



## Brett Schinick: Samford University *In It for the Long Haul*

Brett Schinick's first experience with Kubota was a nearly 40 year old tractor at Samford University used for landscaping. "I used it all the time when I first started working with them and you couldn't kill it," he said. So when the time came for him to purchase his own tractor, he headed right to Cahaba Tractor and the rest, they say, is history, or in Brett's words, "more money, because I'm constantly buying new products from them."

As owner of Emerald Green Landscapes and contractor for Samford University, Brett has utilized Kubota products for years. "After working with Kubota tractors at Samford, I decided to purchase my own from Cahaba Tractor back in 2002 to use on my own property," added Brett who has been a loyal customer ever since. "Kubota has such a great reputation and the service at Cahaba Tractor, you just don't get anywhere else. That's why I keep going back. They do what they say they're going to do and will bend over backwards to help out - which isn't often since Kubota tractors don't break down very much."

With two tractors and two RTVs, as well as many implemental pieces, in full-time service at Samford, Brett should know. "We work year round," he said, "and with 89 acres to cover and six full-time employees, that's a whole lot of landscaping and ground maintenance."

Additionally, with little time off and more work to come from the new track facility that will soon be added at the university, Brett needs equipment that will work as hard as he does. So, why Cahaba Tractor? A superior product, great service, and laid back family atmosphere keeps drawing customers back. "It's always been a good experience going down there," said Brett.

"Some places try to rush you along. At Cahaba Tractor, they don't. Everyone's always in a good mood. They're pleasant and will talk to you and don't rush you through the whole process."

Cahaba Tractor has built a reputation of treating its customers like family. Brett recalled a story of how Dale Gamble, Cahaba Tractor employee and member of the 31 year old family-owned business, recently pulled a prank on him. Dale, who has a reputation of being somewhat of a jokester, utilized the help of Brett's brother, Sean, and father to pull it off. Sean, employed by Brett at Samford, decided to purchase a Kubota for his own personal use and went to Cahaba Tractor. Shortly after, Brett received a call from Dale telling him that he has the tractor that his brother purchased

and is ready to deliver it to the university along with some paperwork for him to sign. He also stated that he would need to pick up a \$1,000 deposit check. Led to believe that his brother must have used the company credit to purchase the tractor, Brett became angry and told Dale that he didn't authorize the purchase. What followed was a lively three way conversation about a tractor that Brett never ordered. "Now I was getting mad," said Brett, "so I asked my brother and, of course, he played dumb and acted like he didn't know what was going on. Dale, on the other hand was very calm, cool and insistent that he had this tractor at the shop and had to get it to me, now." After continuing the debate for several minutes, Dale finally admitted to Brett that he had just been pranked. "Dale is always laughing and kidding around," he said. "but I never expected him to do this and to do it so well. They really had me going for a while."

All joking aside, what is Brett's Cahaba Tractor Dream Machine? The answer: the Kubota Cab Tractor. "After working in freezing temperatures and sweltering heat, I always said whenever I started my own company that I would purchase the Cab Tractor complete with air conditioning and heater," he stated. Now he no longer melts in summer or has frozen toes and fingers in winter. "It sure does make getting the job done a whole lot easier."

So, like that 40 year old Kubota tractor, whether it be the dependable Kubota equipment, great Cahaba Tractor customer service or family friendly atmosphere, Brett is definitely in it for the long haul. (August 2010)