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## NEWS RELEASE

January 5, 2026

### James River Equipment to Celebrate 100<sup>th</sup> Anniversary Throughout 2026

Ashland, VA – [James River Equipment](http://JamesRiverEquipment.com) will be celebrating a massive milestone throughout the course of 2026: their 100<sup>th</sup> anniversary as a company.



With humble beginnings originating in Holly, Colorado in 1926, the Romer family started a John Deere dealership that stood the test of time and has grown tremendously over the last century. Over the past 100 years, James River Equipment branched out from the seed that was planted in Holly, now serving the east coast throughout North Carolina, Virginia and Maryland.

“We didn’t set out to get larger,” said Mark Romer, CEO and founder of James River Equipment. “We always wanted to grow, but we didn’t have a plan to get big. It just sort of happened. If there’s any special sauce we’ve applied, it’s been putting our trust in people to be good partners and to make good decisions.”

The celebration of the centennial mark for James River Equipment will span throughout the year with a variety of events, stories and recollections shared across all James River social media channels and installations at each James River store honoring the history of the company through timelines, artifacts and more.

For more information on these upcoming events and spotlights throughout 2026, visit our [James River Equipment website blog](http://JamesRiverEquipment.com/blog).

Also be sure to follow James River Equipment’s social media pages to see photos, videos and writings detailing 100 years of excellent customer service, hard-working employees and a passionate drive to be Your John Deere Dealer.