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# *On the* **JOB**™

## HE CAN DIG IT

A CONTRACTOR FOR ALL SEASONS



OPERATOR TRAINING **11**

NO BARRICADE TO SUCCESS **16**

Louisiana **CAT**

LouisianaCat.com



# Louisiana



## WHY BUY USED EQUIPMENT From Louisiana Cat

Why buy Used vs New? When starting a new project or expanding your fleet, it's important to make the whole operation as financially solvent as possible. Your first question might be Buy or Rent?

A general rule of thumb is if you don't use a piece of equipment more than 60 to 70 percent of the time, consider renting. If renting a machine costs as much or more than owning it, then it's time to buy. When buying used, you have many factors to consider:

**Limited Depreciation:** New equipment depreciates fast - 20 to 40 percent the first year! Properly maintained used equipment depreciates slowly.

**Features/Functions:** Technology and features don't change often so a 3 year old machine may have the same performance and capabilities as new, but with a lower price!

**Superior Condition:** Our low hour rental machines are always for sale and all are maintained with Genuine Cat Parts for years of productive life ahead.

**Manufacturer's Warranty:** Used Equipment from our rental fleet and lease returns often have several years of Factory Warranty remaining and Extended Powertrain options are available.

**Relationships:** Buying from an auction has its risks. We're local and for over 80 years we've stood behind what we sell, providing 140 point inspections, many photos and Sales representatives who want to earn your repeat business.

**It's easy:** View Cat and other brands on our website. Get special incentives, lease to own or financing, attachments and jobsite productivity technology. A customized machine and buying experience that just fits!



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**VISIT US at [LouisianaCat.com/Used](http://LouisianaCat.com/Used)**

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*On the* **JOB**

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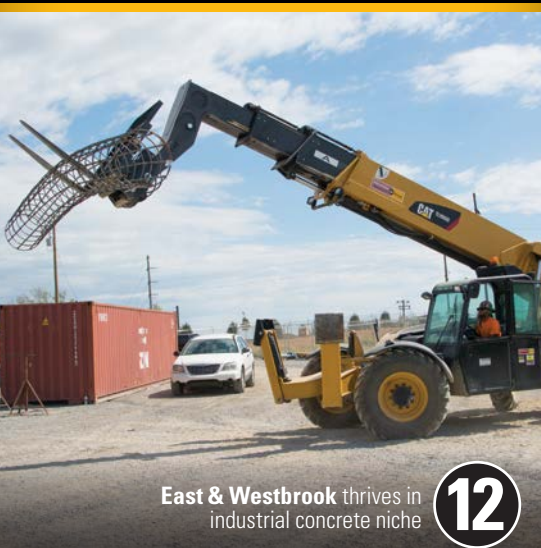
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**Trafficade** makes work zones safer.  
Read the story on page 16.

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Darrel Johnson uses his 319D L Hydraulic Excavator to stay competitive in the rebounding housing market.

Learn more about the Cat® 319D L by scanning:





# HE CAN DIG IT

## "DIGGER DARREL" A CONTRACTOR FOR ALL SEASONS

**D**arrel Johnson was many things before he assumed sole ownership of an established construction business 20 years ago.

Upon graduating from high school, Johnson went to work at St. Luke's Hospital in Duluth, Minn., working his way up from an entry-level dishwasher to become a full-time surgical attendant. During the 1990s, he also served as a tank driver for the U.S. Army National Guard.

But digging in the dirt was always Johnson's real passion.

"I was the kid in the neighborhood

that had a sandbox, and I played in it everyday," recalls Johnson. "I just loved to play in the dirt."

When he returned from his military commitment in 1990, Johnson had a contractor build a driveway and septic well at his home. When the work was completed, Johnson asked the contractor if he could work for him to pay off the \$1,200 debt. The 20-year-old Johnson was hired part-time for the rest of the summer, and several succeeding summers thereafter.

During that time, while still working at St. Luke's, Johnson graduated with honors in a two-year building construction program from Lake Superior College—which ultimately led him to go into business for himself as a building contractor in 1994.

The following year, the contractor he previously worked for offered to sell him the business following a two-year apprenticeship. Working closely with the contractor, Johnson gained experience with excavation, and combined it with his building business when he took over sole ownership of the contractor's company in 1996.

Today, Darrel D. Johnson Excavating concentrates primarily on residential excavating work, digging foundations, water and sewer lines, septic systems and building driveways. The company is also a utility and excavating contractor for the City of Rice Lake just outside Duluth.

"We're a year-round contractor," says Johnson, who goes by 'Digger Darrel,'

a name bestowed on him by a former hospital co-worker. "We're one of the few that when it's 10 below zero, you'll see our trucks on the road and we'll have a crew out working.

### Environmental protection

"The main thing we do in the winter is septic system replacements, because we can get into a site easier and cause less disruption," Johnson says. "St. Louis County is right next to Lake Superior, and because we're trying to protect the waters of Lake Superior, we will do one or two septic system replacements a week all winter long."

Compared to 15 years ago, excavating now requires a very high degree of environmental protection measures. That includes installing black silt fences along roadside trenches to control runoff, and placing small bio rolls that help contain silt.

"When we prepare a big site and clear trees, we always save the wood chips and then we sprinkle the chips on our open bare dirt piles and that stops the erosion," Johnson says. "We also do a lot of rock retention to clean the water to control silt runoff.

"And if we're pumping water out of a hole, we like to pump it into crushed rock to filter out any sediment before it goes down the ditch," he adds. "You know, 15 to 20 years ago, you just pumped brown water down into the lake, and nobody cared—now we do.

*(Continued on page 6)*



### DARREL D. JOHNSON EXCAVATING

**Employees:** 12

**Location:** Duluth, Minn.

**Cat® equipment:** 257B Multi Terrain Loader, 262C Skid Steer Loader, 304D Mini Excavator; Hydraulic Excavators: 312D L, 315E, 319D L; 950E Wheel Loader, D5G Dozer, CP-323C Vibratory Soil Compactor

"Now we understand that we have to protect our wetlands," he continues. "We're trying to protect the big lake, as well as all the rivers and streams and the fish, the trout. There is a higher level of concern for the environment, and we as contractors are at the forefront of being proactive and taking steps to protect it."

## Breaking ground

Due to the prevailing wet conditions in the greater Duluth area, Johnson and his crews take advantage of frozen ground during the winter months to perform site work at a lower cost.

One of the main tools in his arsenal is a frost tooth attached to a Cat® Hydraulic Excavator, which rips through the permafrost to dig utility trenches and foundations.

"It's a single long tooth that will actually penetrate the frozen ground," Johnson says. "We'll literally chop the site up and break the permafrost. With the Cat Quick Coupler on our excavator, we quickly remove the frost tooth, hook onto the bucket, and then we can do all of our work."

"We have plenty of work, so the main thing is having enough personnel and equipment to complete the work that we have scheduled on time," Johnson says. "We have a lot of weather issues here in northern Minnesota. Whether it's rain or snow, we have a smaller window to be on time with our jobs. Just this week we

had two rain days, and my guys were still coming in. We never have an off week. We're always working."

To meet tight deadlines, Johnson counts on skilled operators who can run a variety of equipment.

"The best guys that I've ever hired were inexperienced, and we trained them to become one of us," he says. "Those have been my best production guys. But right now, business is booming again. I don't have the time to train anybody so we try to get the skilled guys. They have to be able to run a dozer, run a roller, run the excavator, and run a rake. We like to have multi-talented crews here so we're not limited."

Johnson utilizes a fleet of Cat® machines that include three medium-size excavators, as well as a multi terrain loader, a skid steer and a mini excavator.

"Our biggest excavator is a 319D L," Johnson says. "I always wanted a bigger excavator like a 320 or a 325, but I didn't want to have to buy a semi-tractor and a lowboy trailer to haul it around. "So our Ziegler rep was able to find a 319 that would be light enough yet large enough to do our bigger pipe work."

"It has the same reach and the digging depth as a Cat 325D Excavator," he continues. "The 319 is our best option to help us do a lot of those bigger projects without growing our fleet of



trucks to haul that equipment. The 319 is probably my favorite machine because we move a lot of dirt with it—the reach is just unbelievable. It fits well in our fleet."

Johnson is starting to transition all of his excavators from the D to E series. The advantages include reduced emissions from Tier 4 engines, additional operator touch screen features and rear view cameras.

He counts on Product Link™ to monitor his Cat fleet. Using the VisionLink® interface, Johnson can keep tabs on the location of his equipment, fuel consumption and total hours of operation.

"Equipment security is a big thing too," he says. "I like to be able to look at it and make sure our machines are still there on the weekend, or to see if anybody has used it."

The other advantage is that Johnson receives a notification that a machine is due for service 10 hours prior to its next scheduled maintenance interval. Maintenance is typically performed in

**One of the best things we did is set up service agreements with Ziegler on all of our equipment."**

## WHAT HE LIKES ABOUT CAT® EQUIPMENT

"Not only are they the biggest, but I truly believe Caterpillar builds the best products out there," says construction company owner Darrel Johnson. "My Cat equipment just doesn't break down. We don't have any engine failures. And on those rare occasions when we do need assistance, the parts and service are always there, immediately."

## WHAT HE LIKES ABOUT HIS CAT DEALER

"Whenever I call for a repair—which we rarely have—a technician from Ziegler Cat is there within the hour repairing it," Johnson says. "And I'm not one of the biggest contractors in Duluth, but they treat me like I'm one of the big guys—they always treat me really well."

"And in the end when it comes time to do a trade, my equipment value is higher because Ziegler has always taken care of it," he says. "They know everything about the machine before it's traded."





the field by a Ziegler technician.

“One of the best things we did is set up service agreements with Ziegler on all of our equipment,” Johnson says. “We have someone looking after our investment in equipment, and that’s important because we’re always running real hard and I don’t have or need a full-time mechanic to service it.

“We don’t have any engine or final drive failures, and I attribute that to Product Link and our service agreements with Ziegler—they are always monitoring our machine health.”

### Giving back

Johnson maintains a close relationship with his Ziegler sales representative, Jeff Nadeau who sold him his first Cat Excavator in 1999.

“Jeff got to know me as a person, and helps guide my business,” he says. “He doesn’t want me to buy something that we’re only going to use 10 percent of the time. He looks out for us and helps me be financially responsible.”



Johnson is a firm believer in giving back and supporting the community where he lives and works. He demonstrates that by donating his time and equipment at the local Rice Lake city park, and helping out veterans with various military projects in the area.

“That’s the community that supports me,” Johnson says, “and I feel like we need to give back.”

Johnson says he approaches every job

with the mindset of treating customers the way he would like to be treated.

“It’s an investment to hire guys with the big yellow equipment,” he says, “and I always try to keep that in mind each time we go out and do a job.

“It isn’t about the money and the profit,” Johnson adds. “It’s about making the homeowner happy and getting through the project, while still making a fair profit and a good finished product.” **OTJ**





# EAST END MAINSTAY

LANDSCAPER SERVES **THE HAMPTONS** SINCE 1945

**Behind the hedges of homes and estates in the Hamptons, one company has been trusted since 1945** to create, maintain and improve countless landscapes. Whether building a home, creating a garden, moving a tree, siting a tennis court or a pool, residents of the easternmost region of Long Island have put their trust in three generations of Whitmores Landscaping.





**F**or 61 years, the Whitmore family has provided landscaping, nursery and garden services to an affluent clientele on Long Island's East End. The company was started in 1945 by the father of current president Jack Whitmore.

As a full-service landscape company with specialized divisions, Whitmores offers design, maintenance, carpentry, masonry and the full range of landscaping services.

From landscape design and large tree installation and preservation, to providing the highest quality plant materials and year-round maintenance, Whitmores Landscaping delivers expertise and local knowledge. Whitmores keeps longevity in mind when designing so that every landscape flourishes over time.

During peak season, the company employs 250, and has 30 to 40 working projects at any given time.

"We have a very loyal core of employees," says Whitmores vice president Bob Pucci, who oversees landscape construction. "Our managers average over 20 years experience with this company. A lot of our crews are family-based. They're all related to each other—brothers, cousins, and brothers-in-law—and it makes for a very cooperative work environment."

The company operates its own 200-acre tree farm, which offers clients a variety of options for constructing a landscape. Certified on-staff arborists have expertise in large tree planting, tree preservation and transplanting.

"Tree planting is an art based on experience," Pucci says. "We have learned that doing it right involves understanding the site conditions, the mechanics of planting and, most important, the plant itself."

### Starting from scratch

In many cases, Whitmores is called on to install a landscape at a new home where an older one once stood.

"A lot of what's taking place in this

area is that people will buy a home, an existing house, tear it down and start from scratch," Pucci says. "So when they tear down the house, they rip out the entire landscape and then we'll put it back together from border to border."

To perform the work, Whitmores utilizes a large fleet of Cat® compact machines, including multi terrain loaders and mini excavators.

"Probably 70 percent of our work is done with the Cat compact machines," Pucci says. This equipment has essentially replaced the backhoe, which was our go-to machine for a long time before the advent of compact equipment. But multi terrain loaders are so versatile that

### WHITMORES LANDSCAPING

**Employees:** 250

**Location:** East Hampton, NY

**Cat® Equipment:** Multi Terrain Loaders: 277 (3), 287; 287B (2); 297C (4); 299D1 Compact Track Loaders (3); Mini Excavators: 301.7D (2); 304E C; 304E2; Backhoe Loaders: 430D (5), 430E IT; Wheel Loaders: 928G; 950FII; 966FII; 972K; 943C LGP Crawler Loader; D3G XL Dozer, CB14 Tandem Vibratory Roller

they've become the real workhorse of our equipment fleet."

The machines are used to plant trees, move soil, carry materials and perform grading at home sites.

"Some of the sites where we build landscapes are constricted, so it's really not a great place to bring a wheel loader," Pucci says. "There's not a lot of maneuverability with those machines, especially with all the other trades putting together a house at the last minute. So the compact machines are maneuverable, and even though the capacity of the bucket isn't the same as a larger machine, the maneuverability makes up for it on a tight jobsite."

As a seasonal business, springtime is a

very busy season for Whitmores.

"People want to have their landscape done before Memorial Day or before the Fourth of July or before their big party in August," Pucci says. "So we have that kind of pressure on us to complete jobs and I'm proud to say that we always meet our deadlines, one way or another, and the Cat machines help us deliver."

An added benefit of compact equipment is less manpower that's required to complete jobs.

"We've learned to be more efficient, and the newer compact equipment plays an important role," Pucci says. "By using the various capabilities of the multi terrain loaders, we have replaced manpower with machine power. So our crews are actually smaller than they were before the recession, even though our volume has caught up. We've become more efficient by maximizing the capabilities of the Cat equipment that we have on hand."

### Top of the tree

Whitmores Tree Farm has expanded to include a wide variety of trees and shrubs that are grown on site. The shade and ornamental trees are nurtured, pruned and cared for to ensure that they thrive.

"We've found that our locally raised trees and shrubs transplant better and acclimate faster to our area's unique climate," Pucci says.

Whitmores utilizes larger Cat Wheel Loaders to plant large trees. By using a Cat 972K Wheel Loader with forks, crews can plant large, 50-to 60-year-old beech trees with a 12-foot root ball.

"Every one of our operators wants to get in that 972 when they have a chance," Pucci says. "It's a beautiful, easy machine to work with."

Crews also utilize forks on wheel loaders for transporting trees, shrubs and sod for planting.

Once the rootball is lowered into place, a mini excavator is

*(Continued on page 10)*



used to cover the rootball with dirt and effectively plant the tree.

Whitmores' crews often work near wetlands, and following environmental regulations is important.

"If you're working in an area that's maybe outside the wetland setback and would blow a hydraulic line and spill oil all over the place, it wouldn't be a good thing—a spill is the worst thing we could have," Pucci says. "Our Cat equipment is well maintained and reliable, so we avoid that type of issue."

**By using the various capabilities of the multi terrain loaders, we have replaced manpower with machine power."**

— **BOB PUCCI**  
VICE PRESIDENT  
WHITMORES LANDSCAPING

The tracks on the compact machines have much lower ground pressure, so they have far less impact on yards, curbs and driveways than the wheeled machines that Whitmores formerly used.

"When we used backhoes—which was the workhorse of our operation before the compact machines—if we crossed the lawn we'd have to put plywood down to prevent ruts," Pucci says.

"But when we go across the lawn with a multi terrain loader, we don't leave ruts," he continues. "The low ground pressure is great. We still turn carefully to protect the lawn, but we don't have to go to the extent that we used to with a wheeled machine. So the lower PSI of the tracks on our Cat machines is really a better way to cross a finished landscape."

## Dealer Support

Whitmores utilizes VisionLink® to monitor the status of seven of its Cat machines. It receives an alert from its Cat dealer, H.O. Penn, when a machine is due for service 50 hours before it's due.

Additionally, fleet manager Lauro Brito receives a fault code alert indicating when a machine has an issue.

"We'll document the time that it happened, the hours, the date, so that's helped us a lot," Brito says.

"Because we perform all of our own equipment maintenance, we know what's going on with the machine. "

Whitmores is able to order parts online from the H.O. Penn parts store.

"At that moment I know if the store has the part that I need," Brito says. "If they don't, I will have it next morning and it's very easy. I don't even have to make a phone call to get the parts because ordering online works really well—that's one thing that I like a lot."

When Whitmores needs assistance on a maintenance issue, help is just a phone call away.

"Tom at H.O. Penn is always giving me tips on how to proceed," Brito says. "He helps me diagnose problems. On those occasions when we do need direct help from our Cat dealer, the service we receive on our machines is timely, and it's really good." **OTJ**

## WHAT HE LIKES ABOUT CAT® EQUIPMENT

"A couple of our Cat Wheel Loaders are over 20 years old, and they still run great," says Bob Pucci, vice president of Whitmores Landscaping. "They need occasional maintenance and a little refurbishment here and there, but as long as we take care of them they perform very well."

## WHAT HE LIKES ABOUT HIS CAT DEALER

"We've developed a nice relationship over the years with H.O. Penn, and when we are in need of something they jump through hoops for us," Pucci says. "It's good to have a dealer that stands behind their equipment and takes care of us when we need it."





# Operator TRAINING

## RESOURCES AVAILABLE TO OPTIMIZE EQUIPMENT OPERATION



Properly training your operators and establishing an accountable environment on the job site can benefit your bottom line in a number of ways, including:

- **Overall efficiency.** Operators who participate in regular training are going to be able to operate the machine at optimal performance in order to get the job done right and fast.
- **Jobsite safety.** It is imperative to know and understand the machine you are operating in order to ensure safety and minimize accident or injury risk on the job site.
- **Protecting your investment and the longevity of the machine.** Operators who have been trained by the equipment manufacturer or dealer are more likely to properly use, store and transport the machines. Also, by being trained in machine maintenance, operators are more likely to understand the benefit of routine maintenance checks and identifying potential issues early when they can typically be fixed faster and less expensively.
- **Optimizing utilization of new machine technology.** Advanced operator training also helps you and/or your operators stay on top of the latest features and use new technology to its fullest, gaining better accuracy, efficiency and overall productivity from the equipment.

### Resources to Help Train You and/or Your Operators

While operator training is especially important, it's not always easy to locate helpful training resources, especially since it varies by equipment manufacturer. This is why we decided to compile a list of helpful links and resources for those of you who operate and/or manage a fleet of Cat® loaders, excavators, dozers and

telehandlers. The following list highlights easily accessible training opportunities available for fleet managers and machine operators:

**Caterpillar University** ([caterpillaruniversity.com/freedemo/](http://caterpillaruniversity.com/freedemo/)) offers a comprehensive range of online operator training courses in multiple languages. The catalog includes a variety of safety, operator, and machine servicing and maintenance training courses.

**Caterpillar Safety Services** ([cat.com/en\\_US/support/safety.html](http://cat.com/en_US/support/safety.html)) provides a variety of resources to help owners and/or operators ensure a safe working environment and a system of accountability. Some of the services include online and in-person training courses, safety consultation and assessments, and continuous improvement programs.

**Caterpillar Landscaping and Construction YouTube Channel** ([youtube.com/channel/UCEcDA5zAf2TVr93HoUzYf\\_w](https://youtube.com/channel/UCEcDA5zAf2TVr93HoUzYf_w)) site features hundreds of walk-arounds and how-to videos. The channel is organized with machine specific playlists and detailed video labels so you can easily find what you are researching. Playlists within the channel include:

- **Product Launch Videos** highlight all of the new series and/or product introductions and demonstrations. When you add new machine(s) to your fleet, this is a great resource that helps your operators get familiar with the new design, capabilities and features.
- **Skid Steers/Compact Track Loaders** playlist features a wide variety of videos that give you how-to tips and demonstrations on everything from daily maintenance to utilizing features specific to Cat Skid Steers, Compact

Track and Multi Terrain Loaders. You can watch the series of operating tip videos which demonstrate how to perform daily maintenance and use helpful machine features such as speed-sensitive ride control, return to dig and work tool positioner.

- **Backhoe Loaders** playlist provides video demonstrations of everything from how to service your backhoe loader to using a hydraulic coupler to switch attachments.
- **Mini Excavators** playlist houses a variety of videos that provide training on utilizing machine technology within the cab and operating machine features such as a variable angle boom, as well as machine walk-arounds.
- **Telehandlers** playlist is populated with several helpful machine overview and operator tip videos that provide application specific demonstrations and information.
- **Dozers** playlist features several machine demonstrations, as well as helpful how-to videos for Cat Dozer capabilities, including slope assist and the stable blade feature.
- **Small Wheel Loaders** playlist contains dozens of operator tip videos demonstrating how to use helpful machine features and technology, such as rimpull, reversing fan, coded start and secondary display.
- **Attachments** playlist provides informative videos of the capabilities and demonstrations of a variety of machine attachments.

Making sure your operators are trained properly on the equipment they are using is going to help ensure a safe and efficient job site.

**To learn more about operator training resources available to you, contact our dealership. OTJ**



# CONCRETE RESULTS

## LASTING CONSTRUCTION STARTS WITH A SOLID FOUNDATION

In 1977, Jon Westbrook and George East started performing residential concrete work, including driveways, sidewalks and pouring basement floors.

Over the coming years, East & Westbrook Construction Co. started doing more commercial concrete work. Soon after, the company transitioned into the industrial concrete market, which quickly became an established niche.

For the last four decades, East & Westbrook Construction has worked with commercial and industrial clients to solve their most challenging construction problems. The Buckner, Ky.-based firm performs a wide variety of construction services and plant maintenance throughout Northern Kentucky and the rest of the nation. About 80 percent of its business comes from repeat customers.

“Our motto is safety, quality and performance,” says Andrew East, transportation operations manager and son of the company co-founder. “We’ve always put the client first, and we make sure we take care of all aspects and do exactly what they want us to do.”

As a direct-hire contractor, with small mobile and multi-talented crews, East & Westbrook controls scheduling to be more responsive to customer needs, and offers on-call service crews for rapid response 24/7.

Among its many specialties, East & Westbrook builds concrete industrial foundations, bridges, and warehouse tilt-

ups. Some examples of the company’s work include:

- Equipment and building foundations specializing in challenging structural assignments such as tall walls and deep pits.
- Performed structural work for new warehouses and a transfer building for Woodford Reserve Distillery in Versailles, Ky., where East & Westbrook drilled caissons, installed turn-down slabs and provided a quality finish for the warehouse floors.
- Turnkey concrete package for a 130,000-square foot, five-story office building in Louisville. Commercial concrete work began with a caisson and grade beam foundation system, then progressed to concrete slabs on grade and multiple elevated placements on metal deck.

### Safety emphasis

Clients depend on East & Westbrook to work in their environment safely, with minimal disruptions. To that end, the contractor employs three full-time safety managers to oversee its extensive safety training and compliance program. Applicants are pre-screened and immediately subject to compliance with a substance abuse program and background checks.

All new hires must complete a comprehensive training program that includes:

*(Continued on page 14)*







## EAST & WESTBROOK CONSTRUCTION CO.

*Employees:* 100

*Location:* Buckner, Ky.

**Cat® equipment:** Skid Steer Loaders, Compact Track Loader, Mini Excavators, Backhoe Loaders, Small Excavators, Track Loader, Fork Lifts, Telehandlers, Augers, Hammers

**The nice thing about the rentals is when we're done with a piece of equipment, we can send it back and we don't carry the maintenance and everything else that goes with owning equipment."**

— ANDREW EAST  
TRANSPORTATION OPERATIONS MANAGER  
EAST & WESTBROOK CONSTRUCTION CO.





- Bloodborne Pathogens
- Hazardous Materials and Communication
- Personal Protective Equipment
- Fall Prevention
- Electrical Safety
- OSHA 10-Hour Outreach Training for Construction
- Equipment Operation (i.e., forklifts, backhoes, excavators, skid steer loaders)

“We want to make sure that all our guys are safe and make sure all our jobsites are safe,” East says. “We’ve have safety directors that go around and check the jobs throughout the day—they have full authority to stop the jobs if they see something going down that they don’t like. We try to do everything we can on the front end, and that includes making sure everybody has the right PPE.”

Before a concrete construction project begins, a superintendent outlines the scope of the job and establishes safety requirements for all phases of the project. As soon as a project gets underway, East & Westbrook holds an all-hands safety meeting to assess the hazards of the job, coordinate work activities in a safe manner, and ensure everyone is informed on the proper safety practices required for that particular day.

“If we’re doing any type of aerial work or anything like that where we’re up and we’re tied off, we do two things:

We identify what the hazards could be,” East says. “We always talk about that before we start other work, and then we also talk one step further and make sure we have a plan in case something does happen.

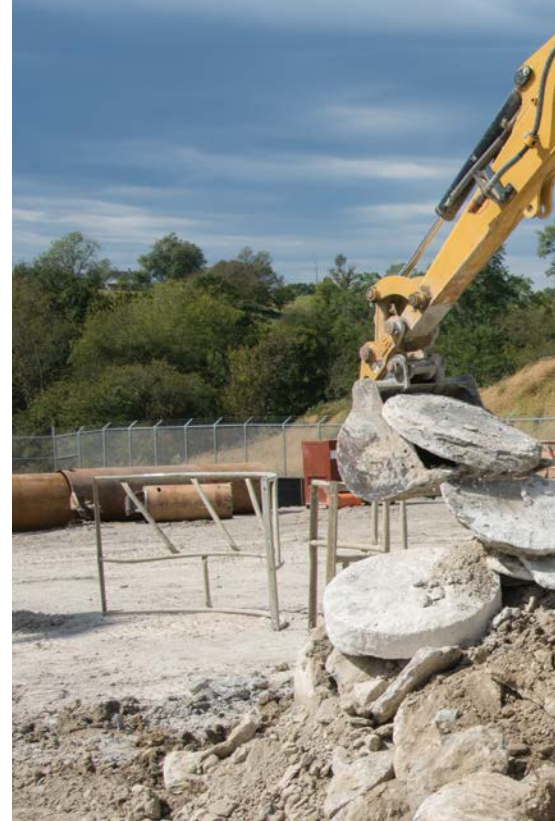
“A lot of people forget about the back end,” he continues. “So you don’t ever want the back end to happen but if it does we’ve talked about it and everybody knows what to do. If somebody does slip or fall, they’re not just hanging there while we’re trying to figure out how we’re going to get them down.

“What we have found is if you instill safety from the very beginning and you stress it’s importance, your guys will follow those rules,” East says. “If you’re lax with it, then they won’t take it seriously—so we take it very seriously.”

### **Renting for specialized tasks**

To perform the work, East & Westbrook utilizes a fleet of Cat® equipment that includes skid steer loaders and backhoes, as well as mini and small excavators, and telehandlers.

Due to the specialized nature of its work, the contractor often has a need for other equipment for the duration of a project. In those instances, Andrew East counts on WHAYNE Supply to help meet his rental equipment needs.



“We always make sure we have the right tool for the job,” East says. “We’re not trying to do things with undersized equipment. The nice thing when you’re dealing with Wayne Supply is they have a large spectrum of equipment. They can take care of us from down to the smallest skid steer to the largest of excavators. So it just makes it very convenient for us.”

Because many of its projects take place outside the company’s home base, East leverages WHAYNE’s network of branch locations across the state of Kentucky, as well as a national network of Cat Rental Stores for far-flung jobs.

“The way the Cat Rental Store works, we can rent equipment all over the country,” East says. “So typically when we go anywhere, I know I can rent a Cat machine and my operators already understand how to run it—they’re familiar with the equipment.”

A combined global network of 1,429 dealer-owned locations make The Cat Rental Stores a convenient source for Cat, allied equipment, and specialized tools to meet most jobsite needs. Customers are able to choose from a full complement of new, used, rent-to-own or rent-to-use solutions available at different





Andrew East

price points. Each rental store offers short- and long-term rentals, while many also offer the sale and service of new and used equipment.

On any given month, East & Westbrook will have at least four or five rented pieces of equipment in addition to the Cat machines that it owns.

“The nice thing about the rentals is when we’re done with a piece of equipment, we can send it back and we don’t carry the maintenance and everything else that goes with owning equipment,” East says. “So it works out really well for us. WHAYNE Supply has been very accommodating as far as turnaround times on equipment, getting it to us when and where we need it.”

### Working in confined areas

East prefers Cat Backhoe Loaders versus other brands based on a constant flow pump instead of a progressive pump.

“So we can be in a plant facility and we’re digging around a very sensitive area,” he says.

“There’s piping and other things overhead, and one of our operators can be digging and operating the machine at

idle. It’s not loud—everybody can talk. He has maximum digging force at idle as well as full throttle. And that’s a big plus for us when we’re doing any exploratory digging. A lot of work that we do is in tight, confined areas.

“You have a plant process going on, and we’ve got a backhoe stuck right in the middle of it, so we need to be able to hear for purposes of safety and coordination of work.”

In a similar vein, East & Westbrook operators make extensive use of Cat Mini Excavators when working in confined spaces.

“They can get in those tight little areas, and it takes shovels and picks out of guys’ hands and it puts a piece of equipment there that can be more productive,” East says. “It’s cleaner with less disturbance that way. With the mini excavators you can remain in one spot and dig and rotate and load the truck so we can haul the material out.

“When we complete a job we want the site to look better than it was before we started, and our Cat machines are a key component in delivering a quality result to our clients.” **OTJ**

## WHAT HE LIKES ABOUT CAT® EQUIPMENT

“We rarely have breakdowns with Cat equipment, which is always a big plus,” says Andrew East, transportation operations manager for East & Westbrook Construction Co. “No one likes to have anything break—delays are the worst thing you can have with construction.

“I switched my fleet to Cat machines,” East continues. “The equipment holds up a lot better, and we have very few problems with something wearing out. So basically all we’re doing is maintaining what we own—longevity is on our side.”

## WHAT HE LIKES ABOUT HIS CAT DEALER

“I depend on my WHAYNE Supply sales rep to keep me in the loop on the new things that are out and what’s up and coming,” East says. “Jason Greer keeps us up to date on what’s the new big thing in the equipment industry, which is very important in construction because we don’t want to be left behind. He wants to make sure we stay on the leading edge of it. So he keeps us updated on all the things we need to know. It’s a valuable aspect to what we do.

“And if we get into a tight situation, Jason is very knowledgeable on a given piece of equipment and how it works for what we need on a particular job.”



NO BARRICADE to

# SUCCESS

AGILE TRAFFIC SAFETY  
FIRM **OUTPERFORMS**  
THE COMPETITION





**A**s a child, Jeff Johnson was so fascinated by lights to the extent that he would flick a light switch on and off just for the effect. As he grew older, he became enamored with the flashing lights on traffic barricades, which evolved into a growing interest in the business, itself.

By the time he was a high school senior, Johnson already knew what he wanted to do for a career: start his own traffic safety company. So, with help from his parents, he launched the business from their garage and backyard.

Trafficade Service began in 1990 with a handful of homemade barricades that were hauled by Jeff and his dad in his father's pick-up truck. He saw his opportunity when he noticed large parking lots that were treated with asphalt seal coating had rental barricades and rope strewn about.

"It wasn't convenient for the big barricade rental company to swing by and pick them up in a timely manner," Johnson recalls. "So I contacted a local asphalt company and told them I could rent barricades to them and be there that evening to pick them up."

Following that initial success, Johnson printed flyers and began calling on small excavating and paving contractors. With hard work, determination and dedication to a higher level of customer service, the company grew by referrals alone for the next 10 years.

Today, Phoenix-based Trafficade is one of the largest privately owned traffic safety companies in the nation. Having grown to a staff of more 240 employees and with 160 vehicles—municipalities, utilities and contractors rely on Trafficade's prompt 24-hour service.

In business for 26 years, Trafficade is Arizona's largest traffic control company. The family-owned and operated company has diversified divisions specializing in areas that include:

- Traffic control and barricades
- Trench shoring and steel road plates
- Asphalt trench and repair paving
- Pavement milling and sawing
- Sign manufacturing and safety product sales

With six locations throughout Arizona, Trafficade's Work Zone Services division assists most customers with their complete work zone needs.

Trafficade also provides help in drawing up traffic control plans to ensure that everything is done quickly, efficiently and correctly. The advantages include:

- CAD drawn
- Fast turnaround/agency submittal
- Plans submitted/filed electronically

"We truly become a partner in the work zone, making jobsites safer and saving our customers time and money," Johnson says.

### **A competitive advantage**

When it comes to pavement milling and sawing, Trafficade relies on a Cat® 272D2 Skid Steer Loader with a PC408B Cold Planer attachment. The 272D2 has 95 HP, which is 40 percent more powerful than other models in its class. It can lift up to 3,200 pounds—60 percent more weight than the average machine in this weight class.

The cold planer attachment has a high-speed drum and conical bits that quickly remove asphalt and concrete prior to resurfacing. The speed and efficiency—combined with the ability to easily transport the 272D2 from one jobsite to another—give Trafficade a leg up on

competitors who are saddled with bigger, slower machines requiring special transport permits.

"We love our new Cat 272D2," Johnson says. "We have the super high-flow package, which means we get twice the efficiency and twice the productivity with this machine over a standard cold planer milling machine. We're able to complete more jobs quickly because of it."

The 272D2 package comes with a variable speed control for milling, so operators can't mill faster than what the machine is able to produce," says Joe Guelke, a manager for the Work Zone Services division.

"So that's key for us," Guelke says. "The 272D is easy to operate—the controls are easier with the new screen interface. Once we train a guy on it, they usually pick it up fairly quickly."

The 272D2 was recommended to Trafficade by Mark Snow, a veteran sales representative with Empire Southwest.

"Mark is very familiar with the type of milling that we are doing for paving," Johnson says. "He told us that the machine we needed is the super high-flow 272D2. He explained how it would increase our efficiency. Mark is a big reason why we have increased our productivity with that machine."

As a traffic safety company, worksite safety is a top priority for Trafficade. Johnson serves on the board of directors for the

*(Continued on page 18)*





American Traffic Safety Services Association (ATSSA). Following the lead of the ATSSA, Trafficade utilizes traffic safety control measures that include pavement marking, crash attenuator devices, along with better barricades and signage.

Built-in safety features are also essential to preventing incidents during equipment operation. The rear camera in the 272D2 is an innovation that has minimized difficulties for operators when they are backing up.

"The options that the 272D2 has for safety really come into play," Guelke says. "We used to have trouble with operators backing into things, but with the rear camera, we no longer have that problem."

Trafficade's operators say they like the comfort of the skid steer loader cab.

"It's hot out here in the desert, and the air-conditioned cab is second to none—they absolutely love it," Johnson says.

Trafficade follows a rigorous preventive maintenance program in order to maximize the working life of its Cat equipment. It has a Customer Support Agreement with its Cat dealer, Empire Southwest, to perform maintenance at regular intervals.

It utilizes Product Link™ to monitor

machine hours, idle time, fuel consumption and more. The easy-to-use interface, VisionLink®, provides timely and useful information about the location, utilization and condition of Trafficade's Cat equipment.

"VisionLink is an exceptional tool to have—you can see where your machine is at," Guelke says. "It alerts us to check fault codes when they pop up, and also lets us know when maintenance intervals are coming up. We can check fuel service, idle time and run time on any one of our machines, and that's really nice to have. We can monitor tire wear, so you can see which operators are wearing out the tires faster than others."

Trafficade takes a buy and hold approach to its equipment.

"We've never had to sell any of our Cat equipment because it works so well," Johnson says. "We put hundreds of hours a year on our machines, and we have a very active preventive maintenance program so we really stay on top equipment maintenance."

"With our PM program, we try to maximize the life of our machines," he says.

"As a result, we really don't have any turnover of our Cat machines." **OTJ**

## WHAT HE LIKES ABOUT CAT® EQUIPMENT

"We know Caterpillar is the leader in the industry and we rely on Cat equipment for the best in efficiency and productivity," says Jeff Johnson, owner of Trafficade.

Adds Joe Guelke, a manager with Trafficade's Work Zone Services division:

"We have used other brands in the past, and by far our Cat machines have the best performance—it cuts the time in half on the job. The Cat planers we have are faster than any other planer we have used. We like the reliability and the power—it's just an all around better machine."

## WHAT HE LIKES ABOUT HIS CAT DEALER

"We love working with Empire," Johnson says. "They service us well, they have always taken great care of us, their customer service is spot-on. Empire is a well-oiled machine."

"Our service rep, Mark Snow, is always there for us when we need something—he's our go-to guy," Johnson adds. "We buy all of our Cat equipment through Empire."

Jeff Johnson

## TRAFFICADE SERVICE, INC.

**Employees:** 240+

**Location:** Phoenix, Ariz.

**Cat® equipment:** 246C Skid Steer Loader (2), 268B Skid Steer Loader (2), 272D2 XHP Skid Steer Loader, PC408B Cold Planer, H63 Hammer



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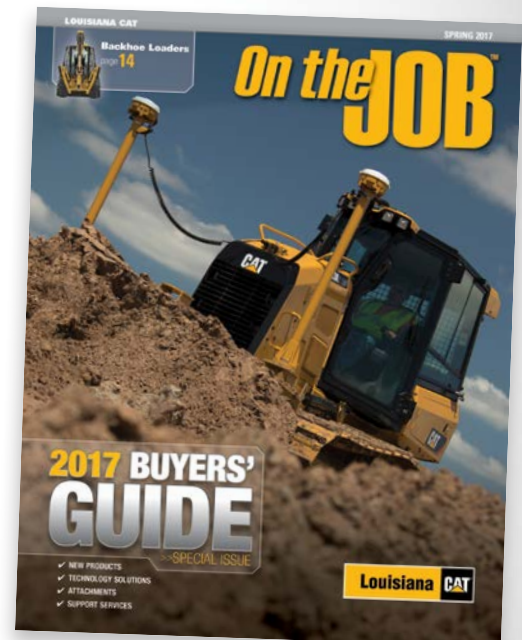
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