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Floyd & Floyd Contractors, LLC

Learn how performing on a variety of jobs leads to growth for Columbia-based family operation



Mike Floyd,
President

Casey Floyd,
Estimator

A Message from Power Equipment Company



Chris Gaylor

**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 Power Equipmenteer magazine.

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 are also articles that offer an outlook on the construction industry for 2020, show how diversity can be a strength for your organization and more. I think you will find them valuable.

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

Sincerely,
Power Equipment Company



Chris Gaylor
President

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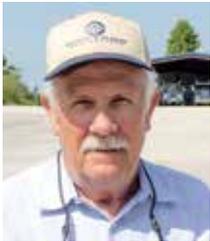
Floyd & Floyd Contractors, LLC performs on a variety of jobs leading to growth for Columbia-based family operation



Mike Floyd,
President



Casey Floyd,
Estimator



Ron Mabry,
Superintendent

When Mike Floyd teamed up with his father, Ray, in the early 1970s to start a construction business, the idea of specialization was never on the table. Instead, the duo planned to handle all types of projects in and around their Columbia, Tenn., location. That focus enabled Floyd & Floyd Contractors, LLC to develop and provide a wide array of services to customers.

“We’ve done a little bit of everything; that’s the construction industry,” said Mike. “Pretty much anything customers want us to do, we’ve done it.”

The firm’s diverse service list dates back to when a local phosphorous company hired Floyd & Floyd to tackle any projects that arose inside its facilities. Ironically, when the company made the decision to close its plants, Mike and Ray’s business began to take off.

“We actually had more work when they were shutting down,” recalled Mike. “They couldn’t just close the plant and walk away, they had to cover the old ponds and make sure the sites were safe. Phosphorous is very dangerous, and we already had some experience with it, so they hired us to handle the ponds and whatever else was needed to meet regulations.”

That experience helped Floyd & Floyd carve out a niche with hazardous materials, a development that surprised even Mike.

“The hazardous material handling fit in with our dirt work,” explained Mike. “We weren’t really experts, but we made sure that everything was done safely. That was a different time; it allowed us to gain experience. We still do some hazardous material work today.”

From there, the company continued to grow following largely the same path. Whether it’s environmental work, bridge building or something in between, the Floyds embrace the chance to work on something new. With nearly 25 employees, including longtime Superintendent Ron Mabry and Mike’s son, Casey, who is an estimator, Floyd & Floyd knows what’s needed to succeed.

“We’re not afraid of any job, although there have been some when we should have been,” laughed Mike. “With our size, we really can’t be picky. We like the projects that the bigger players take a pass on.”

Playing in the dirt

While Floyd & Floyd will tackle just about any job that comes across its desk, Mike says the company does have a preference.

“Since I was a kid, I’ve been playing in the dirt,” he recalled. “Our focus is really with commercial site-development projects. We do more than dirt jobs, although that’s where we thrive.”

One such project is the Cherry Glen Industrial Park in Mount Pleasant, Tenn. After the job kicked off with pad construction in 2018, developers decided to expand the scope and complete the second phase at the same time. In addition to making the project larger, it also presented a new set of obstacles.

“The first phase was mainly dirt,” said Casey. “We had some areas that needed to be filled and balanced, although it was fairly straightforward. It got interesting when they decided to future-build. There was a lot of rock beneath the surface that we weren’t anticipating; it was everywhere. Then we found water beneath the rock.”

“Essentially, the rock doubled the amount of material we were planning to move for

Superintendent Ron Mabry performs final grade using a Komatsu *intelligent Machine Control* PC210LCi-11 excavator.





▶ VIDEO

A Floyd & Floyd Contractors operator grades and loads trucks with the company's Komatsu *intelligent* Machine Control PC360LCi-11 excavator at a Mount Pleasant, Tenn., jobsite. "Being able to do both jobs with the PC360LCi is amazing," said Estimator Casey Floyd. "The *intelligent* Machine Control takes so much time out of the equation."

the site," added Mike. "We were able to handle the increase; it ended up being a neat project."

Making the jump

Mike describes his crews as "old school." For that reason, the company passed on most GPS equipment even as it became more readily available in the last decade. As operators retired and Mike continued to hear about the latest advancements in GPS technology, he knew a shift was imminent.

That's when he called Power Equipment Company and Machine Sales Rep Joe Tant for a Komatsu *intelligent* Machine Control D51PXi dozer.

"I'm just an old fuddy-duddy," deadpanned Mike. "While I didn't see the need for GPS at first, I did realize that moving dirt nine times isn't profitable. The *intelligent* Machine Control equipment is amazing. It's the cat's meow."



While the company's leaders are now firm believers in the equipment, they first had to win over even the most ardent skeptic in Ron.

"I was a non-believer, so I had the surveyors stake the entire site in a 50-foot grid," shared Ron. "We put the plans in the dozer and set the system for one-tenth offset. I literally walked right next to the dozer as the operator performed final grade. Every time we passed a stake, it was

Continued...



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'This dozer was putting it on the money'

... continued



(L-R) Floyd & Floyd Contractors Estimator Casey Floyd, Owner Mike Floyd and Superintendent Ron Mabry call on Power Equipment and Machine Sales Rep Joe Tant for all their Komatsu equipment and service needs.

An operator deploys a Komatsu D61PX dozer with an aftermarket GPS system at a Floyd & Floyd Contractors' project in the Cherry Glen Industrial Park.



spot-on. I told the surveyors to stop with the rest of the grid because this dozer was putting it on the money.

"I was convinced; completely sold," Ron continued. "At our next site, we graded all 17 acres without a stake, and we've done it that way ever since."

Floyd & Floyd's crew members readily took to the equipment. "Everyone picked it up quickly," said Ron. "I expected the younger kids to like it, but even one of our operators who's been doing this for 30 years loves it."

The D51PXi's performance led to the addition of two Komatsu *intelligent* Machine Control excavators – a PC210LCi-11 and a PC360LCi-11. Floyd & Floyd has also installed GPS systems on some conventional equipment, like its D61PX dozer.

"Being able to grade and load trucks with the PC360LCi is amazing," said Casey. "We also use it and the PC210LCi a lot in utility trenching. There's no guesswork when digging our gravel bed. We can put the hammer down, cut straight, flat and on-grade. Our efficiency in laying a pipe has gone way up."

"It really is the future of this business," he continued. "The *intelligent* Machine Control takes so much time out of the equation. We don't need surveyors – we just load a file into the machine. It's so much more efficient."

Throughout the process, Power Equipment Company has guided Floyd & Floyd.

"We've worked with Joe and Power for 25 years," said Mike. "They have always been there for us, and they went above and beyond with the machine control training. Constructioning Specialist Tanner Beecham and TSE Brandon Suell have been great."

Completing the trifecta

Ray and Mike guided the family business through its first two generations, and Casey is poised to carry the torch into the third.

"I still have time left before retiring, and I know that Casey will do a great job," stated Mike. "I think we can grow a little. Finding help is the main hurdle – the opportunity is there."

Casey expects to follow a similar script as his predecessors.

"I don't plan on making a lot of changes," said Casey. "I agree that there is some room for growth. We'll see what comes our way and continue to do our best to serve our customers." ■

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Long-anticipated new Nashville branch becomes reality with ribbon-cutting ceremony

After years of wishing turned into months of planning and construction, Power Equipment Company's new Nashville location finally became a reality. In February, the company held an official ribbon-cutting ceremony.

"We've talked about the branch for some time now, so to get everyone together for this ribbon cutting was a real neat thing," said President Chris Gaylor. "This facility is going to help us tremendously. Everyone is excited."

Construction began on the 17-acre site late last summer. It will house both Power Equipment Company's Middle Tennessee operations staff and its Epiroc division. The \$15-million, 55,000 square-foot facility features a 20-bay shop, on-site demonstration area, parts warehouse and more.

Customer focused

"We really needed the additional square footage to support our customers," commented Vice President and Middle Tennessee Regional Sales Manager Mike Luster. "Nashville is obviously a major focus; however, all of our Middle Tennessee customers will benefit. It's great to see this day come."

"To have everyone under one roof will be very beneficial because it will help us be more efficient," added Middle Tennessee Product Support Manager Wayne White. "Everyone who had a hand in this project, including

(Project Manager) Chuck Mueller and his team, did a fantastic job."

Employees and family members attended the event. Several Power Equipment staff members, who are military veterans christened the building by raising the American flag; and the event was capped off with a lunch inside the garage.

"To have our veterans raise the first flag here was a very special moment," shared Gaylor. "It gave me chills to see that happen." ■



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A group of Power Equipment military veterans raise the American flag for the first time at the new branch, which is located at 320 Waldron Drive in La Vergne. The phone number at the facility is (615) 213-0900.

Power Equipment Company President Chris Gaylor (center) cuts a ribbon to officially open the new 55,000 square-foot facility in Nashville. "We've talked about the branch for some time now, so to get everyone together for this ribbon cutting was a real neat thing," said Gaylor.



▶ VIDEO

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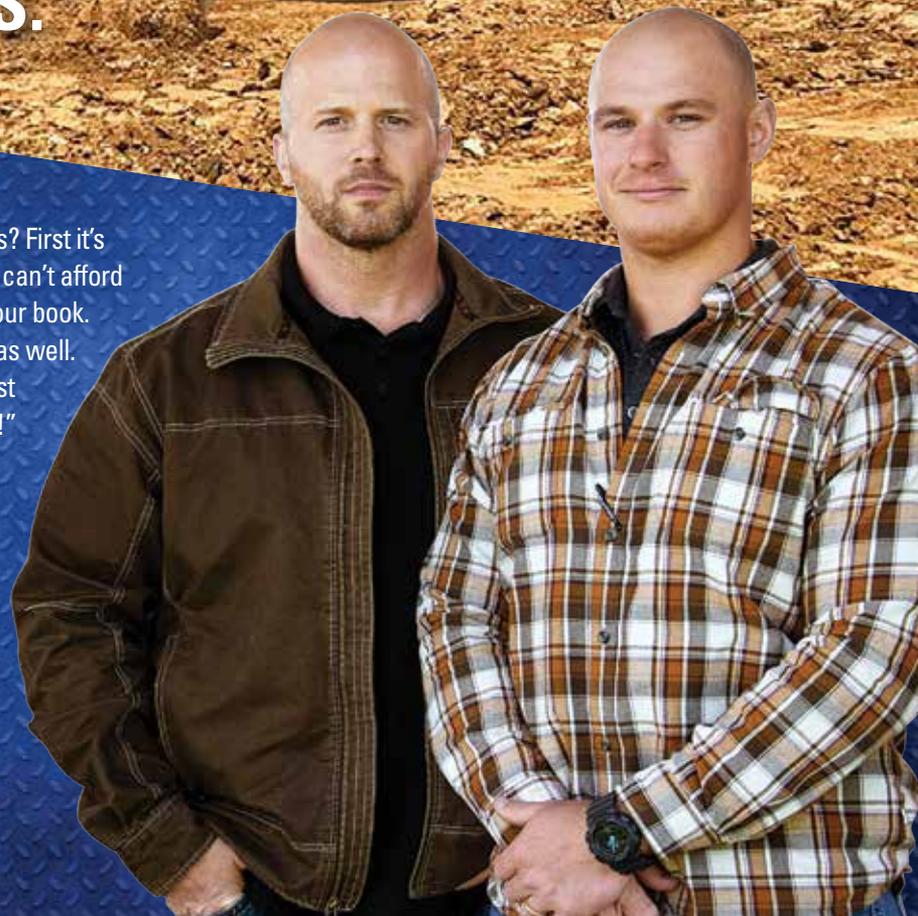
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Hunter and Clint Shackelford
Shackelford Construction / Yazoo City, MS

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Construction, mining and aggregate customers demo latest equipment and technology

Komatsu welcomed customers to recent hands-on events where they had the chance to operate a variety of heavy equipment. Demo Days took place at Komatsu's Cartersville Customer Center in Georgia, where guests met with product experts and learned about the latest advancements in construction technology. Quarry Days sessions were held at the company's Arizona Proving Grounds in Sahuarita, Ariz.

Demo Days

"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.

"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.

"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.

Continued . . .



Isaac Rollor,
Komatsu District
Manager



(L-R) Will Grimes and Josh Clinard, Southern Site Contractors; and Heath Espenlaub and Matthew Spence of Power Equipment Company get ready to test equipment at Demo Days in Cartersville, Ga.



▶ VIDEO

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



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[PowerEquipmenteer.com](https://www.PowerEquipmenteer.com)

Events offer time for meaningful conversation

... continued

"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."

Quarry Days

More than 140 customer and dealer attendees representing 25 different companies across mining and aggregate industries attended a session during the two-week Quarry Days event.

"This 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."

Quarry Days 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." ■



Komatsu Senior Product Manager Mike Salyers speaks with customers about Proactive Dozing Control logic at Komatsu's Demo Days at the Cartersville Customer Center in Georgia.

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.

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

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.

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

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.

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.





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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Keep visual records of your jobsites for progress, legal purposes

The first thing most contractors think about when it comes to records is retrieving copies of important documents such as contracts, invoices and pay applications. They don't often consider photographing their work. They should do so, and no less than once weekly, not only of the sites where they are working but also of those areas that may impact their work or schedule.

Case in point – a stucco contractor received a delay claim from the general contractor asserting that he hadn't completed his work on time. Fortunately, the contractor had his construction records in the form of pictures, which showed post-tension cables sticking out of the building. With those in hand, he explained to the general contractor that he was prevented from putting swing stages down the building, something essential for him to apply the stucco. A handful of photos saved him from contending with a legal headache and an expensive delay claim.

Extra steps worth the effort

Photos weigh heavily in a court of law as well. Judges and juries don't necessarily understand construction. Having photographs that depict the situation make it much easier to prove a position. Simply taking photos for construction records is not enough; contractors also need to:

- **Include a description** noting when and where each picture was taken. Having thousands of pictures from a job, which are downloaded from Dropbox with no way to tell when or where they were taken, is no help. Photos need to show a visual history of the job to be useful. Identify all pictures with a date and time stamp as well as a note indicating where they were taken.
- **Save and back up all photos.** Anyone assigned to take photos on the job can easily use a cell phone to take the pictures. However, those visuals are useless if the person's phone is lost or damaged. Save all pictures in a central location and back up everything, regularly.

Contractors should also videotape their work – especially on large jobs, although still applicable to smaller projects – by walking the site and narrating where they are and what they are looking at and then adding the video to their construction records. If needed, they should go back and take screenshots of the video and indicate the time, date and location based on the narration.

It's said that "seeing is believing." When it comes to defending or prosecuting a construction case, nothing could be more true. ■



**Alex Barthet,
Attorney**

Attorney Alex Barthet (alex@barthet.com) serves as litigation counsel to many contractors and material suppliers. Board certified in construction law by the Florida Bar Association, he has been selected by his peers for inclusion in the Best Lawyers in America and the Florida Super Lawyers within the specialty of construction law.

Editor's note: This article originally appeared at TheLienZone.com.



Documenting jobsites with photographs and videos is a great way to track progress and keep visual records for potential claims, says attorney Alex Barthet.

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

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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



Discover more

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

Knowing 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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PowerEquipmenteer.com



▶ 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

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

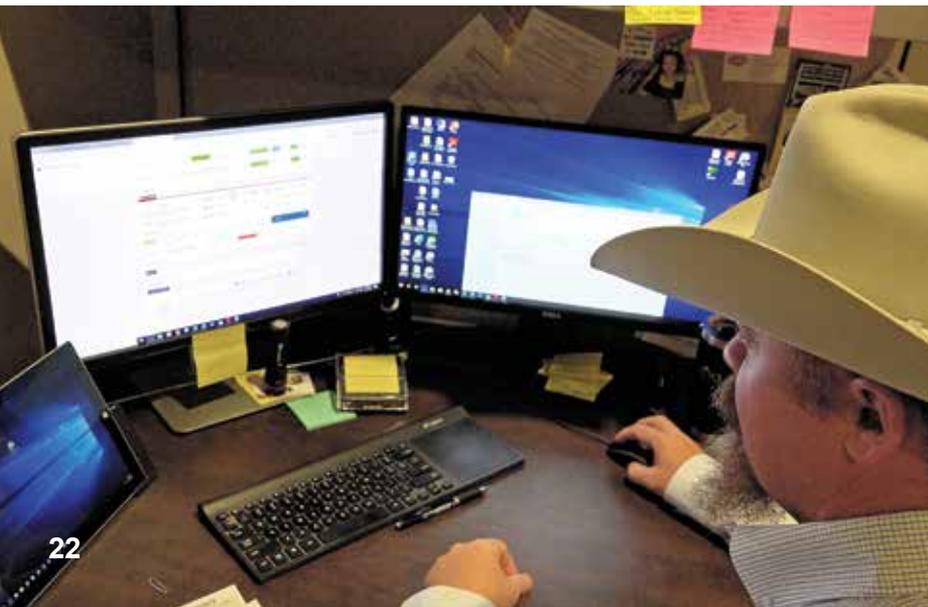
KOMTRAX has exceeded the initial development team's expectations.

"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." ■

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."



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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.



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."

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. ■

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."



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.

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.



Construction analysts agree on growth in public works, disagree on most other sectors

Construction forecasts were a mixed bag heading into 2020; however, nearly all agreed that the public works sector could be a bright spot for the industry. Dodge Data & Analytics sees a 4-percent increase in public works starts across the board, including transportation and environmental projects.

Associated General Contractors (AGC) of America Chief Economist Ken Simonson predicts that public works will be flat to showing as much as a 4-percent gain. Simonson's overall outlook seems the most positive with overall growth in the construction industry at 1 to 5 percent, with an increase in residential building of 2 to 7 percent.

Slower gains, no recession repeat

ConstructConnect's Alex Carrick eyes a 0.9-percent rise in non-residential building, and a 5.9-percent improvement in civil

construction. His outlook for the industry as a whole is a 1.6-percent decrease in overall starts. He sees residential dropping by up to 8.3 percent.

Dodge Data & Analytics predicts a 4-percent drop in overall starts. "The recovery in construction starts that began during 2010 in the aftermath of the Great Recession is coming to an end," said Dodge Chief Economist Richard Branch. "Easing economic growth driven by mounting trade tensions and a lack of skilled labor will lead to a broad-based but orderly pullback in construction starts in 2020.

"This year, however, will not be a repeat of what the construction industry endured during the Great Recession," he added. "Economic growth is slowing but is not anticipated to contract (in 2020). Construction starts, therefore, will decline but the level of activity will remain close to recent highs." ■

Public sector work, such as transportation and environmental projects, looks to be a bright spot for construction in 2020, according to industry forecasters. Dodge Data & Analytics sees a 4-percent increase in the sector, and Associated General Contractors of America predicts up to a 4-percent gain.



Power Equipment Company promotes Wayne White to General Product Support Manager – Middle Tennessee



Wayne White,
General Product
Support Manager –
Middle Tennessee

Wayne White has earned a promotion to General Product Support Manager for Power Equipment Company's Middle Tennessee region. He will work from Power Equipment's new 55,000 square-foot facility in Nashville as he oversees the entire product support operation there, including parts and service.

"As Power Equipment continues to grow in the Middle Tennessee market, we believe it is important to keep investing in our infrastructure around product support,"

said President Chris Gaylor. "Our new facility increases our support capabilities exponentially. Wayne brings additional leadership to this extremely important part of our business."

White has been with Power Equipment for 18 years, managing the company's Customer Support Representatives in Tennessee for the last five years. He began as a Field Technician and also served as a Customer Service Manager for Power Equipment's steel mill business. ■

Matt McQueen becomes new Power Equipment Company Regional Sales Manager – East Tennessee



Matt McQueen,
Regional Sales
Manager –
East Tennessee

Matt McQueen was promoted to Regional Sales Manager for East Tennessee in January. He will be responsible for leading the sales team in addition to the promotion and sale of new, used and rental equipment.

"It is truly a pleasure to have Matt lead our sales efforts in East Tennessee," said Vice President of Sales Andy Moon. "His consistent, successful track record in the Kingsport market puts him in a great position for success."

McQueen has been with Power Equipment Company for 11 years, most recently as a Territory Sales Manager in Kingsport.

He and his family – wife Amanda and sons Mason and Hudson – will relocate to Knoxville as he will work from that branch.

"I am so grateful to have had the chance to grow and learn with this company since 2009," shared McQueen. "I look forward to expanding relationships with our customers and working hard to serve our East Tennessee market that we value so much."

"Matt has grown up within Power Equipment," noted President Chris Gaylor. "He knows our business and has the customer-focus mindset needed to make an impact, which makes him a natural choice for this leadership position." ■

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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2016 Komatsu PC490LCi-11, S/N 85166, 4,022 hrs.



2015 Komatsu D155AXi-8, S/N J00497, 2,200 hrs.



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Year/Make/Model	S/N	Description	Hours
Articulated Trucks			
2014 Komatsu HM300-3	3455	Cab, A/C	5,123
2014 Komatsu HM300-3	3522	Cab, A/C	6,049
2014 Komatsu HM300-3	3476	Cab, A/C	5,650
2014 Komatsu HM300-3	3499	Cab, A/C	5,665
Dozers			
2013 Komatsu D39EX-23	90062	Cab, A/C, front sweeps, rear screen	2,700
2018 Komatsu D51PXi-24	B20093	Cab, A/C, <i>intelligent</i> Machine Control	1,028
2017 Komatsu D61EX-24	40124	Cab, A/C, ms ripper	2,162
2017 Komatsu D61EX-24	B60128	Cab, A/C, ms ripper	2,706
2015 Komatsu D155AXi-8	100059	Cab, A/C, ms ripper, sigma blade	2,200
Excavators			
2016 Komatsu PC170LC-10	30718	Cab, A/C, 42" bucket, 28" grousers	1,230
2017 Komatsu PC210LC-11	C80164	Cab, A/C, 36" Rockland bucket	1,803
2017 Komatsu PC210LC-11	500485	Coupler, bucket, aux hydraulics	615
2017 Komatsu PC210LC-11	A12190	Cab, A/C, 48" bucket, hydraulic thumb	2,960
2011 Komatsu PC220LC-8LR	A89057	55' Young front, ditching bucket	4,438
2018 Komatsu PC240LC-11	95312	4PE11B hydraulics, 10' arm, bucket	1,865
2015 Komatsu PC290LC-10	A25880	ESCO hydraulic coupler, bucket	3,950
2012 Komatsu PC360LC-10	A32139	Hydraulic thumb, bucket	5,000
2018 Komatsu PC360LC-11	A36177	13'2" arm, coupler, 24" and 48" Werk-Brau coupler	1,574
2018 Komatsu PC360LC-11	A36225	13'2" arm, coupler, 24" and 48" Werk-Brau buckets	1,402
2018 Komatsu PC490LC-11	A42006	13'1" arm, JRB coupler, bucket	2,019
Wheel Loaders			
2017 Komatsu WA270-8	A28008	Cab, A/C, coupler, bucket, 2-spool valve	98
2019 Komatsu WA270-8	A28444	Cab, A/C, coupler, bucket, 2-spool valve	163
2019 Komatsu WA270-8	A28506	Cab, A/C, coupler, bucket, 2-spool valve	140
2017 Komatsu WA320-8	A38086	Cab, A/C, coupler, bucket, 2-spool valve	505
Forestry Equipment			
2015 Komatsu Forest 445L-3	A3110	Track feller buncher with Quadco 22B cutter	6,102
2016 Komatsu Forest XT460L-3	A5131	Track feller buncher with Quadco 2900 cutter	1,422

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I AM **POWER** **STRONG** *Jamey Frewin*

Jamey Frewin, Power Equipment Territory Manager, came to work at the Memphis branch in February 2016. He was previously employed in his hometown of Collierville, Tennessee as a Manufacturer Representative for a safety company where he covered five states welding and repairing heavy equipment.

“Since I’ve been at Power it has been extremely rewarding to introduce our customers to Komatsu *intelligent* Machine Control equipment and be involved in the first generation of Komatsu’s iMachine products. I can’t wait to see where we go from here.

“My grandfather was an equipment salesman out west for Minneapolis Moline Tractors in the 1950s, so I guess it’s in my blood. Like our principles state, I strive to be the preferred supplier to our customers and prove we are the best in the business,” said Frewin.

Frewin and his wife, Karin, have been married for almost 20 years and have a son named Austin.

When he isn’t at Power Equipment or involved in heavy machinery, Frewin enjoys playing his guitar and restoring old cars with his son.

“It’s been a gratifying journey working with our highly specialized shop personnel who are the backbone of what we do for our customers.”

- Jamey Frewin

Jamey Frewin

Territory Manager

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