



THE

SPRING 2019

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DIRT

Sand  
on  
demand

*Carving a new path with  
Deere equipment / PG 4*

## 50 Years of Lessons, Leadership, and Loaders

We all know the story of how John Deere began with one man and one leap of faith. Mr. Deere saw an opportunity to improve and advance agriculture with his steel plow and, while it may not have been an overnight success, he grew that one invention into a diversified, thriving company.

RDO Equipment Co. also began with one man, a leap of faith, and an agriculture background. In 1968, a potato farmer named Ronald D. Offutt invested everything he had to purchase his first John Deere dealership. Today, there are more than 75 stores across nine states bearing Mr. Offutt's initials.

### **And that's not where the similarities end.**

Just as Deere diversified into the construction equipment industry, so too did RDO. Coincidentally, both achieved big milestones last year, as RDO marked 50 years in the equipment industry, Deere celebrated 50 years of wheel loader production, commemorating the original JD544.

While we at RDO spent last year reflecting on 50 years of partnerships, showing gratitude for those who helped us get there, and renewing a continued vision of the future, Deere is celebrating its 50-year milestone, with the introduction of the new L Series loaders.

The L Series draws on the history of excellence and foundation of that original 544 wheel loader, while being a testament to Deere's commitment to continuous improvement. It's also an example of Deere's focus on customers, with the new L Series incorporating customer feedback and improved design with the operator in mind.

While the new L Series loaders could be looked at strictly in terms of the upgrades like improved ergonomic design and smoother hydraulic kickouts, this new product line really is a testament to Deere's heritage and values – both of which we share in similar ways at RDO.

When Ron founded RDO more than 50 years ago, he was focused on a connection to the customer. That value is still in place today, as every team member continues to live Ron's mindset of Building Customers for Life (which became one of our Core Values) and evolving together.

### **Diversification. Growth and expansion. Technology adaptation.**

Right alongside our customers, we've evolved, ensuring we're ready to help them implement the solutions that will allow them to build on their success, operate more efficiently, and retain a competitive advantage.

50 years is worth celebrating, whether a company or a product. I'm eager to see what's to come from John Deere and RDO Equipment Co. as we continue to focus on growing with our customers for another 50 years.

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See used and new construction equipment for sale, learn about parts and service support, or find the RDO Equipment Co. store near you at [www.RDOequipment.com](http://www.RDOequipment.com).

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# Sand on Demand

*Brothers Terry and Todd Pecha may hail from small-town Bloomer, Wisconsin, but they have big plans for the future of A-1 Excavating Inc. After nearly 40 years of site clearing, demolition, excavation, road construction, trucking, and underground utilities work, the company diversified into silica sand mining in 2012 —*  
***and business is booming.***

— continued

“For every ton of sand, we have to move a ton of overburden, which comes out to almost 1.5 million yards of dirt a year.”

*Todd Pecha, co-owner and vice president,  
A-1 Excavating*

► Terry and Todd Pecha, co-owners of A-1 Excavating, work together to expand operations in Wisconsin and beyond.

**A-1**  
EXCAVATING

F

or co-owner and vice president Todd Pecha, success started from the ground up. "We joined up with a local silica sand-mining company a little over six years ago. They brought us in to do the initial sitework, and the relationship grew from there. We knocked down the cornstalks, dug the freshwater and stormwater ponds, and just kept working."

Pecha knows there's still plenty of work to do at the site. "They produce about 1.4 million tons of finished sand each year. For every ton of sand, we have to move a ton of overburden, which comes out to almost 1.5 million yards of dirt a year. We also load the trucks, take care of the mud and stormwater, and handle the reclamation efforts. We take the overburden and restore areas where we've already worked. We haul in topsoil and seed it down. It's a continuous operation."

## OPPORTUNITY KNOCKS

A-1 Excavating currently works several Wisconsin mines, and it continues to expand operations to other sand-mining hotbeds across the country. "We were invited to see a site that'd been purchased in another state," says Pecha. "So we flew out, made a few recommendations, and they said, 'Great, when can you start?'"

Co-owner and president Terry Pecha understands that expansion presents a whole new world of opportunities for the family-owned business. "The construction season up here in Wisconsin is eight to nine months max. After that, you're fighting the elements. But elsewhere, there's a 12-month season, which gives our team a chance to work year-round."

— continued

**A-1**  
EXCAVATING  
Bloomer, WI

## PROVEN PERFORMERS

Todd Pecha, co-owner and vice president of A-1 Excavating, loves the versatility of the company's John Deere crawler dozers. "We have 450Ks, 650Ks, 700Ks, 750Ks, 850Ks, a 950K, and our new 1050K. I can jump in any of those machines, feel comfortable, and get the job done. I don't need to move from an 850K to a 450K to finish a slope. I can use the 850K to push and grade, which improves our productivity on the jobsite."



## ONWARD AND UPWARD

With utilities, trucking, and road-building work continuing to grow in Wisconsin, the brothers have expanded operations back home. "We've been at our current facility for 21 years," says Terry. "But we've outgrown it. We have over 300 pieces of equipment, including our new 1050K Crawler Dozer,

and 50 trucks. We're going where the opportunities are, especially in sand mining and trucking, but we need the room to do so. That's why we're building a bigger facility out by the interstate. We'll have more space for the shop, the office, and parking. We'll have more room to spread our wings. We're really looking forward to the move."

While new opportunities continue to present themselves for A-1 Excavating, Terry wants the company to remember its small-town origins. "Keeping roots in Bloomer is key. The people up here are hardworking, dedicated, and loyal. And they come back year in and year out — office staff, shop workers, equipment operators, laborers, and truck drivers. We all take pride in our work, whether we're in Wisconsin or wherever we end up next."

*A-1 Excavating Inc. is serviced by McCoy Construction & Forestry, RDO® Equipment Co., and Yellowhouse Machinery Co.*

▶ Check out the video at:  
[JohnDeere.com/TheDirt](http://JohnDeere.com/TheDirt)



# GOOD AS GOLD

Terry Pecha, co-owner and president of A-1 Excavating Inc., trusts the company's new John Deere machines because he met the people who built them. "We recently purchased a 1050K Crawler Dozer and a 944K Hybrid Wheel Loader, which is the largest equipment we've ever owned. Both machines were in production at the same time, so Deere invited us down for two Gold Key tours. First, we toured John Deere Dubuque Works, met the team, and watched them build our 1050K. Then we traveled to John Deere Davenport Works to check out our completed 944K. We toured both facilities in one day — that's how excited we were to see these machines."

◀ Co-owners Todd and Terry Pecha survey A-1 Excavating's home base of operations in Bloomer, Wisconsin.



## WORKING TOGETHER

As A-1 Excavating Inc. continues to grow, co-owner and president Terry Pecha appreciates the support he's received from his John Deere dealers. "We've known our local McCoy Construction & Forestry team for a long time. They're easy to get a hold of, and they're always ready to help. Our partnerships with RDO Equipment Co. and Yellowhouse Machinery Co. are still new, but they're big, strong dealers, and we're excited to build on our relationships with them."



“We all take pride in our work, whether we're in Wisconsin or wherever we end up next.”

*Terry Pecha, co-owner and president, A-1 Excavating*



# THE NEXT GENERATION



AT WORLD OF CONCRETE® 2019 IN LAS VEGAS, NEVADA, JOHN DEERE UNVEILED THE NEXT-GENERATION LOOK FOR OUR CONSTRUCTION EQUIPMENT LINEUP.

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More than 180 years of quality and innovation have come to be embodied in our leaping deer trademark. In recognition of this, we've enlarged and prominently placed this iconic symbol to maximize visibility and celebrate this unique legacy.

## NEWYEAR, NEW LOOK

This new approach to branding our products will first appear on all John Deere L-Series Wheel Loaders manufactured in 2019 before being extended to the rest of the product line by early 2020.



# 50 YEARS OF WHEEL LOADERS

The new look also coincides with 50 years of John Deere wheel loader production. Introduced in December 1968, the JD544 Loader featured a choice of six-cylinder gasoline or direct-injection diesel engine with 94 horsepower. Articulated steering allowed the machine to turn in a radius of less than 14 feet. Power steering, exclusive John Deere power disc brakes, and no-clutch power shifting delivered precision control in the tightest spots.

524L



# HANDING DOWN THE REINS

## WITH A HAND UP ON THE COMPETITION

*They didn't always have it this good. No doubt, through decades of dependability, the crew at Gansen Excavating in Dubuque, Iowa, has earned its keep. "I always had the crazy notion I wanted to run excavating equipment," states owner and founder Rich Gansen, emanating a presence like John Wayne, complete with a wry smile and a wit drier than the dust on his boots. "There wasn't much for jobs when I got out of high school. I bought my first backhoe at 20 years old and officially went into business for myself in 1991. It wasn't the best economic climate. Sometimes you're better off making work for yourself."* — continued on page 14





I ALWAYS HAD THE CRAZY NOTION I WANTED TO  
**RUN EXCAVATING EQUIPMENT.**

— Rich Gansen, Owner, Gansen Excavating

From residential to ag and commercial projects, that entrepreneurial spirit has paid off — and led to work for the company's second generation.

"Growing up, it was concrete and homebuilding in the summer," says Matt Gansen, Rich's son and right-hand man. "And of course, hanging with Dad on weekends — I got an early jump on operating equipment."

Now, along with its crew of five, Gansen Excavating is reaping the rewards of not just working harder than the competition, but working smarter, too.

### TECH FOR THE WIN

As a relatively small company, many would consider Gansen's adoption of technology a considerable leap. "When we did jump into Topcon and the GPS technology, we knew the benefits. What we didn't know was all the capabilities," explains Rich. "If we knew then what we know now, there would have been no hesitation.

"In 2015, we were taking on a big job with a small amount of people. It was time. Without Topcon on our John Deere 750K Dozer, I don't think we could have gotten it done on time. The initial investment paid for itself that year."

### PUTTING IT INTO ACTION

Utilizing Topcon technology on the company's dozers and excavators, Matt has found no shortage of ways to get more work done with fewer people. "It used to be all hands on deck pulling tape measures, setting up lasers, shooting to hubs, making the cut, and checking it — you'd need a guy for all that unless you wanted to be in and out of the cab all day.

*The instant feedback provided by GPS-guided grading systems enables faster workflow and improved efficiencies with fewer hands in the field.*

## A TOOL FOR EVERY TASK

*After decades of hard work and smart business sense, Rich Gansen of Gansen Excavating has built himself an impressive fleet. "For a small company, we are pretty fortunate to have the equipment we need to get the job done."*



**850K**  
CRAWLER DOZER  
WITH GRADE  
CONTROL



**750K**  
CRAWLER DOZER  
WITH GRADE  
CONTROL



**210G LC**  
EXCAVATOR  
WITH GRADE  
GUIDANCE



**230C LC**  
EXCAVATOR



**450D LC**  
EXCAVATOR



**60G**  
EXCAVATOR



**323E**  
COMPACT TRACK  
LOADER



**331G**  
COMPACT TRACK  
LOADER



**624J**  
WHEEL LOADER



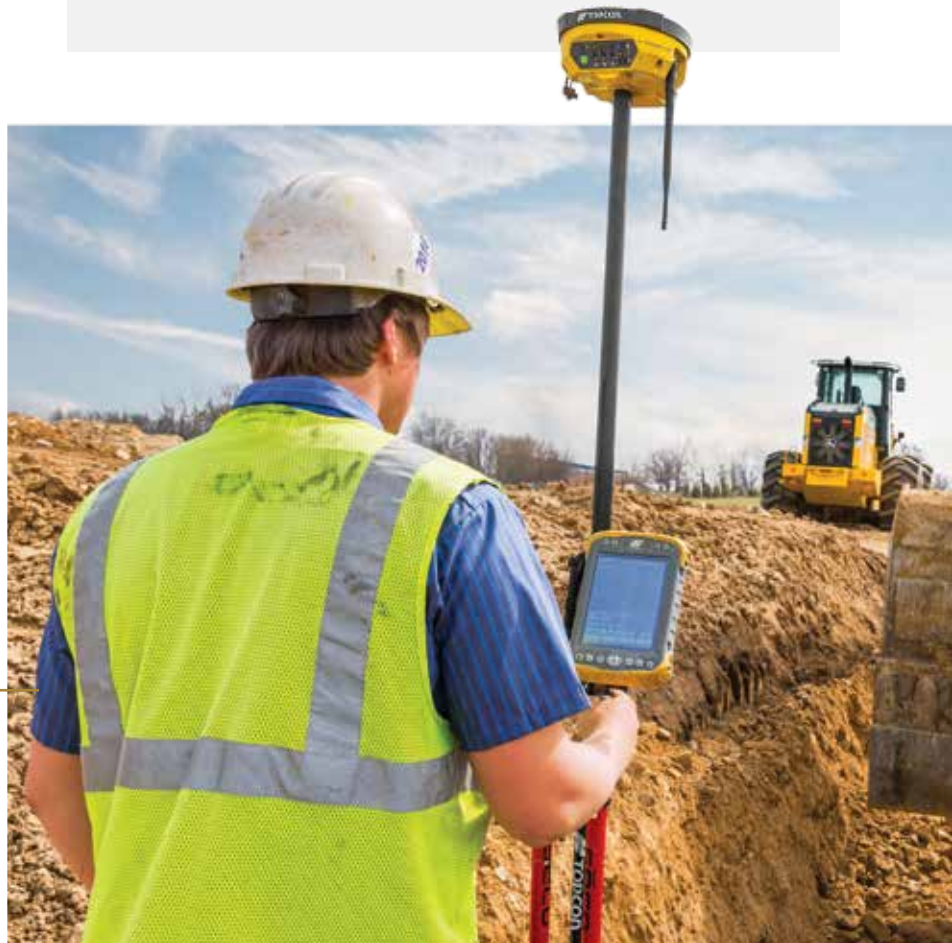
**40-TON**  
ARTICULATED  
DUMP TRUCKS



**35-TON**  
ARTICULATED  
DUMP TRUCKS



**TANDEM**  
DUMP TRUCKS



"Now if a site is engineered, we can just upload those files, and everything we need to know is right there on the screen. The utilities, curbs, islands, depths, distances, and elevations — you can see how it all lays out and get exact readings for where you are with your cuts. It's made about every aspect of our jobs more efficient, plus increased our accuracy and production.

"Or, if it's a smaller job that's not engineered, a guy can set it all up himself and be running in minutes. We can survey the site, figure out elevations, and engineer it with our data collector. Then draw lines for where buildings might go and create the desired slopes and grades. When you're done with the dirt, everything is perfect.

"I don't know how much more I should say — not sure I want our competitors seeing this," Matt says half-jokingly, but maybe more

than half-serious. "The technology is definitely a competitive advantage. It's more fun coming to work these days." Rich feels the same way: "I would probably get out of the business if I had to give it up. We've run into elevation discrepancies between our subgrade and the engineer's staking, and by having the equipment and technology available, we're able to confirm the work we had completed was accurate. Without our own tech, it would have meant a lot of extra work."

Technology isn't the only partner the Gansens have come to rely on. "Over all these years, Martin Equipment has been awesome. As for uptime, I can't complain about a thing. If I call with a machine down, I'll have a tech here within the hour."

*Gansen Excavating is serviced by Martin Equipment, Dubuque, Iowa.*



## FULLY INTEGRATED AND DEPENDABLE **GRADE GUIDANCE**

**NOW AVAILABLE  
FROM THE FACTORY**

*John Deere Grade Guidance, integrated with Topcon, comes ready to go from the factory on select models. Developed in cooperation with Topcon, Grade Guidance leverages the latest components and technology. It is truly a "one-stop-shop" solution, fully supported by our legendary John Deere dealer network.*

## BORN READY



**INTEGRATED  
AT THE FACTORY**



**STAY CONNECTED  
WITH JDLINK™ ALERTS**



**SUPPORTED BY THE DEERE  
DEALER NETWORK**

INTRODUCING

# SMART



# SMARTGRADE<sup>TM</sup>

## MOTOR GRADERS

### PUTTING INTELLIGENCE TO WORK

#### SMARTGRADE MOTOR GRADERS RETHINK TRADITIONAL GRADE-CONTROL SYSTEMS

*If you are looking to maintain a competitive edge, grade-control systems are a must-have. SmartGrade reimagines this technology, with intelligent features that help you maximize productivity and find an advantage. Unlike traditional aftermarket grade-control systems, groundbreaking SmartGrade Motor Graders offer an impressive range of grade-control and hydraulic functions, including intuitive automated features that lessen operator workload and boost productivity. And they're fully integrated at the factory, so they're ready to go — from the word "go."* — continued



# INDUSTRY-FIRST SMARTGRADE

## CONFIGURATIONS



### FIND YOUR PRODUCTIVITY “SUITE” SPOT

Standard automation suite streamlines common tasks. **Auto-Articulation** combines front and rear steering. **Blade Flip** automatically mirrors the circle to a preset angle. **Machine Presets** activate multiple machine functions, features, and positions. Simply press a button.

### STAY ON TOP OF YOUR GRADES

Full integration allows your machine to stay on grade no matter what blade pitch, articulation angle, or circle offset you’re running.

### SMART THINKING

SmartGrade is integrated into the cabin and structures to help protect wire harnesses and sensors from damage and theft.

### GOOD TO GO

John Deere SmartGrade Motor Graders feature an industry-first, fully integrated mastless grade-control system that is calibrated from the factory, so the machines arrive at your jobsite ready to work. That means no external masts, cables, or GNSS receivers to hassle with.

### AHEAD OF THE CURVE

SmartGrade eliminates the need for external grade-control components that impede maneuverability, so final-grade machines can be involved earlier and more effectively in site development.

### NO-BRAINER

SmartGrade Motor Graders are backed by our legendary Deere dealer network.



**PRECISION  
FACTORY  
CALIBRATION**



**NO EXTERNAL  
MASTS OR  
CABLES**



**INTUITIVE  
AUTOMATION  
SUITE**



**FULLY  
INTEGRATED FROM  
THE FACTORY**

# 0% for 50 months: **RDO does that.**



John Deere has been in the wheel loader industry for 50 years. To celebrate, RDO Equipment Co. is offering **0% financing for 50 months** on all new John Deere wheel loaders (sizes include 444-844 and Aggregate Material Handling).

\*Equipment must be new and less than three years old. Offer applies to John Deere 444-844 wheel loaders including Aggregate Handler machines. Terms subject to credit approval with John Deere Financial. Program expires June 30, 2019.

Contact 866-424-0450 to learn more.

## TEXAS

Fort Worth  
Hewitt  
Irving  
Laredo  
McKinney  
New Braunfels  
Pflugerville



JOHN DEERE



[RDOequipment.com/0for50](http://RDOequipment.com/0for50)

# Support after the sale: **RDO does that.**



## John Deere Powertrain ReLife Plus **MACHINE REBUILD PROGRAM**

Extend the life of your machine with John Deere Powertrain ReLife Plus. We will help you design a comprehensive and flexible machine rebuild solution that protects your bottom line, and keeps you moving forward.

Call 866-424-0450 to learn more.

### TEXAS

Fort Worth  
Hewitt  
Irving  
Laredo  
McKinney  
New Braunfels  
Pflugerville



JOHN DEERE



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