fields to the table. More than that, they bring the mountain mover work ethic that you all know so well. A willingness to put in the time and energy to take Sonsray to the next level.

To those who have fostered the growth of Sonsray over the years, to those who continue to be the water and sunlight that create our daily achievements, large and small, I say thank you. Just like the machinery and transportation units that we work with, each part is crucial to the success of the whole. I can't wait to see the mountains that we move this year.



Matthew Hoelscher  
CEO & Founder

**"Perfecto is always dedicated and passionate about reaching high-quality customer service standards. He is an outstanding leader and his winning mindset is a fantastic example of our Sonsray Fleet Services team members."**

– Alan Grenier  
Vice President,  
Sonsray Fleet Services

# Perfecto Brambila

**Perfecto is Service Manager of  
Sonsray Fleet Services Sacramento**

## Q&A with Perfecto

**Q If you had the power to change one thing about your job/company what would it be?**

**A** PB: Actually, there isn't much I would change. Nothing is perfect but I think we can never stop learning and fine tuning things.

**Q You were chosen by your leaders to be featured in this issue because they think your passion for high customer service standards and your winning mindset is a fantastic example of our Sonsray Fleet Service team members. How does that make you feel?**

**A** PB: It honestly makes me feel very humbled and proud that they even considered featuring me. I'm a lifer here at Sonsray and the family feel of the company makes me want to just work harder and put out quality work.

**Q What advice do you have for up-and-coming service managers?**

**A** PB: Take things one day at a time and always ask questions.

**Q** Alan said you started at our Stockton location as a technician and then became the foreman for a few years. He describes you as always dedicated and driven to reach high quality standards and that your outstanding customer service and leadership propelled you to become the Assistant Service Manager for our Sonsray Fleet Services Sacramento location in the spring of 2020. In a short time, you have been promoted to Service Manager. What is your goal or objective? Tell us what motivates you.

**A** PB: I actually owe a lot of credit to Gary Garcia, the Service Manager for Stockton. I had the experience and determination so Gary kind of became my mentor. He knew I wanted more from my career and with his advice and confidence in me, it propelled me to continue further. My current objective is to make the Sacramento store one of the best stores in the company nationwide. My end goal is to keep climbing up the ladder and become a Regional Manager. My wife and sons motivate me. I take pride in being able to provide for my family and show them what a good work ethic looks like. Making my wife and sons proud is what motivates me; they allow the long hours, missed holidays, late nights, last minute call outs, missed school & sporting events. Without their support and understanding I wouldn't be able to love what I do.

**Q** Tell us a little bit about yourself. When did you join Sonsray Fleet Services? How many years have you been in the industry and what has proven to be the most challenging?

**A** PB: I started at Sonsray in June 2011 but have been in this industry for 21 years. I'd say the most challenging thing has been convincing people that I have the skills and experience that I say I do. Having a handsome youthful look has been a blessing and a curse.



Favorite Movie  
Blow with Johnny Depp



*What do you enjoy doing in your spare time?*

“Spending time with my family. They are my support system and make it easy for me to enjoy my career so in my free time, I just want to catch up and enjoy being with them.”

—Perfecto Brambila





**Q What do you enjoy the most about your job?**

**A** PB: I love teaching the younger technicians some of the skills I've learned along the way and watching them succeed. I meet a lot of young technicians and watch them grow professionally and personally and it genuinely makes me happy. It's something that benefits everyone no matter what position you hold in the company.

**Q What do you feel has been the most rewarding?**

**A** PB: Seeing my team happy and motivated. I have a great team with lots of potential.

**Q What would you like to see happen with Sonsray Fleet Services?**

**A** PB: I'm already seeing it. Sonsray is making the moves to be nationwide.

**Q Do you have any advice for anyone wanting to join this industry? Whether in sales, customer service, as a tech or service manager?**

**A** PB: This isn't the easiest industry but the rewards are definitely worth it!

**Q What do the words, "Together we move mountains" mean to you?**

**A** PB: Working together as teams and helping each other to meet our goals. There's nothing that can stop us.



Favorite Quote you live by:

**Never give up!**

**Q Anything else, you would like to add?**

**A** PB: I want to thank the Hoelscher Family for the opportunity to be a part of Sonsray.



# Sonsray Slogans

## Together We Move Mountains

"As we look to the future, I've decided it's time to update our brand mission to reflect the growth we've made. As a company, we have always prized hard work and collaboration. By now, you're all familiar with our tagline, 'Together we move mountains.' That is still the heart of the ethic I recognize in the people who surround me at this company. We wanted to get even more specific with the goal our industries support, which is why we came up with our slogan: Together we move mountains, we transport essentials, we build cities, we cultivate and harvest, from farm to table, for a better tomorrow."

**Matthew Hoelscher**  
*CEO & Founder*

## We Transport Essentials

"The Sonsray Fleet Services are totally aligned with the Sonsray Core Values. Our commitment as a National enterprise is leading the way to a more sustainable future. Our focus is on delivering efficient and reliable fleet transportation solutions and support; enhancing productivity and reliability of our customers. We are proud and thrive to better support transportation fleets, from passenger mass transits, dry goods to perishables products, cold, heat or climate controlled."

**Alan Grenier**  
*Vice President  
Sonsray Fleet Services*

"Sonsray Rental and Leasing provides the latest generation of state-of-the-art refrigerated trailers to transport perishable essentials needed by the supply chain 24/7 both domestically and internationally. Providing responsible refrigerated and cold storage solutions to enhance the quality and safety of life is the number one priority of Sonsray Rental and Leasing."

**Al McCandless**  
*Executive Vice President  
Sonsray Rental and Leasing*

## We Build Cities

"We help communities of all shapes, sizes and backgrounds in cities to provide a multitude of services. We assist in cultivating the soil, planting seedlings, harvesting produce, distribution of product, constructing infrastructure, and maintaining properties/facilities. To me, we get to be part of the larger organism. We are contributing to good careers with future growth. This spurs what life is all about, taking care of our families. We get to be a part of people purchasing homes, paying for braces, a bike, a football, education, and future prosperity. We get to do all of this with a clean conscience in the way we conduct our business. We get to be a part of an amazing purpose."

**Matthew Moses**  
*Vice President  
Sonsray Rentals*

"We are built for servicing our local communities! Small and large companies choose Sonsray as their partner and trust us because we do what we say. Our quality is superb because our people are passionate about taking care of our customers."

**Richard Abbajay**  
*Vice President,  
Sonsray Machinery*

*Together*  
**WE MOVE MOUNTAINS**





## We Cultivate and Harvest

"Not only do we provide the means in which farmers cultivate and harvest their crops, we mimic this practice within our Sonsray community. Imagine for a second that Sonsray is a farm. The farm is the foundation and when it's nurtured and cared for, it provides back to the world. The farmer may start with a Steiger 620 pulling a Ecolo-Tiger 875, disking a fresh field, then moving to a Magnum or Puma to list the beds the seed will be sown on. Now starts the cultivation as the seed grows, a Puma or Maxxum may be used to cultivate and fertilize the growing plants. And finally the harvest comes, which a Magnum may be used to pull the equipment used to harvest the vegetables to feed the world. Take care of the farm and the farm will take care of us. Everyday we, Sonsray employees, must cultivate the Sonsray business. Through customer service in parts, service, rental and sales we diligently cultivate the day-to-day business to one day harvest the fruits of our hard labor. The harvest is what we all strive for in business. The harvest is all the parts sold in a year, all the services performed to keep our customers productive, the rentals that went out to help a customer finish a job or a new piece of equipment that the customer bought to increase their fleet. We Cultivate and Harvest

everyday of every year to grow the Sonsray brand, to partner with our customers in growing their business so that together we can achieve success."

Larry Glenn, *General Manager, Sonsray Machinery AG*

## From Farm To Table

"Imagine the past. A time when most folks filled their plates with items raised in their own yards, or went a short distance to markets to purchase locally cultivated items. We struggle to comprehend a world in which the items we now take for granted were only available during a certain season, and only in certain regions. Refrigeration revolutionized the possibilities of not only food storage, but it's transport as well. Great fleets of construction equipment began building cities and roadways to connect them. Local farms grew more scarce and demand for items boomed. Farmers needed more and better equipment to handle the size of the harvests required to keep up with a growing population. The modern Farm to Table movement demands more control of consumer food sources and values an increased accountability from the people in the supply chain. Sonsray has recognized this demand and heard the voice

of our customers. Taking steps to deliver integrity, passion, and solutions to farmers, builders, shippers, and markets simultaneously to help our partners deliver an experience that can truly be called 'Farm to Table.'"

Trevor McMullen,  
*Director of Service Sonsray*

## For a Better Tomorrow

"I have always been committed to leaving the world a better place than we found it for our children and I'm proud that our industries support this goal. Our equipment helps bring the basics to waiting hands including housing, roads, transport, medicine, and food."

Matthew Hoelscher  
*CEO & Founder*

# New Faces New Places



This past year, Sonsray has welcomed 10 new stores and introduced a new division, Sonsray Machinery AG. Let's give a warm welcome to all of the employees who have joined the Sonsray Family in 2021!

## Sonsray Machinery

Bakersfield, CA





## Sonsray Machinery

Five Points, CA



## Sonsray Machinery

Santa Rosa, CA



## Sonsray Machinery

Salinas, CA





# Sonsray Machinery

Fresno, CA



# Sonsray Machinery

Phoenix, AZ



# Sonsray Machinery

Tucson, AZ



# TK Services

Long Island, NY





# Sonsray Machinery

Yuma, AZ



# TK Services

Carlstadt, NJ



# The Fight Against Hunger and Food Instability



By Jasmine Sim, Brand Marketing Assistant

49 million Americans struggle to put food on the table. Hunger exists in every community across the United States. As a leader in transport refrigeration, Thermo King & TK Services has made a difference through our philanthropic program, “We Move Food.”

“We Move Food” was created to increase access to fresh, healthy food by reducing waste and assisting with nutrition education for families and communities that struggle with hunger and food instability. Sonsray helps industries that aid in basic life necessities such as housing, food and transport. With Sonsray acquiring the Case IH agriculture dealership Booth Machinery this past year, we further support these industries by now being a true farm to table business.

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*Today, the “We Move Food” program has donated \$546,000 to hunger relief organizations which amount to 5.5 million meals provided to those in need.*

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TK Services Inc has partnered with Feeding America and food banks throughout California & Nevada to fight against hunger and food instability.







**Besides being the right thing to do, supporting charities sparks conversations within, helps build camaraderie and boosts morale amongst employees.**

*Teamwork in a common cause for good bares much fruit!*



# Work Anniversaries

May you continue to inspire us for many years to come! We honor your commitment and we hope you always remember how much you are needed, respected and valued.

EXPERIENCE



*We are proud to  
have you as part  
of the Sonsray  
family.*

Recipient of the 2021 Elite Award

25  
years

This award  
is granted to  
employees  
who celebrate  
25 years and  
more with us.

**Mike Lowe**

*Service Manager, Sonsray Fleet Services - Vernon*



*Thank you for your dedicated  
and loyal service to Sonsray.*

20years

**Brad Hitt**

*Mobile Technician, Sonsray Fleet Services - Fontana*



# 10years

EXPERIENCE



**Al McCandless**

*Executive Vice President, Sonsray  
Rental & Leasing Torrance*



**Julio Serrano,**

*Certified Technician, Sonsray Fleet  
Services - Vernon*



**Perfecto Brambila**

*Service Manager, Sonsray Fleet  
Services - Sacramento*

# 5years

Erik Salazar

Luis Garcia

Jorge Garcia

Shawni Young

Yami Gonzalez

Claudia Soltero

Todd Klenz

Therese Guzman

Tracy Nieto

Saulo Vega

John Cervantes

Gary Craig

Joshua Cleland

Adam Borchers

Trevor Pope

Joseph Zamora

Matthew Lockeby

Carlos Medina

Denny Barragan

Jorge Tejeda

Robert Ruiz

Esvin Hernandez

Gilberto Huidobro

Tony Lucia

Oscar Rodriguez

Ricardo Orellana

Donald Garcia

Zach Peterson

Keith Neary

Matthew Holson

Ronald Holaday

Donald Knapp



# Promoted Employees 2021

EXPERIENCE



*Congrats  
Gentlemen*

You have shown the skills and desire to be one of the many leaders at Sonsray.



**Anthony Galvez**

*Former Parts Counter  
Representative in Sacramento  
promoted to Parts Manager,  
Sonsray Sparks*



**David Gonzales**

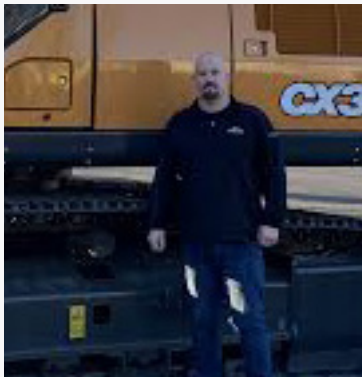
*Former Parts Counter  
Representative promoted  
to Parts Manager, Sonsray  
Sacramento*

# Sales Achievement Awards 2021

EXPERIENCE



## Diamond Sales Award



**Bill Hunsinger**

*Sales Manager, Sonsray  
Machinery Portland/Salem*



**Vernon Passini**

*Account Executive, Sonsray  
Fleet Services Northern CA &  
Northern NV*



**Eric Holder**

*Account Manager, Sonsray  
Fleet Services - Vernon*

## Platinum Sales Award



**Tom Reagan**

*Area Sales Manager, Sonsray  
Rental & Leasing Northern CA*



**Jerry Klopschinski**

*Area Sales Manager, Sonsray  
Rental & Leasing AZ, NV &  
Southern CA*



**Adam Facciolla**

*Area Sales Manager, Sonsray  
Rental & Leasing Vernon*

# Sales Achievement Awards 2021

## Gold Sales Award

EXPERIENCE



**Aaron Armenta**

*Account Manager, Sonsray Machinery - Phoenix*



**Randy Roppe**

*Sales Representative, Sonsray Machinery - Salem*



**Mike Titus**

*Account Manager, Sonsray Machinery - Stockton*



**Dennis Harbin**

*Account Executive, Sonsray Fleet Services - Fontana*



**Danny Silva**

*Account Manager, Sonsray Machinery - Stockton*



# Sales Achievement Awards 2021

## Silver Sales Award

EXPERIENCE



**Steve Gannon**

*Sales Account Manager,  
Sonsray Machinery - Fontana*



**Mike Smith**

*Account Executive, Sonsray  
Fleet Services - San Diego*



**James Rydman**

*Account Manager, Sonsray  
Machinery - San Leandro*



**Mac McCandless**

*Account Manager for AZ/  
NV, Sonsray Rental & Leasing  
Phoenix/Las Vegas*



Congratulations to our 2021 Diamond Wrench Club award recipients!

## Sonsray Fleet Services, Fontana



Mark D Bueker

Bradley C Hitt

Craig Davenport

Juan Manuel Infante

Thomas R Valencik

Hector M Gonzalez II

Rene Alcantar

Jesus Rodolfo Angulo

## Sonsray Fleet Services, Stockton

**David Contreras Valencia**

*Certified Technician*

**Humberto Martinez**

*Master Mobile Technician*





*This elite club pushes  
the wrench* to new heights.

**Sonsray Fleet  
Services, San  
Leandro**

**Sonsray Fleet  
Services,  
Vernon**

**Sonsray  
Machinery,  
Portland**



**Luis Gonzalez**  
*Master Mobile Technician*



**Carlos Parada**  
*Master Mobile Technician*

**Gerardo Tejeda Leal**  
*(Gerardo missed the photo op!)*



**Kelly Gene Dunn**  
*Master Mobile Technician*



# 2021 Departments of the Year



**Jaysen Heil**

Parts Manager, Sonsray Fleet Services - Las Vegas

## Parts Department of the Year

Sonsray Fleet Services, Las Vegas

*"Greatness doesn't come from one individual, it comes from a team of greatness led by an individual who is grateful for his team."*

## Service Department of the Year

Sonsray Machinery, Stockton

*"To be the best, you must push past your limitations and work harder than everyone else."*



**Ronald Holaday**

Store Manager, Sonsray Machinery - Stockton

# 2021 Store of the Year



**Chris Wilson**

Parts Manager, Sonsray  
Machinery and Sonsray Fleet  
Services – San Diego



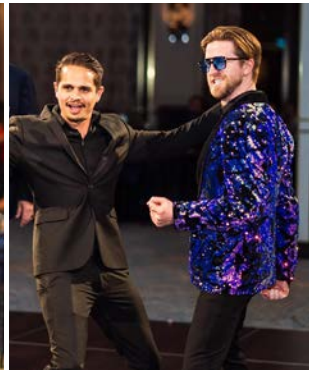
## Sonsray Fleet Services, San Diego

*"There's uncertainty, fear, and mistrust in many areas of society and business right now. This is unparalleled to anything that most of us have ever experienced before. Our job is to overcome that somehow, and continue to provide excellent customer service. I think our customers take comfort in the stability of our dealership, and Sonsray as a company. When you earn a customer's unconditional trust, the revenue is just a byproduct of that relationship. Each individual at our dealership is responsible for building and maintaining that trust with our customers."*



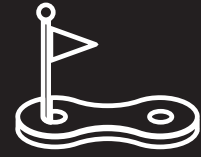
# 2021 Annual Events

## Holiday Party





# Mountain Movers Annual Golf Tournament





**It's our ability to work together as a team that creates results and generates opportunities. The capacity to adapt and grow is crucial to the long term success of our business.**

Matthew Hoelscher  
*CEO & Founder*



The Sonsray family of companies is a unified enterprise with the shared vision to make a difference in the places we live by offering solutions to build a better tomorrow.

*Annual Edition 2021/2022*  
**sonsray.com**