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Wallace Pork Systems, Ltd.

See how delivering customized products
drives success for Indiana feed mill



**DeWayne Doty,
Feed Mill Manager**

A Message from Brandeis Machinery



David Coultas

**On the
cutting edge
of technology**



Dear Valued Customer:

Technology is a part of our everyday lives. During the past several years, its prominence in the construction, mining, quarry and other equipment-intensive industries has grown astronomically. Today's machinery is more advanced than ever with integrated GPS and telematics that provide information remotely to enable tracking and automation.

Komatsu has always been on the cutting edge. Twenty years ago, it began looking at ways to implement this technology into its construction machinery. Hours and location were the first bits of information supplied by what, in time, became KOMTRAX. Today, it and KOMTRAX Plus for mining machines, offer a wealth of data that can potentially lower your total cost of ownership. See more about the history and evolution of this innovative tool in this issue of your Brandeis Solutions magazine.

KOMTRAX has been standard on all new Komatsu equipment for quite some time, including the machines spotlighted in this issue's case study. I think you will find this an interesting read as it shares how equipment users like you utilize Komatsu equipment to increase production and efficiency.

Komatsu believes in serving as a total solutions provider, and that includes being a source for financing. The Komatsu & You article, featuring Komatsu Financial President Rich Fikis, gives insight on why more than 80 percent of Komatsu machines are financed through Komatsu Financial.

There is also an article that shows how diversity can be a strength for your organization. I think you will find it valuable.

As always, if there's anything we can do for you, please call or stop by one of our branch locations.

Sincerely,
Brandeis Machinery & Supply Company



David Coultas
President

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Regional Sales Manager

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Barry Justice,
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Bob Morris,
Western Region
Operations Manager

Garrett Dykes,
Central Region
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Evansville, IN

17000 Highway 41 North
(812) 425-4491

Corbin, KY

1484 American Greeting Card Rd.
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Wallace Pork Systems, Ltd. delivers customized products, which drives success for Winamac, Ind., feed mill



DeWayne Doty,
Feed Mill Manager

Steve Wallace got his start in the livestock business when he was a teenager and eventually opened Wallace Pork Systems. In need of a more efficient way to supply his operation, Wallace built his own feed mill in Winamac, Ind.

"Wallace Pork Systems has about 1,200 sows that produce 25,000 market pigs annually," explained Feed Mill Manager DeWayne Doty. "We had purchased our feed from the neighbor, who owned the property where we currently operate. He was getting ready to retire, so he sold us this land. We made our first load of feed on March 4, 2011, at 1:30 a.m."

What began as a way to feed the company's livestock soon developed into a revenue stream.

"We felt there was some growth potential with the mill," remembered Doty. "We made the decision to manufacture for others, and it's been successful."

To accomplish that goal, Wallace Pork Systems needed to expand its feed mill. The company built a 36,000-square-foot facility with several 34-foot bays and an office for its 30 employees. Then it went to work developing a customer base.

"I knocked on a lot of doors," laughed Doty. "Through time, we built a strong network by working with customers and delivering a quality product. It's much easier to keep a customer than to find a new one."

Today, Doty estimates 90 percent of the 1,000 tons of feed that Wallace Pork Systems produces each week is shipped to end users in Indiana, Illinois and Michigan.

"We supply customers in the pork, dairy and beef industries, in addition to our own livestock," noted Doty. "One customer has 8,000 dairy cows, another has 50,000 pigs, so we are able to do some pretty big orders. We take care of the majority of deliveries with our trucks – that provides more control over the quality and process."

Quick, customized, safe

Every batch of feed that the company creates is tailored to customer specifications. Wallace Pork Systems' calling card is having the flexibility to adapt to the changing needs of customers and their animals' diets.

"Things pop up unexpectedly in this business," said Doty. "If someone wants an order as soon as possible or needs to adjust the mix because of the weather or other factors, we can do that and deliver it the next day. Larger, corporate feed mills tend to have stricter policies that require a few days lead time when changing an order. We're a lot nimbler in that regard."

Doty also takes great pride in producing high-quality products. While the components for Wallace Pork Systems' feed mixes are grown off-site, Doty and his team procure the raw ingredients to create customized orders.

"Most of our customers have livestock nutritionists, and they tell us the specific mix needed," Doty detailed. "We work closely with them to ensure that we are getting exactly what they require. Usually, it's a complete mix that's fed right to the animal. Other times, we make just one component – vitamins, amino acids or trace minerals – and the customer blends that with its feed. We're like the chocolate chips on top of the cookie in that regard."

Wallace Pork Systems' 36,000 square-foot feed mill in Winamac, Ind., produces 1,000 tons of customized products each week for pork, dairy and beef customers in Indiana, Michigan and Illinois.





► VIDEO

Operator Joemer Peterson uses Wallace Pork System's new Komatsu WA200-8 wheel loader at the Winamac, Ind., feed mill. "We are tight on space, and the WA200 is the perfect size," said Feed Mill Manager DeWayne Doty. "It handles the load great, yet is small enough to maneuver around."

In addition to fast and customized orders, Wallace Pork Systems goes the extra mile to meet high standards.

"We have a safe feed, safe food initiative," commented Doty. "We work closely with the FDA, and sometimes their visits are four days long, but it's worth it to make sure we have a quality product."

Komatsu delivers continuously

A common saying within the heavy equipment industry states that the customer buys the first machine, while the service and support of the distributor and productivity of the machine sell the second. That was true for Wallace Pork Systems. It purchased a Komatsu WA200-6 wheel loader from Brandeis Machinery & Supply Company and Sales Rep Doug Fox in 2010 before the feed mill opened. However, because of the loader's durability, it took 38,000 hours and nine years before the adage came to fruition.

"We really liked the Komatsu WA200," said Doty. "It was such a great machine. We ran it 24 hours a day for a while, and it only needed a few minor fixes. It was still going 10 or 12 hours when we purchased a new one. Through the years, I bet that 50 different operators ran our original loader.

"More importantly, Brandeis is an excellent partner," he added. "When we bought the first machine, service and parts availability



were very important. Doug followed through on every promise. I've called him a few times in '911-emergency' mode, and he always comes through."

When it was time to retire the loader in 2019, Doty turned to Brandeis for another WA200 wheel loader, this time a Dash-8 model.

"We wanted another WA200 because of how the first one performed," noted Doty. "The hydrostatic transmission is perfectly suited for our work. It was just a solid machine, and there was never a need to replace the brakes."

Wallace Pork Systems uses the WA200 to load and mix the ingredients for orders. Because the material is very light, the machine can use a bigger bucket, allowing for larger loads and fewer trips. That, in conjunction with the size and performance, makes the WA200 a great fit.

Continued...



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'The service has been fantastic'

... continued

"We are tight on space, and the WA200 is the perfect size," explained Doty. "We've tried some larger ones to see how they fit, but the WA200 is just right. It handles the loads great, yet is small enough to maneuver around."

Fox helped Doty outfit the original WA200-6 loader to optimize it for the company's application. Handling the lightweight feed components inside a warehouse creates a dusty environment, which can wreak havoc on the loader's radiator. To address that issue, the two developed a creative solution.

"Doug suggested contacting a local radiator shop that also worked on race cars," said Doty. "They came up with a fabrication that worked great. The new (WA200-8) loader has a larger pattern and more spacing, so the radiator is easier to blow out."

Doty says resolving issues like keeping the radiator clean is just one example of how Brandeis goes above and beyond for his operation.

"We have purchased two machines in nine years, so I know we aren't Brandeis' biggest customer, although they treat us like we are," said Doty. "They have been great. The service has been fantastic; I am very happy with Doug and Brandeis."

Scaling up

Being what Doty considers a medium-size feed mill is one of the driving factors for Wallace Pork Systems' success. While maintaining that stature is important, he says there is still room to grow without compromising the flexibility that enables the operation to thrive.

"We are running approximately 1.2 shifts a day, and we could easily get to 2.2," he noted. "We have the capability to produce nearly twice as much feed per week as we're currently doing. I think we have the opportunity to meet that mark, while still maintaining what makes us unique. Customers are loyal because we get them what they want, when they want it. As long as we continue to do that, we'll be successful." ■

Brandeis Machinery & Supply Company Sales Rep Doug Fox (left) works with Wallace Pork Systems Feed Mill Manager DeWayne Doty.



For nine years this Komatsu WA200-6 served as Wallace Pork Systems' mainline machine. "It was such a great machine," said Feed Mill Manager DeWayne Doty. "We ran it 24 hours a day for a while. It was still going 10 or 12 hours when we purchased a new one."



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Hiring a diverse staff could be the key to future growth by expanding your customer base

“What it boils down to is creating a staff that includes varying backgrounds.”

Seeking greater workplace diversity is becoming more common; however, putting a strategy into practice can be a little more difficult. “What it boils down to is creating a staff that includes varying backgrounds,” said Adrienne Troilo, Chief Administrative Officer for the American Society for Engineering Education.

Need to grow your customer base? Diversify your offerings. Looking for a safety net for investments? Diversify your portfolio. Want your marketing campaigns to succeed? Diversify your staff.

That’s right, a diverse staff could be the key to reaching more customers, according to Adrienne Troilo, Chief Administrative Officer for the American Society for Engineering Education. “A mix of employee backgrounds leads to results that can resonate with a much wider audience,” said Troilo.

A snapshot of the population shows a broad and rapidly changing composition of potential consumers. The U.S. Census Bureau estimates that by the year 2042, there will be no single demographic majority as people of color will comprise more than 50 percent of the United States. The same study also says that 20 percent of all Americans will be affected by a disability, and five different generations will be active in workplaces.

Troilo says that in order to communicate effectively, it is important that the people crafting that message reflect the intended audience. “Including a mix of backgrounds, heritage, experience and education into a team has immense benefits,” said Troilo.

How can my company diversify?

Diversity has been an important topic in nearly every industry for some time now. While there are legal requirements for non-discrimination in hiring practices, there are practical business reasons as well. Trumpeting diversity as a strategy has become commonplace for companies; however, putting a strategy into practice can be a little more difficult. There are a few reasons for this, including misinterpretation of the definition, an adverse attitude toward the goal or just a basic inability to grasp the concept.

“What it boils down to is creating a staff that includes varying backgrounds,” said Troilo. “Assembling a diverse staff should be a goal for any company that serves a wide customer base.”

Is there a checklist?

No, there isn’t a handy list to check off, and that is where most companies get hung up, according to Troilo, adding that organizations limit themselves by trying to hire specifically for diversity purposes.

“Varying the work experiences, education levels and ages within a team can work toward accomplishing the goal the same way as race and gender do. It is up to you to decide how much diversity is required to maximize your group’s potential,” she emphasized.





A diverse staff could be the key to reaching more customers, according to Adrienne Troilo, Chief Administrative Officer for the American Society for Engineering Education. “A mix of employee backgrounds leads to results that can resonate with a much wider audience,” said Troilo.

The best way to diversify is to enter the hiring process with an open mind and commitment to finding the candidates that best fit your needs, regardless of their background. For example – don’t limit your hiring process for a sales position only to people with sales experience. If you interview someone who is engaging and charismatic, but has spent years in marketing, he or she might be the right hire for the sales team. The same goes for education. While an Ivy League degree looks great on paper, maybe someone with a high school diploma and years of experience will relate better to your customer base. Opening the door to all types of applicants will give you access to a wide variety of people with diverse backgrounds and experience.

What if I am not in a position to make a lot of hires at this time?

You may be closer to your goals than you realize. Diversity can come from the inside of your organization as well. Evaluate your current staff and see how teams and pairings can be designed to increase diversity within those groups.

“Shake things up. Who knows, maybe Jane from accounting has some ideas that the sales team might benefit from hearing?” Troilo remarked.

Once I build a diverse team, then what?

It’s time to put your money where your mouth is. Step two is all about inclusion.

“If diversity is the mix, inclusion is what makes it work,” Troilo said. “Inclusion is the deliberate act of welcoming diversity and creating an environment where all different kinds of people can thrive and succeed. Diversity is what you have, inclusion is what you do.”

Just like with any plan, there should be some form of short- and long-term goals and a reasonable plan for success, conveyed Troilo. Developing the team is important, but the plan for that team is paramount.

“Create a culture where everyone feels comfortable and is encouraged to add their opinions and share input,” Troilo said. “It won’t happen overnight; however, establishing a work space that invites insights from everyone will eventually generate big returns for your company. ■

Editor’s note: Adrienne Troilo is the Chief Administrative Officer for the American Society for Engineering Education. The information for this blog is based on Troilo’s presentation at the 2019 Associated Equipment Distributors Summit.

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Machine demos, Proactive Dozing Control headline customer event

Komatsu welcomed more than 300 customers to its recent Demo Days at the Cartersville Customer Center in Georgia, providing attendees the chance to operate equipment, speak with product experts and learn about the latest advancements in construction technology.

"It's fun to see and run all of the new equipment to get a great feel for what the technology is truly doing," said Rachel Contracting Operations Manager Robbie Koopmeiners. "To be front and center with the newest and greatest technology is something that can't be replaced."

Headlining the new machinery and technology on display was Komatsu's Proactive Dozing Control logic, available on the D51i-24 and D61i-24. The event also included a sneak preview of the WA475-10 wheel loader, which is scheduled for release in the next few months.

Full itinerary

"We featured our *intelligent* Machine Control dozers with Proactive Dozing Control," said Komatsu District Manager Isaac Rollor. "We debuted this technology last spring, and a lot of customers were ready to get into the dozers and get first-hand experience with how it really works."

The three-day event featured 25 machines ranging from utility equipment to mining and aggregate pieces, including the full lineup of *intelligent* Machine Control dozers and excavators. The morning sessions focused on machine walk-arounds with product experts, followed by equipment demonstrations. Each

Continued . . .



(L-R) Matthew Peters and Jason Duzan, Wilhelm Construction with David Potts, Brandeis



Isaac Rollor,
Komatsu District
Manager



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Attendees had the opportunity to operate a wide array of equipment as well as gather information and other tips from Komatsu product experts during Komatsu's Demo Days at the Cartersville Customer Center in Georgia.



Brandeis Machinery & Supply Co. chartered two buses to bring customers to Komatsu Demo Days in Cartersville, Ga.



(L-R) Jonathon Beaven, Brandeis; Mark Keller, Covol Fuels; and Bobby Childress, Yellow Banks River Terminal

Highlights include machine competitions, displays

... continued



(L-R) Brandeis Sales Rep Gene Snowden with Joe Vallelonga and Tim Cornell, J&J Excavating and Concrete



Brandeis Sales Rep Alex Rains (left) and Sam Roe, Roe Excavating



(L-R) Chad Porter, Brandeis; Danny Thompson, Do-All Excavating; Jared Belt, Belt Construction; and David Tramble, Warren Paving



Derrick Walls (left) and Corey Barnett, Irving Materials, Inc.



(L-R) Trent Carney and Larry Crisp, Rogers Group, Inc.; Andy Lock, Brandeis; and Rob Warden, Komatsu



Chad Porter, Brandeis (left) and Bud Davis, W.A. Davis



(L-R) Brandeis Sales Rep Greg Zoeller; Scott Ferguson and Jimmy Jewell, Ferguson Brothers Contracting; and Komatsu Product Marketing Manager John Jennings



Brandeis Sales Rep Dave McCauley (left) and Clint Stroud, E&B Paving

(L-R) Justin Phillips and Chad Arterburn, Gradex, with Brandeis Sales Rep Jacob Hopper



Brandeis Sales Rep Jason Smith (left) and Mike Snider, Snider Group

afternoon, customers were free to operate equipment. They could also take part in two machine competitions and visit the "Machine of the Future" display where they were encouraged to provide feedback about what they would like to see incorporated into future equipment and technology.

"We design Demo Days as a highly interactive experience," said Rollor. "With machine demos and Komatsu experts, plus games, booths and other information, we want customers to get all of their questions answered before they leave. It's our goal to provide the best experience possible."

Customers agreed that Komatsu accomplished its mission.

"I'm blown away at the hospitality Komatsu provided," said War Paint Enterprises Owner Brock Parker. "You have the opportunity to see and run everything. Plus, you get to talk to the people who designed these machines and learn a lot about the equipment. I would definitely recommend coming to Demo Days." ■



(L-R) Jason Douglas and Nick Baird, Brandeis, with Nathan and James Jones, James Jones Excavating



(L-R) Steven Gough, EWM Services; Matt Bryan and Rodney Spaw, Brandeis; Gary Murphy, Murphy's Excavating; Matt Bueltel and Jeremy Scott, Brandeis; Jerry Chastain, Chastain Excavating; and Joe Knies, Knies Excavating

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Hunter and Clint Shackelford
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Marv Selge (with Noah & Justin) / Selge Construction, Inc. / Niles, MI

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Quarry Days guests from mining and aggregate industries demonstrate larger equipment at Arizona Proving Grounds

Komatsu recently hosted Quarry Days at its Arizona Proving Grounds in Sahuartia, Ariz. More than 140 customer and dealer attendees representing 25 different companies across mining and aggregate industries attended a session during the two-week event.

"Quarry Days is a unique opportunity to bring our customers into an actual mining site where they can operate equipment, and we can demonstrate it in an application that is representative of their working environment," explained Komatsu Senior Product Manager Joe Sollitt.

"We bring in a lot of larger gear and encourage customers to engage with our product experts, equipment trainers and staff to learn about the machines," he added. "The group sizes are limited each day so that guests and employees have more time to engage in meaningful conversation."

Showcasing new machines

The event highlighted the recently introduced Komatsu HD785-8 haul truck and previewed

the WA475-10 wheel loader. The HD785-8 has a rated payload of 101.6 tons and offers operators a bird's-eye view with KomVision (see related article on page 19). The WA475-10 wheel loader has an all new hydromechanical transmission to increase efficiency.

"We're really excited to preview the WA475-10 because it's a major technological step that increases productivity and reduces fuel consumption," noted Sollitt. "The HD785-8 also includes a wide range of technological upgrades and is a perfect match with the WA900-8 wheel loader."

Additional Komatsu equipment spotlighted during Quarry Days were WA600-8 and WA900-8 wheel loaders, PC2000-11 excavator, D375A-8 dozer, GD655-7 grader and a HD605-8 haul truck. Other partner brand equipment included a P&H 44XT blasthole drill, P&H L-1350 wheel loader, a Montabert hammer as well as crushing and conveying equipment. ■



Joe Sollitt,
Komatsu Senior
Product Manager



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A Komatsu WA900-8 wheel loader drops dirt into the bed of a Komatsu HD785-8 haul truck at Komatsu's Arizona Proving Grounds during Quarry Days. "The HD785-8 includes a wide range of technological upgrades and is a perfect match with the WA900-8 wheel loader," noted Komatsu Senior Product Manager Joe Sollitt.

▶ VIDEO



intelligent Machine Control dozers help reduce pad construction time, 'perfect for reclamation'



Art Gutteresen,
Owner



Luke Leonard,
GPS Technician



Joey Timco,
Construction
Superintendent

Ranch owner Art Gutteresen turned a blizzard into a business. "Nobody could get to work, and there were oilfield companies installing wells on the property. I leased a motor grader to move the snow and open the roads for them. I think I moved the same snow every day for three months," he recalled.

Gutteresen saw an opportunity to provide additional resources to the oil and gas companies working the 32,000 acres that comprise Gutteresen Ranch, and that was the catalyst for Gusher Oilfield Services. It now offers drill pad, road and tank battery construction; grading; heavy hauling; and reclamation services, among others.

Proven results

To streamline operations, Gusher Oilfield Services GPS Technician Luke Leonard builds topographic maps using a data collector and rover. Then, he makes a design file that can be plugged into the company's Komatsu *intelligent* Machine Control D65PXi-24 and D39PXi-24 dozers and used for pad construction and reclamation.

"Our operators let the machines do the work; they're simple and have led to greater efficiency," shared Leonard. "We love the integrated system, which eliminates wasted

time or additional expenses that come with the masts and cables of traditional aftermarket GPS."

"The D65PXi pushes and carries a sizeable load; and with the six-way blade, operators can do all the mass dirt moving, slope cutting and finish work for pads with one machine," added Construction Superintendent Joey Timco. "Previously, depending on pad size and the amount of material to move, construction could take five to 10 days. Now, with the D65i, we've cut that time in half. The smaller D39PXi is perfect for reclamation, because it involves working in some tight areas that are close to well heads."

Gusher Oilfield Services mounted a permanent solar-powered GPS base station with Virtual Reference Station control in the middle of the ranch at a height of 27 feet. A Technical Solutions Expert with the local Komatsu distributorship assisted with setup and calibration.

"He was instrumental in ensuring everything functioned properly," said Leonard.

"Additionally, he trained our operators on the ins and outs of the system. His expertise ensured that we were up and running quickly to maximize production and efficiency." ■

A Gusher Oilfield Services operator builds a well pad with a Komatsu *intelligent* Machine Control D65PXi-24 dozer. "Our operators let the machines do the work; they're simple and have led to greater efficiency," said Gusher Oilfield Services GPS Technician Luke Leonard. "We love the integrated system, which eliminates wasted time or additional expenses that come with the masts and cables of traditional aftermarket GPS."

▶ VIDEO



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Dawn Mallard / D.Grimm, Inc. / Conroe, TX

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Highly maneuverable rigid-frame truck delivers more hauling cycles for increased production

Mining, quarry and aggregate operations want to move large quantities of material as quickly as possible. Trucks with a tight turning radius, that are highly maneuverable when spotting to be loaded and positioning to dump, can provide an advantage in achieving those goals.

With a turning radius of 33 feet, 2 inches, Komatsu's new 1,140 net horsepower HD785-8 rigid-frame, off-highway truck helps users reach their objectives while delivering a payload capacity of 101.6 tons. The truck has a 7-speed, fully automatic transmission with two selectable reverse speeds. The Komatsu Advanced Transmission with Optimum Modulation Control System ensures smooth clutch engagement for a more comfortable ride and reduced material spillage.

Get more done in less time

"Thanks to its Tier 4 engine, the HD785-8 has the highest in-class horsepower in North America for the best travel performance on grade," said Robert Hussey, Komatsu Product Marketing Manager. "Additionally, it delivers

fast acceleration out of the pit when loaded and short return times to the loading area for more hauling cycles and increased production per hour."

The Komatsu Traction Control System is standard and automatically applies pressure to independent brake assemblies for optimum traction in various ground conditions, without the need for differential lock-up, so steering performance is not compromised.

"The wet multiple disc brakes on all four wheels provide excellent downhill brake retarding performance," said Hussey. "The Automatic Retard Speed Control maintains a selected downhill travel speed, rather than engine RPM, so operators can keep their focus on the haul road." ■



Robert Hussey,
Komatsu Product
Marketing Manager

Quick Specs on Komatsu's HD785-8 Off-Highway Truck

Model	Net Horsepower	Payload Capacity	Industries
HD785-8	1,140 hp	101.6 ton	Aggregate, Quarry, Mining

Komatsu's new HD785-8 rigid-frame, off-highway truck has a turning radius of 33 feet, 2 inches, making it highly maneuverable. "It delivers fast acceleration out of the pit when loaded and short return times to the loading area for more hauling cycles and increased production per hour," said Robert Hussey, Komatsu Product Marketing Manager.



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Brian (left) and Thomas Cronin / Prosperity Construction / Jackson, MS



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President Rich Fikis says Komatsu Financial customizes solutions to fit needs of individual businesses

QUESTION: More than 80 percent of Komatsu construction equipment is acquired using Komatsu Financial. What makes it such an attractive lending source?

ANSWER: During the past several years, we have made a concerted effort to be closer to customers and better understand their specific needs. It helps us know what they are looking for in a monthly payment; whether they do maintenance in-house or need long-term maintenance plans built into their payment or lease structure; what their machine applications are; and more. Those items are important in making sure we focus on their success, rather than simply providing blanket financing at a certain rate during a given time frame.

As an example, in some parts of the country winter can be especially rough for contractors. They may not work for an extended time. We can build payment skips into their financing that allow them to finalize purchasing or leasing decisions, maintain good cash flow and start making payments again in the spring when projects are up and running and their receivables are better.

I believe another reason is our strong relationship to Komatsu's distributor network. Komatsu Financial provides training and works closely with sales personnel at the distributorships to ensure they are every bit as qualified to talk about Komatsu Financial products as we are. We are in lockstep with one another.

QUESTION: How long does it take to receive a financing decision?

ANSWER: The average time is about four business hours after the distributor submits the application to us. That's our goal; however, the vast majority are quicker. That's due, in part, to having numerous repeat customers and automatic approval capabilities.

QUESTION: How much of your business comes from repeat customers?

ANSWER: More than 70 percent, which is an excellent number for our industry. A lot

of that is a result of our willingness to work with customers and being flexible; they really appreciate it.

QUESTION: Do you finance more than equipment?

ANSWER: Yes, we also finance Komatsu Genuine Parts and service handled by our distributor network. We pre-approve a specific amount to help make the decision to have maintenance and repairs done. Our standard

Continued . . .



Rich Fikis,
President, Komatsu Financial

This is one of a series of articles based on interviews with key people at Komatsu discussing the company's commitment to its customers in the construction and mining industries – and their visions for the future.

Rich Fikis started with Komatsu Financial in 1997. At the time, he and his colleagues worked in a building that was separate from Komatsu America. "That's no longer the case; today we are a much bigger part of the picture," said Fikis. "We are closer than ever to our distributors and customers, which allows us to better understand their perspectives on financing and how we can build plans and programs tailored to their needs."

Fikis began his career in the operations area and spent four years in collections before moving into credit and then to a regional manager position. He also worked in financial planning and analysis for Komatsu America before becoming President of Komatsu Financial.

"I really enjoy going out to our distributors and sitting down with customers, listening to what their needs are and finding solutions to help," said Fikis.

He and his wife, Tami, have three sons who are active in sports, and the couple enjoys attending their athletic events.

Working to better utilize technology

... continued

term is 15 months of equal payments, which allows for a major repair without hampering monthly cash flow; however, we can develop customized payment plans as well.

QUESTION: What does the future hold for Komatsu Financial?

ANSWER: We are looking at some enhancements to tailor lease programs specifically to Komatsu Care Certified used machinery. We can look at KOMTRAX and check distributor records to verify that all of the services were done as scheduled, so when those machines go out, we and the customer are confident in their condition and value.

We continue to better utilize technology, and right now we are getting ready to launch a more dealer-friendly portal that will allow them to quickly submit an application and receive lease quote information. The enhancement of our KomatsuFinancial.com website continues as well and will offer customers the option to make payments, view their information, pull up invoices and more.

QUESTION: What is your outlook for 2020?

ANSWER: Everything we see shows that the general fundamentals of the economy are strong. Low unemployment is a positive, as are the manufacturing indexes of late. We still think there's some opportunity in the housing market. All indicators point to another strong market in 2020. ■

Repeat customers account for more than 70 percent of Komatsu Financial's business. "That's an excellent number for our industry," stated President Rich Fikis. "A lot of that is a result of our willingness to work with customers and being flexible; they really appreciate it."

President Rich Fikis says Komatsu Financial does more than provide blanket rates for certain periods of time. "During the past several years, we have made a concerted effort to be closer to the customers and better understand their specific needs," said Fikis. "That's why more than 80 percent of Komatsu construction equipment acquisitions are financed through Komatsu Financial."





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After 20 years, telematics system continues to help owners use equipment data for more cost-effective practices

KKnowing where your machines are located and the number of hours on them are critical pieces of information when maintaining a fleet. Those capabilities were the original features of Komatsu's remote monitoring KOMTRAX telematics system, which celebrates its 20th birthday in 2020.

"After all of these years, those are still two important functions, although KOMTRAX has considerably more capabilities now," said Steve Day, who served as Komatsu's Director of Service in 2000, and was instrumental in the adoption and implementation of KOMTRAX. He recently retired from Tractor & Equipment Company where he was Executive Vice President/General Manager-Product Support. "It evolved into a tool for monitoring equipment health, idle time, fuel consumption and much more. The information can be used to address changes that lead to better practices, which reduce owning and operating costs."

Depending on the machine, today's KOMTRAX can deliver information on cautions, abnormality codes, actual working hours versus idle time, hydraulic relief hours, load frequency and digging hours, among other critical data. The latest version, KOMTRAX 5.0, is standard on Tier 4 construction machinery and includes Komatsu Diesel Particulate Filter

soot count, active regeneration time, operator identification and diesel exhaust fluid level.

"Early on, we recognized how valuable the data could be to customers, our distributors and to Komatsu as a manufacturer, and each has played a significant role in its evolution," emphasized Komatsu Director of Parts Marketing Chris Wasik, who also worked on the initiative that eventually led to KOMTRAX. "There was some discussion in the initial stages about what to charge for the service. However, we quickly saw such great potential benefit that we decided to provide it complimentary, and we still do."

Continued . . .



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► VIDEO
Steve Day,
former Komatsu
Director of Service,
now retired



Chris Wasik,
Komatsu Director of
Parts Marketing

KOMTRAX, Komatsu's remote monitoring telematics system, turns 20 this year and has evolved from a box that offered basic information on location and hours to an integrated system that provides comprehensive data on machine health, usage and more.



'The customer benefit is better support'

... continued



Rizwan Mirza,
Komatsu Manager,
KOMTRAX –
Technical Support &
Product Quality,
Products & Services
Division

Beneficial to all

Wasik said that Komatsu now monitors hundreds of thousands of machines equipped with the technology to analyze trends and assess data, which may determine manufacturing levels and inventory. Distributors keep track of equipment in their territories to determine when to perform service intervals, what parts to stock and to remotely diagnose error codes and more.

"The customer benefit is better support," said Wasik. "For instance, when a machine has a fault code, KOMTRAX sends an alert. Before driving to a customer's site to check the machine, the technician can pull the parts that may be needed and take them along. In the past, the technician may have needed to assess the machine, determine the required parts, then go back to the shop and get them. KOMTRAX reduces downtime, and because it shows where a machine is located, the tech can drive right to it, which saves time and travel expense."

Customers can keep an eye on their machines through a secure website via desktop and laptop computers, tablets or with a smartphone using the KOMTRAX app. McManus Construction, LLC Fleet Manager James Bedgood utilizes the service to research error codes as well as to track idle time and hours.

"If I'm out of the shop, I check it through the app on my phone," said Bedgood. "It's a great

Equipment users can track a machine's hours, idle time, usage, operation modes and much more with KOMTRAX. "The increases in productivity and efficiency we get across the board with Komatsu are fantastic," said Dorado Construction Group Fleet Manager/Equipment Manager Clay Butler. "I see it every day when I look up the machines through KOMTRAX on my desktop computer or tablet."

tool that allows us to be even more proactive regarding service."

Dorado Construction Group Fleet Manager/Equipment Manager Clay Butler consistently uses KOMTRAX to track how his company's Komatsu equipment is running.

"The increases in productivity and efficiency we get across the board with Komatsu are fantastic," said Butler. "I see it every day when I look up the machines through KOMTRAX on my desktop computer or tablet. If a code pops up, it alerts us so that we can address it quickly."

Rizwan Mirza, Komatsu Manager, KOMTRAX – Technical Support & Production Quality, Products & Services Division said that this kind of end-user adoption has always been one of Komatsu's goals.

"We want customers to utilize it to its fullest and reap the benefits of what's available," added Mirza. "Whether it's basic hours and location or more advanced data, such as idle versus production time, economy mode versus power mode functionalities, unnecessary travel or something else, it's beneficial to their operations. Komatsu and our distributors can consult with customers to use the information in a way that maximizes production and efficiency."

Total solutions tool

KOMTRAX has exceeded the initial development team's expectations.

"Telematics were being used in the trucking industry, and someone had the foresight to see its applications for construction equipment," Day recalled. "We started with a box and put it on one excavator to do some field testing and see what we could do with the information."

"It was introduced on four machines, and the benefits were so great that we expanded it," added Wasik. "KOMTRAX was so well-received, that we manufactured retrofit packages for older models. Some customers put it on their competitive brands and other types of equipment to track them as well."

Mirza said predictive analysis could be the next step in the evolution of KOMTRAX. "A machine may tell the customer that it's nearly time to replace a component, for instance. We are working to marry it with our MyKomatsu website and other business aspects as part of our total solutions package." ■



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Recruitment event for high school and college students emphasizes careers and technology

High school and college students learned about technician careers when Komatsu hosted its annual Komatsu Recruitment Day at the Cartersville Customer Center in Georgia last fall. The day is part of a larger initiative to generate interest in heavy-equipment careers.

"Finding qualified technicians is an issue facing the industry," explained Komatsu Training Manager Craig Yager. "We worked with some local distributors to develop this event to help attract more people to our industry and provide information on what career opportunities are available."

This year's Recruitment Day brought in more than 100 attendees and four Komatsu distributors. General diesel program students from nearby Chattahoochee Technical College met and interviewed with distributor recruiting representatives and also had the opportunity to operate equipment. The high school students could talk with distributors, take part in machine walk-arounds and participate in an equipment-themed game show.

"Both groups had a unique experience here," said Yager. "For the college students, it was geared more toward a career path and getting them in front of potential employers because they are further along in their

education. An instructor shared that students start talking about attending this experience months in advance.

"The goal for high schoolers was to raise their interest in this field and build excitement for it," he added. "They aren't old enough to operate the equipment, so we focus on making it both fun and informational with some interactive activities."

'Eye-opening' experience

Yager says that events like this have taken on a greater role in an effort to ensure a qualified workforce for the heavy-equipment industry in the future.

"Being able to educate both the students and guidance counselors about the opportunities in our industry is very important," noted Yager. "There are so many more options available than a four-year degree. Plus, for some of these programs, the distributors or Komatsu will pay for the schooling. That's another big selling point we try to emphasize."

"These events also help us change the perception of this kind of work – we are a high-tech industry," he continued.

"It's more than grease and dirt; it's very technology-driven. When students see what is really going on, it opens their eyes to all of the possibilities." ■



Craig Yager,
Komatsu Training
Manager



More than 100 college and high school students participated in Komatsu Recruitment Day at the Cartersville Customer Center in Georgia. "When students see what is really going on, it opens their eyes to all of the possibilities," said Komatsu Training Manager Craig Yager.

Gains in civil engineering salaries continue

Civil engineering compensation continues to climb, reaching a median pretax salary of \$109,000, according to a recent report from the American Society of Civil Engineers (ASCE). The research also shows that base salaries have risen 4 to 6 percent each year since 2016, according to ASCE.

Additional highlights of the “2019 Civil Engineering Salary Report” indicate that those with Professional Engineer licenses earn an

average of 20 percent more than their peers who haven’t earned this credential; males make nearly \$23,000 more on average than females; and civil engineers generally have benefits which include health insurance as well as paid time off and parental and sick leave.

Data for the report came from a survey of ASCE members. More than 80 percent of respondents said they were satisfied or very satisfied with their jobs. ■

Study shows impact of improving inland waterways

Increasing investment in America’s inland waterways would boost the nation’s gross domestic product (GDP), as well as create more than 470,000 jobs, according to a recent U.S. Department of Agriculture (USDA) study. In its report, the USDA said additional funding of \$6.3 billion until 2029 and \$400 million per year thereafter through 2045 would raise

waterways’ contribution to the GDP by 20 percent.

The findings show that current waterway infrastructure has exceeded projected capacity and delays have a negative impact on operators, shippers and end users of the transported commodities. ■



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Aileen Collins encourages both women and men to pursue service technician careers

When people ask Aileen Collins why she didn't become a doctor or a nurse, her answer is, "I sort of did. The patients are just bigger and not human. They come to us, and we take care of them. Like people, sometimes the issues are big. Other times, it's a checkup and some maintenance."

In 2018, Collins became the first woman to graduate from a Komatsu Advanced Career Training (ACT) program when she earned an Associate of Applied Science in Diesel and Heavy Equipment, Komatsu ATC Technology degree at Oklahoma State University Institute of Technology (OSUIT). The two-year curriculum at the school in Okmulgee, Okla., combines classroom and hands-on courses on campus, with real-world work in the shops of sponsoring Komatsu distributors.

Collins' patients represent a cross-section of heavy equipment, including dozers, excavators, wheel loaders and more. As a service technician for a Komatsu

distributorship, she can diagnose and fix what ails them.

'Very rewarding'

"I wanted a career that would never get boring," stated Collins. "This definitely hits the mark. No two days are ever the same, and there are always opportunities to learn something new."

While in high school Collins knew she wanted to pursue a career working on machinery. In 2014, she graduated with a degree in diesel and heavy equipment from a technical college, then went to work for her dad's plumbing business. After a few years, she decided to further her education.

"I didn't realize I was the first female until a couple months before graduation," said Collins. "I hope that more women consider becoming technicians. In fact, I encourage anyone – male or female – to pursue this as a career. It is very rewarding." ■

"I wanted a career that would never get boring. This definitely hits the mark."



Service technician Aileen Collins was the first woman to graduate from a Komatsu Advanced Career Training program. Now, she tells others about the benefits and opportunities afforded to service technicians. "I encourage anyone – male or female – to pursue this as a career. It is very rewarding," said Collins.

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