

FALL 2009



WORKSITE JOURNAL

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two
three

- 4 Green acres
- 8 Flagship of the fleet
- 10 Ground forces
- 12 Capital idea
- 15 Get Connected >> Angle Brooms





Three lifesaving digits

A few years back, John Deere, Associated General Contractors, the Common Ground Alliance, and other industry organizations joined forces to support and promote the FCC decision to replace more than 60 regional "call-to-dig" numbers with one easy-to-remember number. Now, in the U.S., a single call to 811 gets all those flags and markers on your site — the map of utilities and dangers that lay beneath your worksite.

The simple solution of 811 has been helpful, but considering there are still some 700,000 incidents of accidental damage of underground utilities annually, there is still much work to be done. Besides the expense and inconvenience of interrupted water, gas, electrical, phone, and cable service, there's the ultimate price to consider — the loss of human life. We've all heard terrible stories about operators hitting high-voltage lines and gas mains and, for this reason alone, we must all do our part to drive the number of such incidents to an acceptable level — ZERO.

Besides the obvious liability contractors are exposed to should employee injuries and fatalities occur, we must also consider legal actions that can be taken by communities and utility companies. Fortunately, the problem of the labyrinth of state and local call-to-dig numbers has been solved with the introduction of one central 811 number. (I hope our Canadian readers will soon have a similar central number, but for now please call your local utility company before you dig). Now, we simply need to insist employees call this number at the start of each and every new project before the first shovelful of earth is excavated.

I've heard many contractors have had success by stressing the importance of calling 811 to all employees and assigning the responsibility of enforcing the call-to-dig policy with a single company manager. I encourage you to do the same at your company. If you need any further information about the 811 program, you'll find it at www.call811.com. Make sure every member of your staff is aware that it's critical to know what's below.

Sam Norwood
Manager, Commercial Worksite Products



Online now:

More to the story

Green acres

Watch Deere skid steers keep things moo-ving on this dairy farm.

[View Video Clip](#)

Flagship of the fleet

Learn how Deere compact equipment has helped Flagship Landscaping navigate challenging economic seas.

[View Video Clip](#)

Ground forces

See how Deere machines help a ground-improvement contractor hit the ground running.

[View Video Clip](#)

Capital idea

Capital Rentals has capitalized on Deere brand equity, as you'll learn in this video.

[View Video Clip](#)

Get Connected — Angle Brooms

Learn why Angle Brooms are perfect for blacktop, paving, and road construction, as well as for light snow.

[View Video Clip](#)

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Green acres

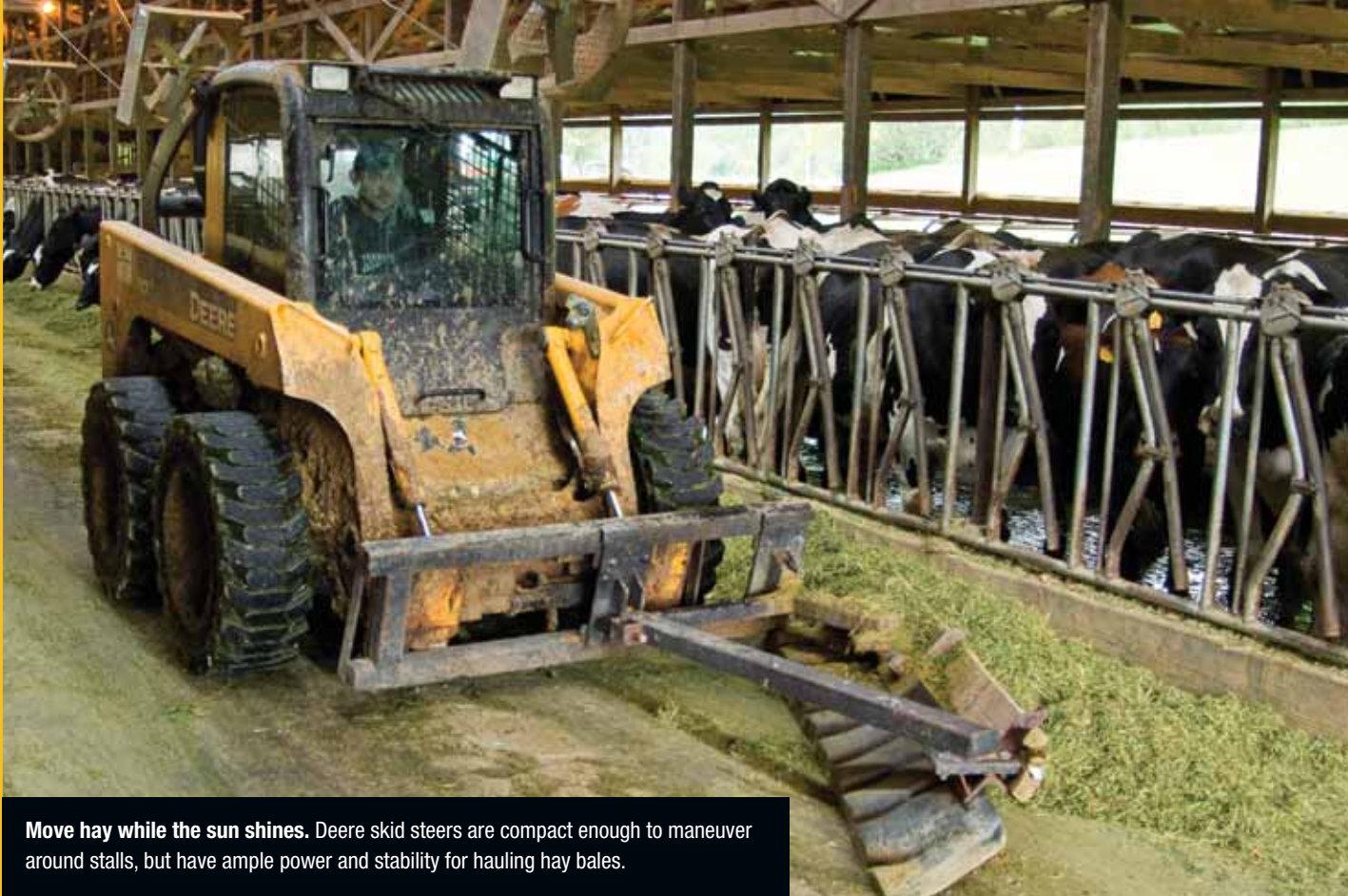
Green Farms depends on reliable John Deere skid steers

A dairy farmer's work is never done. The care and feeding of hundreds of cows is highly labor intensive. So like many other dairy farmers, Tom and Deb Green, owners of Green Farms in Viola, Wisconsin, depend on highly versatile John Deere skid steers to complete a variety of tasks, including loading feed mixers, scraping stalls, and placing bedding.





Tireless tire. Green Farms runs a solid flex tire manufactured by John Deere. "Flats are almost nonexistent," says Tom Green.



Move hay while the sun shines. Deere skid steers are compact enough to maneuver around stalls, but have ample power and stability for hauling hay bales.

« Continued from page 5

When the couple first started dairy farming in 2002, they bought another brand of skid steer, which constantly broke down — a major problem on a dairy farm. “Cows like consistent schedules,” explains Deb. “They produce more milk, so any delays with feeding or scraping the stalls is pretty detrimental to milk production. We like to keep them right on schedule every day.”

The farm quickly switched to Deere skid steers and today owns a 317 and a 328. “It’s very important for our skid steers not to give us any problems,” adds Tom. “We use Deere machines because they are so reliable. I don’t think we’d use any other brand of equipment besides John Deere.”

No comparison

Unlike many dairy farms that have been in the same family for generations, Green Farms is a first-generation farm. Tom and Deb got into farming because they both wanted a change in careers. Tom’s well-drilling job kept him on the road all the time, and Deb had grown tired of her factory job. “We saw the benefits of being at home and the income potential,” explains Deb. “We thought farming was a good fit, so we jumped into the deep end.”

The couple has certainly endured their share of trials and tribulations. Milk prices have been cut in half in Wisconsin in recent months. And last year the farm lost 50 acres of corn silage due to flooding. Every day presents a new set of challenges — when we visited, an expectant cow and its calf died suddenly when the calf presented itself abnormally.

But both farmers love what they do, and their business continues to grow. On their first farm in Sand Lake, Michigan, seven years ago, they raised 20 cows on 20 acres. Today in Viola, they raise 250 dairy cows on almost 300 acres, producing 16,000 to 17,000 pounds of milk per day.

“Neither one of us grew up on a farm, so we’ve had to learn a lot in a short amount of time,” says Deb. “We’ve made it work, and that’s pretty exciting.”

Deere skid steers have helped make life easier. Both Deb and Tom spend plenty of seat time in the machines, which each run approximately eight hours every day.

The smaller 317 is used mainly for scraping out stalls and completing smaller jobs around the farm. “The 317 is small enough so you can maneuver in tight areas,” says Tom. “Yet it’s got plenty of horsepower for its size, and the visibility is better than any other machine I’ve been in. There’s really no other piece of equipment that can do what it can do inside the barn.”

The larger 328 is used for loading the feed mixer and moving hay bales. “The reach is excellent,” says Tom. “The hay bales weigh 1,300 to 2,300 pounds, and it has more than enough power to do the job.”

Hay bales must be picked up down the road from the commodity shed. “The two-speed transmission really speeds things up,” says Deb. “And there is nothing obstructing your view when you are driving down the road.”

Moving hay bales was much slower with the other brand of skid steer they first owned, which didn’t have the two-speed transmission. Much less comfortable, too. “It was hard to get

into because the opening was very narrow, and it was very cramped inside. Plus my arms were too tired because of how the controls were positioned.

“Deere skid steers are much easier to get into, and the position of the controls is just perfect. We have larger workers who run the machines, but the seat is really easy for me to adjust. Deere skid steers are very comfortable, and I feel like I have a ton of room.

“We’ve tried other brands, and nothing else compares. We love John Deere equipment.”

Green Farms is serviced by Hillsboro Equipment, Hillsboro, Wisconsin.

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Moo-ving performance. Ample lift height ensures the feed mixer — and cows — are constantly fed.



Tom and Deb Green, owners of Green Farms.



FLAGSHIP OF THE FLEET

With the help of a CT322, Flagship Landscapes' productivity is sailing

On a retaining-wall project in Eden Prairie, Minnesota, a John Deere CT322 Compact Track Loader (CTL) shows why it's been such a valuable addition to Flagship Landscapes' fleet. The tracks provide plenty of flotation as the machine easily traverses slopes and wet conditions. It hardly breaks a sweat as it hauls 400- to 800-pound stones to a waiting John Deere 35D Excavator. Next, the versatile CTL switches to a bucket to move aggregate, and then to a landplane for grading.

Deere CTLs and skid steer loaders have helped Flagship Landscapes navigate the challenging economic seas of recent times, delivering higher productivity and uptime at lower daily operating costs. And because the work season in Minnesota is short, it's even more crucial to be highly productive.

"We have such a short season, with a lot of rain and tight deadlines," explains co-owner Darrell Norman. "Compact equipment allows us to work on a jobsite right after it rains without compacting the soil.

"I've used most of the other brands of skid steers out there, and once I started using Deere, I've never used anything else. They're easy to operate, very dependable, and easy on fuel, and dealer support is unsurpassed. Our John Deere machines will do anything we ask them to do. And when you push them past what you think they can do, they'll do it, so you set the bar even higher."

I can see clearly now

Norman and his partner, Dean Halverson, have both been in the landscaping business for over 20 years, starting Flagship Landscapes in Plymouth, Minnesota, in 2001. The full-service landscaping company does everything from irrigation systems to sod, specializing in residential sites in the Twin Cities area.

The company's first Deere skid steer was a 250, which they replaced with a 325. The first thing Flagship noticed about Deere skid steers is their best-in-class visibility. "The other skid steers we tried all have one critical flaw — they are very hard to see out of," says Norman.



Comfort zone. Deere skid steers and CTLs are very comfortable and easy to use, according to Flagship. Both the 325 and CT322 are fitted with an optional four-season cab with highly efficient heater, defroster, and air conditioner — perfect for Minnesota's hot summers and cold winters.



Rent a star. Flagship often rents John Deere compact excavators. Zero tail swing allows them to rotate fully without banging into something, and their rubber tracks are friendly to all surfaces.



Darrell Norman and Dean Halverson, co-owners of Flagship Landscapes.

“Visibility on Deere machines is unsurpassed, and they are so comfortable and easy to run. The controls are very responsive.”

The 325 unloads trucks and shuttles material around. “It has great lifting capacity. You never have to worry about it tipping.”

Norman likes the two-speed transmission. “Often, we can’t unload trucks right in front of a house. The two-speed option is nice because it allows us to shuttle materials from down the block a lot faster.”

To do battle in muddy terrain and on steep slopes, Flagship purchased the CT322. The machine is used for shuttling materials, prepping sod, rough and final grading, and planting trees.

Halverson calls the CT322 the “workhorse” of their fleet (although “flagship” of Flagship’s fleet does have a nice ring to it). “We have such a short season in Minnesota, so we can’t afford not to work right after it rains. The flotation is incredible on the CT322, so you can still move a lot of dirt even in wet conditions.”

Keeping the fleet in shipshape

With a short season for landscaping, uptime is obviously hugely important to Flagship. “We haven’t had many problems with our Deere machines, but if we have a minor breakdown, the service provided by our local dealer could not get any better,” says Norman. “They stand behind what they sell, and they are right there to take care of us. They either fix it right away on-site or give us a loaner machine. We hardly have any downtime.”

Flagship considers John Deere the backbone of the company. “Deere’s reputation for quality is just incredible,” says Halverson. “Everything from their smallest skid steer to their largest dozer is built to last. They produce dependable machines that hold their value. We know they are a strong ship that will be there long into the future.”

Flagship Landscapes is serviced by Scharber & Sons, Rogers, Minnesota.

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Ground forces

Deere compact equipment helps ground-improvement contractor build foundation for success

Best-supporting CTL. John Deere compact track loaders support the large Deere equipment on a jobsite. Fleet Manager John Verdin calls them the “most important pieces of equipment in our fleet.”

Along Highway 495 west of Washington, D.C., John Deere CT332 Compact Track Loaders work tirelessly to support an army of large construction equipment, including Deere excavators and crawlers. The machines belong to GeoStructures, a ground-improvement contractor based in Purcellville, Virginia, who is building foundation stabilization, earth support, and sound walls along a 17-mile stretch of the highway.

Compact and capable, the “can-do” CT332 does whatever it takes to keep the job moving, using a bucket to move dirt, haul stone, or grade and backfill. It switches to forks to load and unload trucks, then hooks up to a breaker to chop rock or concrete.

“Our CTLs are the most important pieces of equipment in our fleet,” explains Fleet Manager John Verdin. “They provide the main support to our larger pieces of equipment, and they run constantly because they are so versatile. They are our workhorses.”

Done deal

When a company’s mantra is “Design, build, done,” you know it prides itself on getting the job done on time and on budget. GeoStructures customizes turn-key solutions for foundation support, engineered earth support, and grade separation for transportation, commercial building, industrial, and municipal-utilities projects.

Projects usually run on a very tight schedule. The company stands to lose \$10,000 to \$30,000 a day if a machine is down for any length of time. That’s why the company depends on John Deere equipment.

“Uptime is critical because most of our jobs are very quick hitting,” says Verdin. “We can’t be down — that’s all there is to it. And we haven’t seen any major problems on our John Deere machines at all. They’ve held up extremely well on our sites, some of which are in very, very punishing conditions.”

TECHTIPS

Engine misfiring? Rust in the fuel tank?

Could be your fuel additive

An aftermarket fuel conditioner may be why your Tier 3 or Interim Tier 4 engine is running rough. Other clues are rust in the fuel tank and problems with the suction-control valve and injectors.

Fuel conditioners that contain water cause rust and diminish lubricity, which lead to slime buildup in fuel lines and other parts of your engine's fuel system. End result? Misfiring and fuel-injector failure.

High-performance, common-rail Tier 3 and Interim Tier 4 diesels have lower emissions, but require high-quality fuel and fuel additives. Use only OEM-recommended fuel additives on these newer engines. Call your John Deere dealer for the recommended additives for John Deere engines.

What else can you do?

- 1. Check fuel injectors for deposits.**
- 2. Drain any water from the fuel tank and filters as specified in your operator's manual.**
- 3. Never fill fuel filters before installation, which could deposit unfiltered fuel at the injector tips.**

John Deere compact track loaders run 10 hours a day up to seven days a week. GeoStructures had been running Bobcat, but switched to Deere. "We were flipping our Bobcat machines every two years, but Deere machines are so durable, we're able to extend that another year, plus they can carry heavier loads and have much better visibility. They're also easier to service and have more safety features."

Anchorman

GeoStructures uses a John Deere 60D Compact Excavator to help install the chance anchors for the tiebacks used to support the sound walls. "It allows us to maneuver into really tight corners to rapidly install these anchors without having to move obstacles. It has the weight, reach, and power we need. And it's easy to trailer, which saves on costs. It has been a huge asset to our fleet."

The control-pattern selector valve allows operators to switch from backhoe- to excavator-style controls with just a twist of the wrist. "It makes it easy to switch from excavating to drilling. It's a feature that's not standard on most other brands of equipment."

Operators appreciate the smooth, responsive, low-effort controls on Deere machines, which maximize comfort and minimize fatigue. "What's really nice about Deere machines is the controls are so intuitive and standardized. Operators can go from one machine to the next with minimal training. That's really nice. They're very uncomplicated — everything is right there, making them very comfortable to operate."

Continued on page 14 »



John Verdin, Fleet Manager.

CAPITAL IDEA

**DEERE COMPACT EXCAVATORS
HELP D.C.-AREA RENTAL
COMPANY SUCCEED**



Ready to roll. Capital Rentals depends on easy-to-service, ultrareliable Deere compact excavators.

To compete in the construction equipment rental game, you have to deliver on your promise of providing quality equipment when customers need it — especially if you are a smaller company like Capital Rentals in Triangle, Virginia.

That's why branch manager Wayne Smith was there at Capital Rentals' yard to greet a trailer carrying a John Deere 60D Compact Excavator when it pulled to a stop on a recent spring morning. Another customer had reserved the machine for the afternoon and he was there to keep things moving and time was a-wastin'. Smith made sure a service tech was on hand to complete service checks and top off fluids, then get the machine back on the trailer and off to the next customer.

"John Deere machines are extremely simple to service," says Smith. "Everything is easy for our mechanics to get to, so service takes less time. And that means the machine spends more time out on rent making money."

Many of Capital Rentals' customers ask specifically for John Deere equipment. "It makes our job easier when the customer already knows what he wants, and he will be satisfied with it."

Built to the hilt

To compete with the big boys, Capital Rentals carries only top brands, including Deere. "We're not the biggest rental company — we're locally owned and operated," says Operations Manager Bob Soper. "But Deere helps us to be competitive because they are a top-of-the-line product that is recognized throughout the world. They are second to none in terms of brand recognition."

Capital Rentals opened its first branch in Rockville, Maryland, in 1969 and has since expanded to six branches. The company rents everything from portable hand drills up to 60-foot boom lifts. Approximately 80 percent of their customers are contractors, including concrete, excavating, plumbing, and electric.

The company owns 10 John Deere compact excavators from 35Ds to 60Ds. Rental customers love their

small size and reduced tail swing, which let them work in tight spaces. By offering multiple sizes, Capital Rentals can give customers exactly what they need based on the digging depth and dimensions of the project.

Many customers own large equipment, but can't justify purchasing a small machine, so renting is a good option. Other customers are smaller contractors who have a variety of jobs to do, but don't have enough capital to purchase their own machine.

One of the main reasons Capital Rental went with Deere is reliability. "Uptime is huge, because if you are down, you are out — it will make or break you," says Soper. "If we have a machine go down, we can't rent it and we're not making money on it. We've been renting Deere equipment for three years now, and I haven't seen any service bills other than for scheduled maintenance. Durability has been fantastic."

"If the customer is unhappy, they are going to start looking for another vendor, and we definitely don't want that to happen," adds Smith. "John Deere machines are just so dependable — we never have a problem with them going down."

Backed to the max

Capital Rentals had been purchasing another brand of compact excavators, but they were not receiving the high level of service they require. To keep up with rental demand, they had ordered several more machines, but didn't receive them as quickly as needed.

Capital called the local John Deere dealer to see what they could do. The dealer immediately got on the phone with other regional branches and lined up 10 compact excavators that would be ready to rent within a day. Capital Rentals took immediate delivery of three units and the relationship grew from there.

"It was quite clear from the start that the John Deere dealer wanted our business and would do whatever it took to earn it," says Soper. "That's how we operate our business, so when we come across a vendor who thinks along the same lines, it makes the decision easy."

Continued on page 14 »

« Continued from page 11

Service within easy reach

According to Verdin, daily operating costs on John Deere machines is very low. “A lot of engineering went into them, so you don’t have to replace a lot of parts. They are designed around the worst-case scenario so they’ll hold up in extreme conditions.”

What impresses Verdin most about Deere machines is how simple they are to service. “Everything is easy to get to. It’s not crammed into a little compartment. That was one of the biggest selling points for us. Maintenance is effortless and saves us a lot of time and money.”

One of the main reasons GeoStructures began purchasing Deere equipment is the unparalleled service and support they receive from their dealer. On one job, a machine they needed Saturday morning went down late Friday afternoon. “A lot of our equipment is designed for a specific job, so it has to be working,” explains Verdin. “We can’t just replace it from a rental fleet.”

When the operator showed up on the job the next day, the machine was fixed, cleaned, and ready to go. “Service is exceptional. We can call from anywhere in our territory and we always get the same high level of service we receive locally. They always have the parts we need. We never have to wait two or three days. You can’t get that from the competitors.”

Verdin believes the company will eventually convert its entire fleet to Deere. “We chose John Deere because of the quality of the equipment, the outstanding service, and the low price — they’ll beat anyone out there on price. We own over a hundred pieces of equipment, not all of it Deere. We fully intend to replace them with comparable Deere products.”

GeoStructures is serviced by James River Equipment, Manassas, Virginia.

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« Continued from page 13

Parts availability has been exceptional. The dealer keeps wear or maintenance items Capital Rentals needs on its shelves, and often delivers the part immediately.

“When you’ve got to have a part, you’ve got to have a part,” says Smith. “If a machine isn’t available because it’s not running, the customer blames us, not the dealer.”

“Our John Deere dealer always comes through. If they say it will be there the next day it will — and that’s important when I’ve promised a machine to a customer.”

“I can’t remember the last time we didn’t have a part the same day or next day if needed,” adds Soper. “Our Deere dealer has been incredible to work with and does whatever it takes to help us.”

“We’re a customer-service-oriented business, and we pride ourselves on being able to do what we say we’ll do. John Deere equipment helps us do that. John Deere has proven to be a winner, and we are going to stick with a winner.”

Capital Rentals is serviced by James River Equipment, Manassas, Virginia.

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Wayne Smith, Branch Manager.



Bob Soper, Operations Manager.



WORKSITE PRO™

Get Connected » Angle Brooms

Looking for an instant rise in productivity? Add a Worksite Pro™ attachment. Our ever-expanding lineup includes nearly 100 models, so you're sure to find the right tool for the job.

Worksite Pro **Angle Brooms** are frequently used on blacktop, paving, and road-construction projects, as well as for light snow removal. And they're easy to operate. After the initial pattern is set, just lower the broom all the way, curl back the Quik-Tatch™, and you're ready to work.

Both 72- and 84-inch-wide models angle up to 30 degrees left or right. Hydraulic angling with parallel-swing arms allows the broom to stay centered throughout the entire swing. A rubber deflector keeps dust down and debris away from the operator.

The 32-inch-diameter brush is constructed of long-wearing 50/50 poly-wire segments. Standard storage stands help ensure that the brush stays round when not in use, for long life. Heavy-duty, high-torque drive motor is coupled to the brush core through a one-inch splined shaft for extra durability.

Like all Worksite Pro attachments, angle brooms are optimized to work with John Deere skid steers, and are compatible with most comparable competitor models.

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Unleashed.

Last year we put our new skid steers to the test in five rounds of knock down, drag 'em out battles against some pretty tough competition on a closed course. This year, we're taking it on the road with more head-to-head duels and brand new opportunities for YOU to jump into the driver's seat to see for yourself why John Deere has what it takes to be number one. Be on the lookout for more details.



JOHN DEERE

THE ULTIMATE SKID STEER SMACKDOWN
skidsteersmackdown.com Season **2**

