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#### THE 4TH WAY

Learn how our three-way switchable electrohydraulic controls have been expanded to empower all operators.

#### **UNITED WE STAND**

Kansas City plumbing contractor **Rodriguez Mechanical Contractors puts** others first in the "City of Fountains."

**BEACON OF LIGHT IN THE BLACK FOREST** Small Machines. Big Impact. contest winner Neil Behnke uses a new 333G Compact Track Loader to help his community recover from a devastating forest fire.

**LETTER FROM JUAN** 

### THE FUTURE IS NOW AT THE 2019 CONSUMER

**ELECTRONICS SHOW** 



John Deere is a regular attendee at construction and other industry trade shows, which are a great opportunity for our customers to learn about our latest equipment solutions. Technology took center stage at our booth at the most recent CONEXPO-CON/AGG® show in 2017, and it is the future of our business.

Our presence at the 2019 Consumer Electronics Show (CES), held January 8-11 in Las Vegas, was a first for John Deere. We were one of more than 4,500 exhibitors, including recognized consumer electronics vendors such as Samsung Group and Sony Corporation, as well as Internet giants like Amazon.com and Google. So attendees might have been surprised to find a John Deere S700 Combine on the floor of the world's largest consumer technology show.

For 50 years, CES has provided a global stage for next-generation innovations. Innovation is one of our core values, and CES provides a tremendous opportunity to introduce the industry to how John Deere uses technology to help equipment owners improve their bottom lines.

At CES, we demonstrated a S700 Combine equipped with artificial intelligence (AI) and our self-driving 8R Series Tractor. Our Construction & Forestry Division offers advanced technologies that provide real value to our customers. For example, we were the first company to announce the delivery of a mastless grade-control motor grader to the market, making one of the most complicated construction machines easier to run. Another example is John Deere Connected Support<sup>™</sup>. This technology solution combines JDLink<sup>™</sup> machine monitoring, predictive analytics, remote service tools, and a world-class dealer network to help customers maximize uptime and improve efficiency.

We're always at work on new technologies that will transform the way you work. Because at John Deere, we're committed to developing new ways to help you become more productive and successful.

Juan Raya

Division Manager Sales, Compact Construction Equipment





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Recovering from a devastating forest fire in 2013, a Colorado community finds a glimmer of hope through the efforts of **Small Machines. Big Impact.** winner Neil Behnke and Black Forest Together.







John Deere rock and scrap grapples can tackle even the most difficult materials.









TO ACCOMMODATE OPERATORS WHO HAVE LOST FULL USE OF AN ARM, JOHN DEERE ENGINEERS MODIFIED OUR EXCLUSIVE THREE-WAY SWITCHABLE EH CONTROLS, DESIGNING A NEW WAY TO RUN OUR G-SERIES SKID STEERS AND CTLS.

Mitch Zumbach and his father, Doran, owners of Z Valley Grain farm near Coggon, Iowa, love what they do. "During the summer, I'll get up in the morning and look out the window at the green cornfield," says Mitch. "Here's a crop that you planted, you sprayed,

and you fertilized. You do all you can do, and Mother Nature takes care of the rest. It's fantastic. Farmers are a different breed. We work, and then we go to places and talk with like-minded people about work. Then we get up and do it all over again."

continued



- Mitch Zumbach,

co-owner of Z Valley Grain farm, on the modified 331G Compact Track Loader

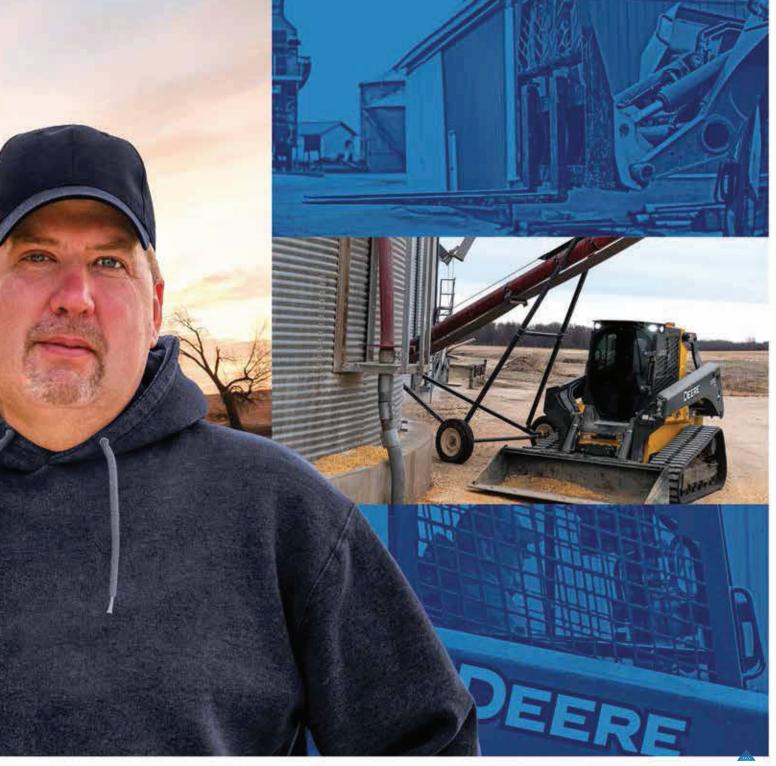
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"Farming is different than any other occupation," adds Doran. "You live and breathe it."

Now 46 years old, Mitch has been working with Doran since he was 10 years old. "We're a sixth-generation farm," says Doran. "I've been working with my son for over three decades. We have a fabulous relationship, and now my grandson helps out. I don't know what more I can ask for in life, really."

#### **IMAGINING THE POSSIBILITIES**

Doran's ancestors immigrated from Switzerland. For generations, the family operated a dairy farm and raised other livestock, including beef cattle and hogs. During the 1990s, as livestock operations were growing much larger and became more expensive to run, the farm exited the livestock business to become a crop operation. Today the farm raises corn and soybeans. Mitch also runs a very successful seed business.



**Rock star.** The versatile 331G CTL removes rocks and helps handle many other chores on the farm.

Farming has changed dramatically since Doran started over a half-century ago. "I grew my fifty-first crop this year," he reflects. "When my father wanted a new machine, maybe he'd raise a few extra pigs or milk a few extra cows. Today, even when I buy a small machine, I must be much more business minded. Can we justify the investment? How can we use the machine? Is it efficient? How will it improve our operation?"

Purchasing a John Deere G-Series Compact Track Loader (CTL) was a no-brainer. "It's so versatile and efficient," says Doran. "We use it most every day." The farm uses it mainly to remove rocks from fields, as well as for mowing waterways and ditches, and moving pallets of seed and fertilizer.

Mitch lost use of his right arm in a childhood accident. "It's always been difficult for me to run a skid steer or CTL," says Mitch.

continued

"We had a competitor machine that we modified so I could use it, but that made it difficult for anyone else to run. My father often wondered if it might be possible with today's technology to design a machine we could all use."

In 2017, Doran was visiting a John Deere dealership in Monticello, Iowa, when he found a machine that made him believe this was possible — a G-Series CTL. "I was not aware that Deere offered foot controls as part of their push-button selectable controls." Thus began the journey that ended with the purchase of the modified 331G CTL that the farm now owns.

### **ENABLING NEW OPPORTUNITIES**

Doran prefers traditional H-pattern controls, while some of his employees prefer ISO. Mitch needs a machine that would allow him to control the machine with his left hand and his feet.

John Deere was already at work on a machine that would meet the Zumbachs' needs. A Deere employee informed Doran that a new ISO and foot-control option was soon going to be available on 330G and 332G Skid Steers and 331G and 333G CTLs. "He was very gracious with me," says Doran. "Some people will talk over your head, but this was not the case. He wanted to learn as much from me as I wanted to learn from him. We spoke for a long time about our machine needs."

The farm took possession of the 331G in September 2017. "It works like a charm," says Mitch. "Just get in, push a button to select the desired control pattern, and away you go. Now we only need one machine around here."

The option converts the machine's three-way switchable electrohydraulic (EH) controls to a four-way control pattern. By pressing a button on the sealed-switch module, the operator can select the desired pattern. In Mitch's case, he can select the ISO-foot controls that allow him to control the boom and bucket with his feet, while the left joystick controls machine direction. The right joystick is deactivated.

"Now all of us can get in the same machine and operate it efficiently," says Doran. "We don't have another machine on the farm that can adapt to the individual operator as quickly and easily as this CTL."

EH control systems allowed Deere to add the fourth control option. "The old pilot mechanical-linkage control systems were not expandable," explains Gregg Zupancic, product marketing manager for skid steers and CTLs at John Deere. "The EH system is driven by wires. Your imagination is the only limit really because it is all done with programming."

Doran was not the first customer to approach Deere about creating a control system that could be operated by someone with one hand. "Engineering believed we could develop the software and provide the configuration," recalls Zupancic. "At Deere, it is very important for us to give back to the community. The fourth control pattern provides opportunities to people who otherwise might not have access to this equipment. It's yet another way that our small machines are making a big impact."

Z Valley Grain farm is serviced by Bodensteiner Implement Company, Monticello, Iowa.



### DETERMINED TO WORK AGAIN

In January 2015, Kendale Dosselman from Rose Valley, Saskatchewan, was electrocuted while helping a friend build an elk fence when a fence pounder contacted an overhead powerline. As a result of the accident, he lost both of his lower arms to amputation. With the support of his family, community, and the Saskatchewan Abilities Council, Dosselman was determined to regain independence and return to work.

The hardworking oil driller has since started his own excavation business. "We deliver gravel, delimb trees, grade around houses, and trench for power or gas, things like that," he says. "I hired a person to help, but I try to do most things myself."

Recently Brandt Tractor of Saskatoon, Saskatchewan, delivered a John Deere 60G Compact Excavator that makes it easier for Dosselman to run using prosthetics. Instead of the rocker switch on the joystick, which is hard for him to operate, an auxiliary pedal was installed on the floor. The pedal allows him to more easily control the thumb on the bucket and other auxiliary-controlled attachments.

"I knew what I wanted, but I didn't have the resources," says Dosselman. "Brandt and the Prairie Agricultural Machinery Institute in Saskatchewan really helped me to make this happen, providing the parts, know-how, and installation. It looks and works great. I'm very appreciative."

DEERE

### PLANTING THE SEEDS TO SUCCEED

Through organizations such as the **National AgrAbility Project (NAP)**, John Deere has been able to help farmers and other agricultural workers who have suffered injuries to succeed. NAP was funded by the 1990 Farm Bill to help these people continue farming and have a high quality of life. The organization provides access to the assistive technology needed for work and daily living, information about treatment and rehabilitation, and support to family caregivers.

"We have a long relationship with John Deere," says Steve Swain, Assistive Technology Specialist, NAP. "They have provided funding in the past, and now they are part of an asset technology database of vendors who can provide adaptive equipment. When a Deere dealer representative has a customer who had an injury and needs a machine with modifications, they can call us. We can refer them to solutions in the database, and that now includes Deere's modification to its skid steer and compact track loader controls."

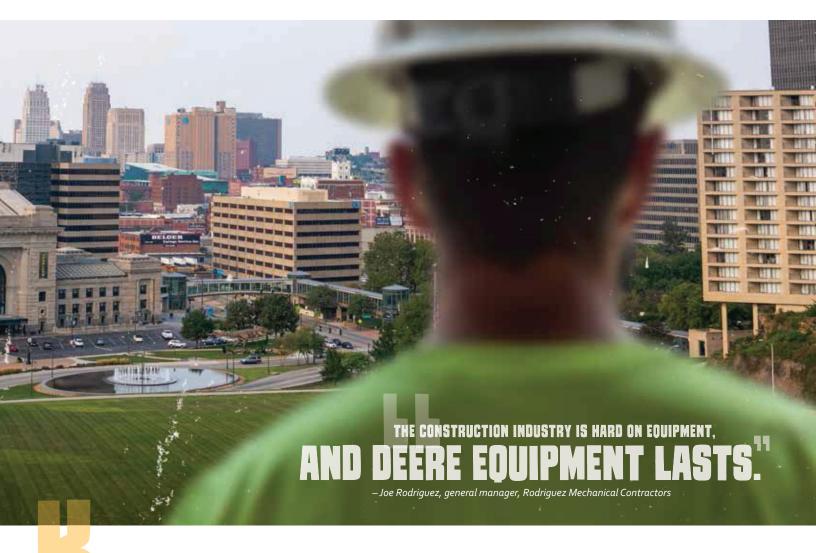
### "WE HAVE A LONG RELATIONSHIP WITH JOHN DEERE."

- Steve Swain, Assistive Technology Specialist, National AgrAbility Project

KANSAS CITY PLUMBING CONTRACTOR SUCCEEDS BY PUTTING OTHERS FIRST

# WE STAND





ansas City is world famous for its legendary barbecue — there are more barbecue restaurants per capita here than any other city in the U.S. But the city also claims to have the most working fountains in the world with 200, even more than Rome. No doubt the "City of Fountains" has a market for plumbing contractors, and Rodriguez Mechanical Contractors is at the top of its game. For the last decade, the company has installed and maintained water mains for the entire city.

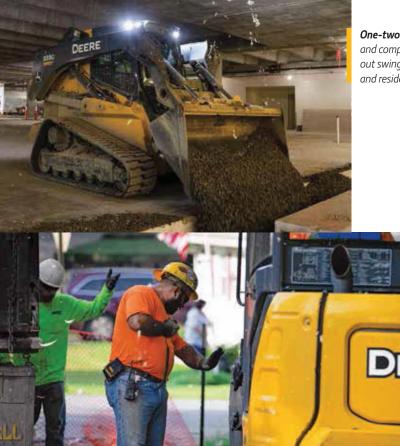
Rodriguez Mechanical Contractors was founded in 1976 by Paul Rodriguez at the encouragement of a friend. Rodriguez was working for a plumbing contractor at the time, and he loved what he was doing. The friend thought so much of Rodriguez that he fronted him \$10,000 to start his own business.

Like many successful businesses — Apple famously comes to mind — Rodriguez Mechanical Contractors started in a garage, with a truck, two employees, and ambition. Paul's son Joe, who is currently the general manager of the company, remembers his father working tirelessly, while his mother answered the phone, did the books, and raised the kids. His father rarely took time off in those first few years, working through the night and even on one Thanksgiving.

Residential work was the company's bread and butter during the early years. Word of mouth spread about the high quality of Rodriguez's work, but with fluctuations in the housing market, he really wanted to break into commercial work. That big break came in the mid-1980s, when general contractor JE Dunn Construction® gave him the chance.

"His hard work finally started to pay off," recalls Joe. "Bill Dunn Sr. gave Dad some opportunities that didn't exist before. He opened doors that were closed shut."





**One-two punch.** Deere CTLs and compact excavators come out swinging on commercial and residential sites.

At the time, minority contractors were being pushed away. It was hard to even get on the bid list, let alone get a job. "Dunn was seeking good-quality minority-owned contractors, so Dad became certified."

Over the years, Rodriguez Mechanical Contractors grew from three employees to over 150 employees today. In addition to doing utilities for the city of Kansas City, the company's signature projects include Sprint® and Cerner® Corporation world headquarters. "I'm really proud to have grown from a small residential company to working on some of the biggest projects in town," says Joe. "To this day, no project is too small or too big."

#### UNA GRAN FAMILIA ("ONE BIG FAMILY")

Paul Rodriguez served on the United States Hispanic Board of Commerce. "He helped so many other minority companies succeed along the way, not just our own," says the younger Rodriguez. Like his father, Joe wants everyone to succeed. He attributes the company's success to a culture that makes employees feel valued. "We have a family environment here that makes us successful at what we do. Our people care about the business. We have third-generation employees here whose fathers and grandfathers worked here. It's unbelievable."

Joe also inherited his father's work ethic and drive, certainly another key to the company's growth. "I like the thrill of the hunt. I was born into this business, and I enjoy the bidding process and winning the job. It's a very tough industry, but I love the challenge of figuring out how to produce a job and doing it safely."

That focus on safety is very important to the company culture. "Above all, we want to create a safe environment here. We care that every employee goes home every night. Nothing is more important."

#### THROUGH THICK AND THIN

Joe joined his father's company in 1990, when he started a plumbing apprenticeship. "That is when I really fell in love with the equipment," he remembers. "Back in the day, we ran a couple of backhoes. Today we run well over 70 pieces of equipment and around 14 or 15 utility crews." That includes 40 John Deere machines, including 10 60G Compact Excavators and five 333G Compact Track Loaders (CTLs).

The 60G is primarily used for installing water main in residential areas. "We've had a lot of success with them in our municipality work. They allow us to get into tight spaces, and their tracks are friendly to yards and paved surfaces. It's a great tool for us."

The 333G CTL is used for sweeping, milling asphalt, moving street plates, loading pipe, and final grading. "With all the attachments, the versatility is second to none. Our operators really like the power — that's what I hear the most comments on," says Joe.

Rodriguez Mechanical Contractors has used John Deere machines since day one. "The construction industry is hard on equipment, and Deere equipment lasts. In terms of quality and longevity, we haven't found anything better."

Local dealer support also helps keep the machines — and the company — running. "If we need a part in the middle of the night, our John Deere dealer is there. If we need to rent a piece of equipment on a moment's notice, they are there. They always have been. It doesn't matter if times are lean or times are good. John Deere has been our partner through thick and thin."

Rodriguez Mechanical Contractors is serviced by Murphy Tractor & Equipment Co., Kansas City, Missouri.



**TECH** 

# **TIPS**



#### SKID STEERS AND COMPACT TRACK LOADERS (CTLs)

**Go big.** With their additional lift height and reach, increased boom and bucket breakout forces, and greater horsepower than their small-frame siblings, large-frame 331G and 333G CTLs and 330G and 332G Skid Steers are built to handle your most challenging landscapes. Electrohydraulic (EH) boom performance package on large-frame models provides bucket self-leveling in both the up and down directions, and programmable return-to-dig, return-to-carry, and boomheight kickout settings to ease highly repetitive load and carry tasks.

From small seeds, great things grow. Weighing only 2722 to 3721 kg (5,995 to 8,195 lb.), small-frame 312GR–318G Skid Steers and 317G CTL are easy to pull behind a standard pickup truck. Slimmed-down wheel options enable small-frame skid steers to easily fit through openings as narrow as 1.52 m (60 in.).

Rock (and mulch) stars. Loaded with state-of-the-art enhancements, our mid-frame 320G and 324G Skid Steers and 325G CTL deliver strong pushing power and bucket breakout forces, for the tractive effort and leverage to shape the land, handle heavy pallet loads, and power through piles of rock and mulch. Flexible control choices and programmable performance settings can be matched to specific jobsite requirements. Their vertical-lift boom design rises higher and reaches farther than previous models, for quicker and easier loading.

#### COMPACT EXCAVATORS

**The great escape.** Zero- and reduced-tail-swing designs allow our nimble compact excavators to rotate fully without banging their tails into things. The 17G's variable-width undercarriage hydraulically retracts, providing passage through narrow openings and into tight quarters.



# BY EXPANDING YOUR LANDSCAPE OPERATIONS

Spring is the season of rebirth and rejuvenation. It's also a good time for landscapers to bring new life to their operations and explore new business opportunities. Here's a guide to help you find the right John Deere compact machine to make quick work of existing jobs — and imagine even more for your operation.

It's time to take the leap!



Work circles around your competitors. With powerful lift capacity and breakout force, the 30G is our latest compact excavator and an ideal addition to your landscape lineup. Both the 30G and 26G feature swing booms and foldable travel pedals positioned to ease operation and maximize foot room. On all models, spacious operator stations feature wide entryways and expansive all-around visibility. The front glass on the 35G, 50G, and 60G is 51-mm (2 in.) wider and 152-mm (6 in.) taller than previous models.

#### COMPACT WHEEL LOADERS

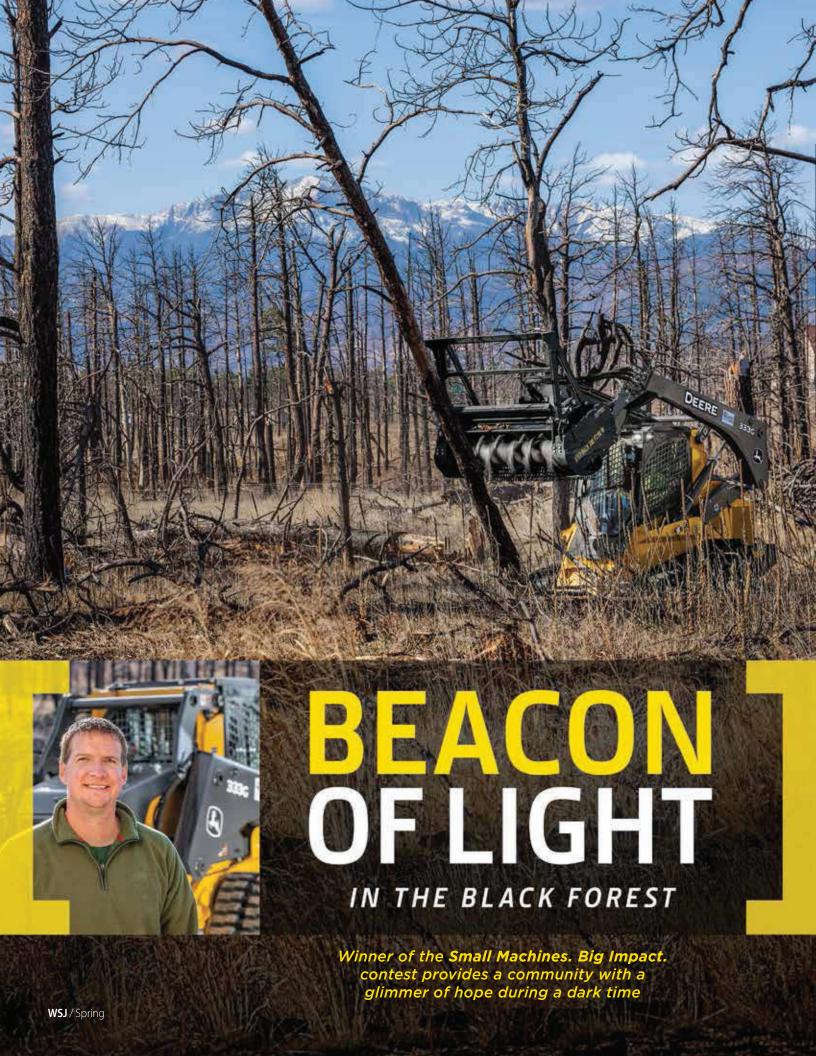
Make short work of your next task. Just 2.47-m (8 ft.) tall, our 204L and 304L deliver lower clearance than many wheel loaders in their class — and are a full foot lower than our 244L. This helps you be more productive when navigating low entryways and narrow openings. And with up to 930-mm (3 ft. 1 in.) reach and 2.62-m (8 ft. 7 in.) dump clearance, they easily tackle loading trucks or placing pallets.

Turn one loose. With their narrow machine widths and exceptional reach, our compact wheel loaders capably handle a wide range of tasks, even on crowded jobsites. Industry-exclusive Articulation Plus™ steering system on the 244L, 324L, and 344L enables tight turns with large loads, delivering more turn-tip capability and stability than standard articulation loaders.

**Reach your potential.** New loader arm and coupler design improves the lifting path to near parallel — for better load-carrying capability than previous models. Looking for a little more reach? Increased height to hinge pin makes the 324L High-Lift especially adept at piling materials and stacking lighter loads.

#### LAND MORE LANDSCAPING JOBS

Whether you're hoisting pallets, moving sod, or clearing brush, durable John Deere attachments optimize your performance and productivity. Work our connections to help you find more work.





A few days after receiving a new John Deere 333G Compact Track Loader (CTL), Small Machines. Big Impact. contest winner Neil Behnke noticed something unusual. A girl from the neighborhood had used her index finger to create a heart on the loading arm of the machine, which was already dusty from work. "Our community has really rallied around this contest," says Behnke. "They see winning the machine as a sign of hope that a bit of relief is on the way."

Recovery from the devastating fire that raged through Black Forest, Colorado, five years ago has been a slow, arduous process involving backbreaking labor. The fire burned 14,000 acres, destroying 500 homes and forcing thousands to evacuate. With the support of locally based nonprofit organization Black Forest Together (blackforesttogether.org), Behnke and other volunteers have helped residents clear trees and clean up properties, tasks that unfortunately are not covered by homeowners insurance.

"More volunteers are needed," says Behnke.
"But the response to the contest has been so positive, and I believe it will inspire more people to become involved."

#### RECOVER, REBUILD, RESTORE

Behnke and his family love their community, which borders Colorado Springs to the northeast. "It's very peaceful, and we have great neighbors. There is just a resiliency among these people to build and keep going because this is where they want to live. In volunteering, I want to be a good neighbor in return. It's so important to give back."

In the distance, Pike's Peak and the Rocky Mountains provide a majestic backdrop for the Behnkes' backyard. But as with so many other properties in the area, black, dead trees cover much of the lot, a solemn reminder that there is still so much work to be done.

Approximately 13,000 acres of burnt trees remain in the Black Forest. Bill Mantia, president of Black Forest Together, lost thousands of trees on his lot alone. "To see the destruction to your home and land, and realize nothing is left is heart-wrenching, just devastating. I had 20 acres of oldgrowth trees that had been here 100 years. We're slowly clearing the land and planting seedlings, but it will take decades before they are fully grown."

It takes months to clear just a few acres of the charred trees. "The black trees are a constant, grim reminder that no matter how hard you work, there's always more to do. At Black Forest Together, our common purpose is to remove the black and restore the green to boost the morale of our community." Black Forest Together's Trees4Tomorrow Program (trees4tomorrow.com) transplants trees from "donor" properties to burn zones, further restoring the affected areas.

#### LIGHT AT THE END OF THE TUNNEL

The 333G CTL provides welcome relief to the project. "I can't overstate how important the John Deere contest is to the people of this community," observes Mantia. "Having worked on these projects for five years, I understand the impact a machine like this can have in expediting recovery. It will help us more quickly restore a sense of normalcy to our lives — that's truly meaningful."

Black Forest Together could never have afforded a piece of equipment like the 333G, according to Mantia. "I tip my cap to John Deere and their workforce for lending us a hand in catastrophic circumstances. Without their support

- continued

and that of like-minded corporate and community initiatives, I don't know how a community could do this."

The 333G is equipped with a forestry package including protective guarding. High winds can break off massive treetops and branches, or "widow-makers," and send them plummeting to the ground, which endangers chain-saw workers and other volunteers.

For the attachment, Behnke chose a John Deere mulching head, a powerful tool for taking down burnt timber, mulching huge slash piles, and grinding stumps. "Before, the process was mostly manual, using chain saws, a chipper, and physical labor," explains Behnke. "The first time I used the 333G I could tell how much impact the machine is going to have.

It is going to speed up things exponentially. We now have a machine that will greatly accelerate our efforts."

People are beginning to believe they can finally get the project done, according to Behnke. "We are starting to see a bit of light at the end of the tunnel."

Behnke has been humbled and inspired by the experience. "I'm really grateful to John Deere for providing this opportunity and to be a part of it. I'm excited to put the equipment to use and help rejuvenate the community. When people come together for a common cause and the common good, they can really make a difference."





#### MAKING A DIFFERENCE

The two Small Machines. Big Impact. contest runners-up received a yearlong lease on a new G-Series Compact Track Loader (CTL), giving their projects the power of a John Deere compact machine.

#### "

We absolutely love the 317G CTL and grapple attachment. It has been a huge assist in hauling gravel and other much-needed supplies to help maintain our trails. It saves our volunteers from a lot of heavy work. It's so easy to use, and we use it for many other different purposes. We can't thank John Deere enough for helping us with this machine. I sure hope Deere has this contest again because it is a wonderful way to show the positive things people can do in their communities."

- Anita Will, founder and site leader, Whipple Creek Restoration Committee, Ridgefield, Washington. The committee has enlisted volunteers who have donated thousands of hours to revive the 300-acre park.

#### 66

The John Deere 325G CTL has been fantastic. It's made all the difference in our efforts toward neighborhood revitalization.
Before it arrived, we were using manual labor to demolish structures and prepare building sites. Progress was far too slow. Using the CTL, we've been able to demolish six condemned houses and prepare seven sites. We appreciate John Deere's loan of the CTL tremendously."

- Jake Pieterse, Chief Operations Officer, West Pasco Habitat for Humanity, New Port Richey, Florida. The chapter has transformed an entire, highly depressed neighborhood to provide families with simple, decent, and affordable homes.

## GET -

### -CONNECTED



# COMPACT CONSTRUCTION EQUIPMENT ATTACHMENTS

#### **ROCK AND SCRAP GRAPPLES**

Looking to tackle a new project or expand your operation's capabilities? Add a John Deere attachment. Our ever-expanding lineup includes over 100 models, so you're sure to find the right tool for the job. In this issue, we discuss our **Rock Grapples** and **Scrap Grapples**.

Our rock grapples are perfect for clearing land, removing brush, and cleaning up around the jobsite. Scrap grapples are designed for recycling centers and disaster cleanup, and can also be used for jobsite cleanup.

All rock and scrap grapple models are capable of handling broad, cumbersome loads. Their high grapple forces allow you to tackle even the most difficult materials. Each model features two grapples that operate independently, allowing you to pick up different-sized objects with each grapple. The grapple arms feature an integrated mechanical stop to reduce cylinder load when open.

On the rock grapples, tines spaced 76-mm (3 in.) apart are fully supported on each side to resist bending. The welded-in, serrated cutting edge easily penetrates difficult ground conditions.

Scrap grapples feature open sides with bolt-on side plates, allowing easy grappling of material that is wider than the bucket. A predrilled lip makes it easy to add an optional bolt-on replaceable cutting edge for longer wear life.

Heavy-duty construction enables our rock and scrap grapples to stand up to the most demanding applications. Durable 90-deg. quick-couplers and low-profile cylinder guards prevent the cylinder hoses from interfering with the grapple, while simplifying hose connections.

Like all John Deere attachments, rock and scrap grapples are optimized to work with John Deere G-Series Skid Steers and Compact Track Loaders, and L-Series Compact Wheel Loaders. They're also compatible with most competitive models. **See your local Deere dealer for details.** 

