

# WOOD WORKS

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## FRAZIER CONSTRUCTION CO.



Jim Frazier,  
Owner

## LANDMARK UTILITIES & SITE EXCAVATION CORP.



Kevin Clark,  
President

**KOMATSU®**

# A MESSAGE FROM THE CHAIRMAN & PRESIDENT



Robert S. Benard



Paula F. Benard

**Time to step up  
infrastructure  
spending**

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Dear Valued Customer:

Our country faces an infrastructure crisis. Congested and deficient roadways and unsound bridges are safety hazards. Clean and safe water-supply pipelines are vital to our everyday needs. Yet, we consistently underinvest in these and other basic items. There is talk in Washington about addressing these issues with a \$1 trillion – or more – infrastructure plan, but nothing is concrete, and lawmakers continue to put it off.

We encourage you to contact your representatives and push for proper funding to bring our nation's infrastructure well above the dismal D<sup>+</sup> grade the American Society of Civil Engineers recently gave it.

A hearty investment in infrastructure would create numerous jobs. It's no secret that the construction industry is in the midst of a labor shortage. We hope that lawmakers can address this topic too with ways to help fund more vocational programs. In this issue of your Wood Works magazine, you can read how the construction industry is taking steps to encourage young people to consider construction as a career.

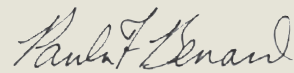
What could be better than running equipment such as Komatsu *intelligent* Machine Control excavators? You can learn about the latest model, the second-generation PC210LCi-11, inside.

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

Sincerely,  
C.N. WOOD COMPANY CO., INC.



Robert S. Benard  
Chairman



Paula F. Benard  
President



# WOOD WORKS

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# FRAZIER CONSTRUCTION CO.

## A focus on local jobs and customers keeps this multi-faceted company busy



Jim Frazier,  
Owner



Andy Palladino,  
General Manager



Tim Angelli,  
Operator

For 30 years, Jim Frazier spent his winters delivering oil to customers in northeast Massachusetts. To keep busy in the summers, Frazier added a skid steer in 1994 and began taking on small residential projects. When he needed help, he enlisted his nephew, 12-year-old Andy Palladino. Twenty-three years later, they are still a team.

"We did a lot of backyard jobs for customers, mainly pool cuts and moving loam," noted Frazier, who is the owner of Frazier Construction Co. "Andy was always with me, so I started taking him to jobs, and he developed a passion for it."

The company continued to do summer projects and grew to a point where Frazier moved into the construction side full time. Palladino was there as well, now as general manager with an engineering degree in hand from Wentworth Institute of Technology. The duo also added Tim Angelli to the mix to help serve a growing client list.

"We did everything; it didn't matter," recalled Angelli, who is an operator. "Andy and I would jump in the truck and do five jobs a day. We'd put in 70-80 hours each week. That's how we grew."

Today, the company has seven employees and operates in a 25-mile radius of its Danvers, Mass., location. The company prides itself on delivering quality results.

"We're very diverse in what we do," explained Frazier. "We handle residential and commercial site work, underground utilities, land clearing, foundations, septic systems, snow plowing – whatever the customer wants. We even built a set for the Adam Sandler movie, 'Grown Ups 2,' which was filmed locally in 2012. We aren't the biggest company, and we don't do huge projects, but we provide quality work and get callbacks."

### Loyal customers

One reason why Frazier Construction can maintain its tight service area is solid connections with loyal customers. Two of those clients, General Electric and Lahey Health, keep the company busy throughout the year.

The firm renovated a parking lot this summer for Lahey's Beverly Hospital. Frazier Construction crews removed the existing parking lot and installed 600 feet of drainage pipe and 800 feet of underground electric. It also placed new granite curbing, expanded the footprint of the lot, performed landscaping and installed new light poles.

At a General Electric plant in Lynn, Mass., Frazier Construction performs an array of jobs, ranging from steam line replacements to underground tunnel and water line repair. It recently converted a 50-spot parking lot into green space at the facility. It demoed the existing parking lot, installed sprinklers, set the curbs, built a retaining wall, prepped the site for landscaping and installed permanent anchors for large tents used during the many events the area hosts.

### Mini power

For its myriad projects, Frazier Construction turns to C.N. Wood and Sales Rep Kerry Causer (K.C.) for Komatsu equipment.

The company purchased a PC138USLC excavator in 2015 and a PC45MR earlier this year. Both machines have exceeded expectations.

"The Komatsu mini-excavators are the perfect fit for what we do," shared Frazier. "We work on small stuff in confined areas, so the tight-tail-swing excavators have been a great addition to our fleet."

"They are powerful enough to move whatever we need," noted Palladino. "We usually work next to power poles or existing houses, so to have





A Frazier Construction operator uses a Komatsu PC220LC excavator to dig a foundation on a residential project in northeast Massachusetts. The company also owns a Bomag BW 177 roller, which it will use later on this job.

machines that can get the job done in those spots is great for us."

The dependability of the excavators is also something that the company appreciates. The first excavator it purchased in 2001, a PC60, still runs today. Frazier has no intention of selling it.

"We bought that machine for \$49,000, and I'll never get rid of it," said Frazier. "It's been very productive through the years. I had an offer of \$100,000 for it, and I said no."

Frazier's fleet also includes a Komatsu PC220LC excavator and D21P dozer, as well as a Bomag BW 177 roller.

The company values its relationship with Causer and C.N. Wood. "Whenever we need anything, C.N. Wood and K.C. are there for us," said Frazier. "They help us get what we need and make sure we're good to go."

## The next chapter

At 63, Frazier knows that the company is ready for the next step. When he retires in two years, he trusts that Palladino will continue to carry the torch for the firm.

"I think I have a couple more years in me, then I might come back to work for Andy and drive a truck," joked Frazier. "That might last 10 minutes until I quit, though."

"I think there's definitely room to grow if we can find the right people," forecasted Palladino. "We have a solid reputation, but we don't want to grow just to grow. I enjoy what we do, and I'm excited to see us continue the track we started all those years ago." ■



Komatsu mini-excavators, like this PC45MR, are essential machines for Frazier Construction Co. "They are powerful enough to move whatever we need," said General Manager Andy Palladino.



Operator Tim Angelli uses a Komatsu D21P dozer to grade a jobsite.



(L-R) Frazier Construction Owner Jim Frazier, General Manager Andy Palladino and Operator Tim Angelli call on C.N. Wood Sales Rep Kerry Causer (K.C.) for all of their Komatsu sales and service needs.





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# LANDMARK UTILITIES & SITE EXCAVATION CORP.

## Danvers company carves its niche with packages



Kevin Clark,  
President

At a young age, Kevin Clark had two clear goals: He wanted to work in construction and be his own boss. Before he even walked across the stage to accept his high school diploma, he was already accomplishing both, completing jobs and creating a name for himself.

"I knew early on that I wanted to own a construction business, so I started one," stated Clark.

In 1984, Clark opened Landmark Utilities & Site Excavation Corp. and quickly focused on golf course jobs. In the 33 years that followed, the Danvers, Mass., company evolved into a multi-faceted operation with 40 employees that completes \$12 to \$15 million of work annually.

"Today, we perform utility installation, site excavation and deep foundation support," explained Clark, who is President of the firm. "Our breakdown is evenly split between commercial and large residential projects such as condominium construction in the greater Boston area. We like a challenge; we don't get bored that way. We show up everyday and get to it."

### Valuable package

While Landmark Utilities & Site Excavation can deliver across multiple applications,

its diversity is further enhanced when it collaborates with sister company, Landmark Utility and Concrete. Clark started the 25-person concrete company with business partner Michael Barry five years ago. It's a combination they look to deploy as often as possible.

"The ability to offer customers a package that includes deep earth support, excavation and concrete helps us stand out," he continued. "The contractors we work for appreciate it. These are unique services, and we offer them all with one contact."

The synergy between the two firms has proven to be beneficial on large condominium projects. Landmark has played a role in creating a 12-story luxury apartment complex in Boston, separate 50- and 210-unit condos in South Boston and a 250-unit apartment building in Charlestown.

It recently completed a 250-unit development for the Boston Housing Authority in East Boston. Landmark removed, treated and sent 10,000 yards of contaminated soil to licensed landfills. It also performed all of the street work, sidewalks, curbing and foundation, plus it installed 3,000 feet of water, sewer and drainage pipe.

Clark credits the company's success with these assignments to the synergy of the partnership. "Having the excavation and concrete together makes everything better," he declared. "Roughly 90 percent of the time we work alongside Landmark Concrete. Adding that division has quadrupled our gross revenue."

### Total dedication

As Landmark has expanded, so has its fleet. To facilitate that growth, Clark trusts C.N. Wood and Sales Rep Kerry Causer (K.C.).

A Landmark Utilities & Site Excavation operator uses the company's Komatsu WA380 wheel loader to move material at a jobsite in East Boston.







## ► VIDEO

Using a Komatsu PC210LC excavator, a Landmark Utilities & Site Excavation operator loads a truck with excavated material from a Boston Housing Authority project.

"I've been with them for 20 years," shared Clark. "They are good people. Whenever I've needed something, K.C. takes care of me."

Landmark turns to C.N. Wood for Komatsu excavators. Its fleet includes several of the machines, ranging in size from mini-excavators to a PC360LC. Its most recent addition was a pair of PC228USLC tight-tail-swing excavators.

"Here in the city, we are always in tight spaces," said Clark. "With the PC228, we don't worry about a large counterweight in the back end running into things or blocking traffic. They get the job done for us."

Another reason Landmark trusts C.N. Wood and Komatsu is the advanced services that they offer, like complimentary maintenance through Komatsu CARE, machine monitoring telematics via KOMTRAX and excellent terms from Komatsu Financial.

"With Komatsu CARE and KOMTRAX, our equipment retains its value because we are getting great service, and we have a log showing everything from a machine's entire life," Clark said. "Komatsu Financial has also been an advantage for us. To get zero percent financing is a huge bonus."

The Landmark fleet includes a PC210LC excavator as well as a trio of Komatsu WA380 wheel loaders. Clark also relies on C.N. Wood for rental machines as needed.

## Employee connection

Going to a jobsite and taking an active role is what drove Clark to start Landmark, and that hasn't changed throughout the years.



Landmark Utilities & Site Excavation President Kevin Clark (left) calls on C.N. Wood Sales Rep Kerry Causer (K.C.) for his Komatsu equipment needs. "Whenever I've needed something, K.C. takes care of me," said Clark.

"I can't sit in an office or drive around in a truck all day, I want to be part of the action," he admitted. "I'll jump in a machine, grab a shovel or bolt pipes. I can't expect my crews to do something that I wouldn't do. The people here are the reason that I get up every morning. They're more than employees; they're my friends."

Clark credits his office staff for making it possible for him to spend so much time at jobsites. His wife, Ellen Clark, is office support for the company, and estimators Chris Gobbiele – his nephew – and Justin Resse handle the intricacies of the office.

"They do the real dirty work for us," joked Clark. "They handle all of the paper work, which is astronomical. They do a great job, and it keeps me out of the office."

Clark, now 55 years old, is planning his exit strategy, which includes Barry and Gobbiele taking over and leading Landmark into its next chapter.

"It'll be up to them to take the reins; make it bigger and better," he said. "They're young, but they are good at what they do, and they love it. I'm sure they'll do well." ■

# NEW PATH TO CONSTRUCTION JOBS

## Industry finds creative solutions to recruit millennials, address employee shortage

Ask any contractor what is the biggest challenge facing his or her business, and the answer will likely center on finding qualified workers. Since the Great Recession ended, recruiting capable employees with construction experience has presented a problem for many companies.

Recently, however, hiring employees to work in the industry at all – regardless of their experience level – has become a larger issue that is impacting the skills gap. Baby boomers make up 40 percent of the construction workforce. The generations that followed haven't joined the industry with as much regularity, setting the stage for a significant worker shortfall as the baby boomers begin to retire.

The Bureau of Labor Statistics on Occupational Outlook predicts the construction industry will need 1.7 million workers by 2020. With the national housing market experiencing tremendous growth and infrastructure projects continuing to get the green light, construction companies are often unable to keep pace by hiring additional employees. This can create dire

consequences for an industry that is crucial to the health of the American economy.

### The millennial issue

While there is no quick fix to the shortage of workers, the solution is fairly obvious – the industry needs to recruit millennials, those born between the early 1980s and the early 2000s. This is no small task, and it will require employers to drastically change their mindsets as well as that of those in the hiring pool.

Select a reason for millennials' lack of interest in the construction field – an education system that values four-year degrees, lack of blue-collar work ethic, addictions to smartphones and video games or a sense of unearned entitlement – and there is a study to back up the claim. However, construction isn't the only industry scrambling to learn how to employ this generation.

According to a 2016 study by staffing agency Adecco, 92 percent of business leaders across multiple industries said that Americans are not as skilled as needed for employment. The study also reported that 64 percent of the leaders interviewed think this shortage of skilled workers will result in a serious lack of investment in their companies.

With several industries, including education, health care and tech, vying for the services of the millennial workforce, some employers are in an unfamiliar position of needing to become more marketable to potential employees after decades of the reverse being true. Industries that adapt their recruiting practices to attract millennials will be better-positioned for success.

### Back to school

Thanks to budget cuts and a growing emphasis on preparing teens to enter four-year colleges or universities, trade programs have been reduced or cut completely from the public school system. This

Baby boomers account for 40 percent of the workforce in the construction industry. As this generation enters retirement, the construction industry is in a race against time to find workers to fill the void.







The Bureau of Labor Statistics on Occupational Outlook predicts the construction industry will need 1.7 million workers by 2020. With a national housing-market boom and more infrastructure projects getting the green light, construction companies are often unable to keep up with demand.

has shrunk the pool of qualified workers who can trade their caps and gowns for hard hats and steel toes upon graduation.

One strategy delivering positive results is to tailor education that fits the prevailing college-bound mindset of today's students. Such programs allow young people to have the college experience, yet still learn the skills necessary for a trade. These options provide an attractive alternative to the growing price tag of a four-year degree. By completing a vocational program, students save the expense of two years of college – while also paying lower annual tuition compared to four-year programs – and enter well-paying careers sooner and with far less or no debt.

It is a trend that has gained significant traction. Diesel-technology programs at North Dakota State College of Science (NDSCS) and Oklahoma State University Institute of Technology offer a blend of classroom and hands-on learning to prepare students for careers in just two years. Additionally, agreements with manufacturers and distributors allow participants to work in local dealers' garages as part of the course, with many students guaranteed employment with those dealers after graduation.

A Technician and Career Developer for the Komatsu distributor in North Dakota reports that the company has seen great returns from its partnership with NDSCS. "The students are part of our culture for two years. There's no



Reinhardt University student Russell Goemaere (left) meets with a hiring representative at a Komatsu Recruitment Day in Cartersville, Ga. Events aimed at bringing more millennial workers into the industry are common as companies try to overcome the worker shortage.

learning curve. Once they walk across that stage at graduation, they are full-time employees."

### Creative programs

Cramming for tests and writing endless term papers can make even the brightest students sweat. Research shows that programs which blend real-world experience with traditional classroom teaching yield the deepest level of learning by combining theory with practice. For educators catering to the construction industry, designing programs in this way is now a key focus.

One school demonstrating success with this model is Ohio's Butler Tech, which offers hands-on, technical training for high schoolers. Butler Tech students in construction and landscaping programs recently remodeled a local Little League complex, in addition to taking academic courses. Supervisor

*Continued . . .*



# Incentives, flexibility are key factors

...continued

Jon Graft says that the program gives students an education which translates to their future jobs and also introduces them to industry professionals, creating a pipeline between employers and potential employees. The Association for Career and Technical Education says that students enrolled in similar programs have a high school graduation rate of 93 percent, with 60 percent of students pursuing careers in the field for which they received technical training.

Middle Tennessee State University (MTSU) applies a similar model at the four-year university level with its concrete-industry degree. While in the program, students combine classwork with hands-on learning on their way to a bachelor's degree. Another program aim is to match students with potential employers for summer jobs that pay as much as \$20 an

hour and can produce multiple job offers upon graduation.

"If we can't get students out to the industry, our goal is to bring the industry (to them)," explained Nicole Green, Marketing and Recruiting Coordinator for the MTSU concrete-industry program, in an April 2017 interview with online media outlet, Construction Dive.

Third-party entities are stepping up to meet the construction-industry recruiting challenge as well. For example, Extreme Sandbox specializes in the use of construction equipment for entertainment purposes, with packages typically geared toward fun outings for adults. However, it also addresses the worker shortage through its high school heavy-equipment camps. Owner Randy Stenger refers to the camps as "edu-tainment" sessions to familiarize kids with the construction industry and generate excitement about careers in the field.

Individual companies are also taking matters into their own hands. In an effort to boost recruiting, some have begun sponsoring high school graduates, offering them summer internships while paying the expenses for a portion or all of their two-year college programs. For graduates planning to work in construction, but who don't want to attend college, firms are incorporating more training and accepting that the learning curve for new hires may be steeper than it was 20 years ago. Employers see sponsorships and extended training as viable methods to build loyalty with new employees, while also ensuring that they have well-qualified workers.

## What does the future hold?

The path that tomorrow's construction workers take to employment will look quite different from the generations that preceded them. To solve this critical issue, both future employees and employers need to change their thinking to find answers.

There are solutions. From technical education programs backed by corporate manufacturers, to local contractors allocating more time and funds to train new hires, the industry is taking steps to recalibrate its approach and strengthen its future. ■

Extreme Sandbox hosts several high school heavy-equipment camps annually at its Hastings, Minn., facility to familiarize students with the construction industry through hands-on activities.



Komatsu Director of Distributor Development Mike Hayes (center) poses with the 2016 Komatsu Diesel Program graduates at North Dakota State College of Science. Sponsored two-year vocational programs are a popular option for both equipment distributors looking to hire qualified workers and students who want a college experience.





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# AEM MOTTO: #TIMETOBUILD

## Association gives four reasons why Congress should tackle infrastructure issues now



Kate Fox Wood,  
AEM Campaign  
Director,  
Infrastructure  
Vision 2050

This year's nationally recognized Infrastructure Week in May couldn't have been better timed. President Trump continues to emphasize the importance of upgrading U.S. infrastructure, and members of Congress on both sides of the aisle are eager to tackle this vital issue. As this year's Infrastructure Week theme suggested, now is the perfect #TimetoBuild. The Association of Equipment Manufacturers (AEM) recently joined with dozens of other organizations and hundreds of individuals to take the message to Capitol Hill.

### Time to act

Here are four reasons (in no particular order of importance) why this is an opportune time to pass meaningful legislation to upgrade and modernize the U.S. network of roads, highways, bridges, waterways, locks, dams, underground-utility infrastructure and broadband.

Kate Fox Wood, AEM Campaign Director, Infrastructure Vision 2050, outlines four reasons why now is the time to focus on infrastructure, including the public's desire for action and bipartisan support among lawmakers.

**We know we have a problem.** The sad state of U.S. infrastructure has been amply litigated. The case for investment and action has been made and supported with economic impact studies, report cards and warnings of what will happen if we don't act. In the arena of Capitol Hill and public debate, the issue is settled. U.S. infrastructure needs help.

**The American public wants action.** AEM conducted a national poll last summer that showed U.S. voters overwhelmingly support increased federal investment in the nation's infrastructure. Subsequent surveys indicate that prioritization has not wavered.

**Infrastructure is bipartisan.** Infrastructure continues to serve as a unifying priority for Republicans and Democrats, as well as among the administration, the U.S. House and the U.S. Senate. While lawmakers may not agree on much these days, infrastructure modernization is an opportunity for bipartisan consensus and progress.

**The infrastructure tech revolution is here.** As was on full display in the Tech Experience at CONEXPO-CON/AGG, and is demonstrated by AEM's Infrastructure Vision 2050 and Thinking Forward initiatives, technology is driving the future for everything related to infrastructure. We must get ready to embrace and adapt to the rapid pace of innovation around how we move people and goods.

Now is the time to remind your state and federal legislators about how important it is to upgrade and modernize U.S. infrastructure. Through efforts such as personal visits to lawmakers, participation in policy discussions and writing op-eds, we will continue to remind legislators that it's always the perfect #TimetoBuild. ■





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## INNOVATIVE PRODUCT

# NEW PRODUCTION EXCAVATOR

## PC650LC-11 built for mass excavation and deep trenching

Whether loading trucks or working in deep sewer and water-trenching applications, Komatsu's new PC650LC-11 delivers. This newcomer to the company's excavator lineup maintains the productivity and transportability of the previous Dash-8 model while at the same time improving fuel efficiency, cab design and serviceability.

With nearly 2 percent more horsepower compared to its predecessor, the PC650LC-11 still lowers fuel consumption. The 436-hp engine is Tier 4 Final emissions-certified and has an integrated selective catalytic reduction system that uses diesel exhaust fluid (DEF) to meet EPA NO<sub>x</sub> regulations.

The powerful engine, combined with a highly efficient hydraulic system, gives the excavator excellent digging force at depths of up to 33 feet 6 inches. Operators can choose from three working modes to match material and work load. A one-touch Power Max function increases horsepower on demand by 8 percent for eight seconds when needed.

"The PC650LC-11 matches perfectly with 30- to 40-ton trucks for high-production loading, and it is well-suited for mass excavation and deep sewer and water-trenching applications," said Justin Lantin, Komatsu Product Marketing Manager. "It is also designed to accommodate flexible job operations that require frequent transportation with reduced time needed for disassembly."

### 'Greater value'

Komatsu specifically designed the cab for excavators, giving it both strength and comfort. It features a reinforced box structure framework and is mounted on viscous isolation dampers for low vibration levels. Its monitor shows DEF level, ecology guidance, operational records,

fuel consumption and utilization information. A new display combines machine information and a wide, landscape view from the standard rearview camera, allowing operators to easily see the working area behind the machine.

"With our Level 5 KOMTRAX telematics system, operators and owners have access to increased data to better manage their operational costs," said Lantin. "Like other Tier 4 machines, this excavator comes with our Operator Identification System and Auto Idle Shutdown. Whether rented, leased or purchased, the PC650LC-11 is covered by Komatsu CARE, which provides complimentary scheduled maintenance and a 50-point inspection at each service for the first three years or 2,000 hours. It all adds up to greater value." ■



Justin Lantin,  
Komatsu Product  
Marketing Manager

### Quick Specs on Komatsu's PC650LC-11 Excavator

Model	Net Horsepower	Operating Weight	Bucket Capacity
PC650LC-11	436 hp	140,456-145,284 lb	2.05-4.98 cu yd

The 436-horsepower PC650LC-11 improves fuel efficiency, cab design and serviceability compared to its predecessor. It matches perfectly with 30- to 40-ton trucks for high-production loading, and it is well-suited for mass excavation and deep sewer and water-trenching applications.





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## NEW PRODUCT



Discover more

# SECOND-GENERATION PC210LCi

## New *intelligent* Machine Control excavator offers improved efficiency, joystick functionality

When Komatsu first introduced *intelligent* Machine Control excavators, it started with a PC210LCi-10. Two years later, it brings the second generation to market with the PC210LCi-11 that leverages the proven track record of its pioneering predecessor while adding eagerly awaited machine-control-joystick functionality.

Like other Komatsu *intelligent* Machine Control excavators, the PC210LCi-11 has factory-integrated technology. It offers up to a 63-percent improvement in efficiency compared to a standard PC210LC-11 and traditional stake-plus-grade-checker method.

### Reduced costs through work function automation

The PC210LCi-11 saves time and money by minimizing the need and expense of grading dozers and grade checkers, as well as the costs associated with overexcavating, such as extra materials, fuel and time.

The machine has full, 3-D Global Navigation Satellite System capabilities that are tied into machine hydraulics. This allows actual automation of work equipment functions, not just the indication/manual-only operation typically found in aftermarket systems.

Advanced features of the PC210LCi-11 include a facing-angle compass and minimum-distance bucket control that deliver in a simple, intuitive manner. It is also equipped with Auto Grade Assist, Auto Stop Control and Minimum Distance Control, which contribute to the machine's ability to effectively reach target elevation without overexcavating.

"With increased productivity, jobs can be completed on-time, under budget and with less equipment," said Sebastian Witkowski, Komatsu Product Marketing Manager. "The PC210LCi-11 is productive and precise enough to be a fixture on jobsites ranging from basements and foundation pads to utility work. In addition to the efficiency that machine owners look for, the added convenience of the machine-control-joystick functionality should make operators happy, too." ■



Sebastian Witkowski,  
Komatsu Product  
Marketing Manager

### Quick Specs on Komatsu's PC210LCi-11 Excavator

Model	Net Horsepower	Operating Weight	Bucket Capacity
PC210LCi-11	165 hp	50,706 - 51,599 lb	0.89 - 2.56 cu yd

Komatsu's new *intelligent* Machine Control PC210LCi-11 features machine-control-joystick functionality. Industry-leading technology offers up to a 63-percent improvement in excavating efficiency compared to a standard PC210LC-11 and traditional stake-plus-grade-checker method.





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020



# WE LISTEN AND LEARN

## Rich Smith says direct customer engagement leads to productive changes in Komatsu machinery

**QUESTION:** What does the construction market look like?

**ANSWER:** The market was down slightly last year, but despite that, Komatsu still delivered a lot of machines into the field. This year is off to a good start, and our customers are telling us there may be a bit more strength in the back half of the year.

**QUESTION:** How does Komatsu meet the demands of a seemingly ever-changing marketplace?

**ANSWER:** No matter the market situation, we continue to engage customers directly. We make a concerted effort to get out of the office and into the field. During the past few years, we have made more than 15,000 visits to customers, and that's helped us to better understand the markets and our customers' needs.

Further, demonstrations at our Cartersville Customer Center allow us to bring current and potential users of Komatsu equipment to our training and demonstration facility where they can operate our latest machinery and give us feedback.

Customers often share ideas on how they can use the machines in ways that we had not considered. One of the benefits is that we are taking this information and driving it back into our development processes. We use it to manufacture machines that are more specific to the North American construction marketplace and customer needs.

**QUESTION:** Can you provide some examples?

**ANSWER:** Our Tier 4 Final Dash-11 excavators are performing at a much higher level than the Interim Dash-10s. When the Interim machines



Rich Smith, Vice President,  
Product and Services Division

*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 Smith has been with Komatsu America for 27 years, beginning his career in manufacturing. He has served a variety of functions at Komatsu, including manufacturing, product support, contract administration, technical support and product marketing. His wide range of experience is particularly valuable in developing new products and expanding business into new markets.

"When I started with Komatsu it was at the forefront of machine technology with autonomous trucks," recalled Smith. "It remains there today with innovative products such as our *intelligent* Machine Control excavators and dozers. I remember when I first saw aftermarket, grade-control systems on dozers and thinking that those masts and cables are going to get ripped off, figuratively and literally. Komatsu solved that by integrating grade control into the machines."

Smith serves on the National Mining Association Board of Directors; is the current President of the National Mining Association Manufacturers and Services Board of Governors; and is also on the Board of Directors of the Energy Equipment and Infrastructure Alliance. He graduated summa cum laude from the University of Illinois at Springfield with a degree in Business Administration and Management.

"I started on the shipping dock at our plant in Peoria, Ill., and worked my way up," said Smith. "I value three things highly: honesty, integrity and work ethic. So does Komatsu, and that's part of why I've stayed here so long. It's like a family-owned business inside of a large organization. I can't imagine ever working for another manufacturer."

*Continued . . .*

# Helping customers be productive and profitable

... continued

were introduced, there was a strong push for fuel efficiency. North American customers appreciate that, but it's not as important to them as in countries where fuel prices are much higher. Instead, those in North America want to maximize productivity. So, we talked to them directly to find the right ratio of

Rich Smith recalls seeing the first aftermarket, grade-control systems on dozers. "I remember ... thinking that those masts and cables are going to get ripped off, figuratively and literally. Komatsu solved that by integrating grade control into the machines."



Some product improvements, such as Advanced Joystick Steering in the WA500-8 wheel loaders, are a result of customer input, noted Rich Smith, Vice President, Product and Services Division. "Customers often share ideas on how they can use the machines in ways we had not considered," said Smith. "One of the benefits is that we are taking this information and driving it back into our development processes."

Komatsu Vice President, Product and Services Division Rich Smith says visiting with customers provides valuable feedback. "No matter the market situation, we continue to engage customers directly," said Smith. "During the past few years we have made more than 15,000 visits to customers, and that's helped us to better understand the markets and our customers' needs."



economy and production. For example, the PC360LC-11 is now approximately 12 percent more productive than its predecessor while still being quite fuel-efficient.

Another example is the introduction of an Advanced Joystick Steering System (AJSS) in our WA500 wheel loaders, something not previously available in that size of machine. Customers told us they sometimes use it in load-and-carry applications, and AJSS allows them to maximize productivity and minimize cycle times. With standard joystick steering, the top speed is limited for controllability issues and comfort. With AJSS you don't have to do that, so operators can run at top speed in the load-and-carry application.

**QUESTION:** Attendees could see some of these machines at CONEXPO, along with *intelligent* Machine Control excavators and dozers. What's on the horizon for those products?

**ANSWER:** We recently introduced the Tier 4 Final PC210LCi-11 excavator (*see related article*), and we are developing other products. But, we're looking well beyond the iron. CONEXPO was our formal launch of Komatsu's future vision of SMARTCONSTRUCTION, which provides jobsite solutions with items such as 3-D aerial mapping, personnel training for machine usage and optimization, progress and cost tracking, project management and potentially much more. The possibilities are virtually limitless. Again, customers want to be productive and profitable, and we're implementing ways to further help them from both machinery and support standpoints. Komatsu aims to be their total solutions provider. ■



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# NEW AGC RECOMMENDATION

## Construction companies are encouraged to hold safety talks after lunch breaks



Stephen E. Sandherr,  
AGC Chief  
Executive Officer

A new study from the Associated General Contractors of America (AGC) dispels the belief that most construction-related fatalities occur in the morning. In fact, noon is the deadliest hour, according to the association, which now recommends that companies hold safety talks and stretching sessions when workers return from 11 a.m. to noon lunch breaks, which are common on most jobsites.

AGC conducted the study during a three-year period in association with the Myers-Lawson School of Construction at Virginia Tech University. Researchers looked at every construction fatality that occurred during that time frame, with an eye toward helping construction companies implement the most effective safety measures by understanding why, when and how fatalities occur.

"We all share a common goal – getting to zero construction fatalities," said

AGC recommends that companies hold safety talks and stretching sessions when workers return from lunch breaks as a new study revealed that most construction fatalities occur during the noon hour. Additional findings reinforce existing safety practices and many of AGC's longstanding safety programs.

Stephen E. Sandherr, AGC's Chief Executive Officer. "This report offers the data and recommendations needed to help construction firms achieve that goal."

The AGC released the study at a time when construction employment is rising in many areas. Recent data showed payrolls reached their highest level since 2008.

Additional findings reinforce existing safety practices and many of AGC's longstanding safety programs. For example, falls from ladders and other structures account for one-third of U.S. construction fatalities. This confirms a focus by both the association and the industry on offering training and safety stand-downs to address fall protection. Sandherr noted that AGC is now looking to establish new training programs designed to improve ladder safety.

The study also revealed that Hispanic workers are not disproportionately the victims of accidents, as some believe. As a group, Hispanics account for 24 percent of the national construction workforce and 25 percent of all construction fatalities. Sandherr said this finding was important because it indicates that construction firms need to craft safety programs targeting the entire workforce, rather than specific segments.

Sandherr added that AGC was sending the new safety report to each of its members, as well as to other construction associations and making it available online. "No wisdom or insight should be proprietary when it comes to the safety of construction workers," he said. ■





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"Komatsu's i-machines definitely make my operators better at what they do. I mean, we haven't been using this technology for the past twenty years, so it's pretty new. But this tech makes it easier to do our job—makes it so that my operators can work more efficiently, and we get a better finished product."



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## MORE INDUSTRY NEWS

### FMI: Total value of construction to increase, but at slower pace

Fails Management Institute's 2017 forecast predicts a 6 percent increase for the total value of construction put in place for the United States. With the gross domestic product most recently indicating a 2.1 percent growth in the fourth quarter of 2016, construction growth of 6 percent looks solid.

Forecasts for key sectors include an improvement of 4 percent in manufacturing for 2017, and an increase of 7 percent for that sector in 2018. Fails Management Institute projects a 3 percent growth in 2017 and 4 percent in 2018 for highway and street work. ■

### Canadian lumber tariff draws both condemnation, praise

The National Association of Homebuilders slammed the U.S. Commerce Department for placing a tariff on Canadian lumber sales to the United States, saying it will cost more than 6,000 jobs, many in the construction industry. Canadian lumber officials joined the chorus, calling the tariff unfair and punitive.

The department issued a preliminary finding that Canada is subsidizing softwood-lumber sales to the United States and placed duties of up to 24 percent on future shipments. The findings followed a complaint last year from U.S. lumber producers to the Commerce Department about the subsidies. Organizations such as the U.S. Lumber Coalition praised the tariff decision. ■



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# CATHY ARNOLD

## New C.N. Wood business operations manager loves helping people

Cathy Arnold knew she would have big shoes to fill when she took over for longtime C.N. Wood Business Operations Manager Dick Thomas in June. Despite being on the job for just a short time, Arnold has already found her groove.

"I love helping people, and that is a requirement of the position," said Arnold. "Sometimes with financing deals you have to dig into the numbers, which is something I really like doing."

As the Business Operations Manager, Arnold assists sales reps and vendors in finding the best rates on leases and sales for customers by working with Komatsu Financial and some private lenders as well. While she's new to the heavy-equipment world, Arnold's background makes her a perfect fit for the position.

C.N. Wood Business Operations Manager Cathy Arnold's dedication to helping people makes her a great fit in her new position.



"I previously worked in retail banking, and I had a lot of contact with customers and sales people," shared Arnold. "I'm a people-person, and that mindset has helped me throughout my career."

### Service focus

Her dedication to customer service has enabled Arnold to acclimate quickly to C.N. Wood's customer base.

"The family feel that C.N. Wood has with its customers is amazing," described Arnold. "We have been doing business with some of them for more than 45 years. It goes beyond business – these people are our friends. That commitment is my favorite aspect of this position."

Arnold says that she also strives to be an asset for C.N. Wood's sales reps in designing deals for potential customers.

"I want to work closely with our sales staff," she said. "It's their job to connect with customers and get them into machines from C.N. Wood. I'm here to help by providing everything they need to make those sales. In the short time I've been here, I've had a lot of interaction with the sales reps and that's great."

"Financing is such a huge part of a sale," she added. "It can make or break it, so working closely with our reps to get information for customers is my number-one priority."

Big changes for Arnold are not limited to her professional life as she was married this fall. She and her husband, Todd, enjoy spending their free time at the beach. ■





# C.N. WOOD

## USED EQUIPMENT SPECIALS OF THE MONTH

Manufacturer/Model	Stock No.	Year	Hours
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### EXCAVATORS

Komatsu PC138USLC-8	KM6184	2011	5,857
Komatsu PC138USLC-10	KM6171	2015	1,450
Komatsu PC170LC-10		2016	527
Komatsu PC210LC-11	KM6520	2016	1,693
Komatsu PC490LC-10		2014	2,828
Komatsu PC490LC-11	KM6418	2015	2,580
Komatsu PC750LC-7	KM6504	2004	14,113
Volvo ECR58	CE3077	2012	1,313
Volvo EC160D		2012	3,634
Volvo EW210D	CE2608	2013	674
Volvo EC480D		2012	6,827
Volvo EC480D		2012	4,768
Sany SY215C	SY0007	2013	278

### DOZERS

Komatsu D51EX-22		2012	3,044
Komatsu D61PX-24	KM6522	2016	1,549
Komatsu D85PX-18	KM6525	2016	2,963
Komatsu D65PXi-18	KM6521	2016	2,020

### SKID STEER LOADERS

Volvo MC135C		2013	1,000
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Manufacturer/Model	Stock No.	Year	Hours
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### WHEEL LOADERS

Komatsu WA200-7		2017	168
Komatsu WA270-8		2017	60
Komatsu WA320-7	KM6523	2016	685
Komatsu WA380-8	KM6518	2016	466
Volvo L30ZSX	CE2402	2012	2,068
Volvo L35B	CE3065	2005	7,887
Volvo L50G		2014	469
Volvo L90G		2015	1,383
Volvo L350F		2010	15,594

### PAVERS

Mauldin 1750C T	MA0020	2014	169
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### COMPACTION EQUIPMENT

Volvo DD112HF	CE2289	2011	1,971
Volvo SD115	CE3014	2014	1,149
Volvo DD138FA	CE2867	2010	2,890
Bomag BW161AD-0	B00156	2015	7,930
Bomag BW266AD-4	B00038	2013	2,703
Hypac C766C	CE3004	2004	4,326

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