GOLDEN OPPORTUNITY IN THE GOLDEN STATE

Growth in the rental industry is expected to outpace the U.S. economy in coming years. The American Rental Association (ARA) predicts steady growth, from total revenue of $52.3 billion in 2018 to $66.1 billion in 2022. That’s great news if you’re in the rental business.

Want to learn about the latest trends and products in the rental industry? Join us at The ARA Show 2019. Held annually, the show is the largest equipment and event rental convention and trade show in the world. It’s a great place to learn from industry experts at seminars, network and share ideas with peers, shop for equipment, and discover new products. This year, The ARA Show will be held at the Anaheim Convention Center in Anaheim, California, from February 18–20.

Over 700 manufacturers and suppliers, including John Deere, will be exhibiting this year. We offer the broadest, fullest earthmoving equipment lineup available. We’ll be displaying some of the models and sizes that are popular with independent rental companies (IRCs), including a compact track loader, skid steer, compact excavator, and tractor loader.

Success in the rental business means more than having a great inventory. A full day’s roster of education seminars will show you how to improve brand image, sharpen decision-making skills, boost employee morale, and improve profitability. Plus John Deere will have staff on hand at our booth who are very knowledgeable about the rental industry and can provide info about our products and how they can help IRCs be more successful.

A great benefit of attending the show is taking advantage of exclusive specials you can’t find anywhere else. For example, we’ll be offering Show-Only Special pricing on compact equipment, as well as zero-percent financing for 36 months, with 90 days of no payments and no interest.

So please come pay us a visit at Booth 4525. John Deere is proud to be a longtime supporter of the ARA and the rental industry. In fact, we are a platinum sponsor of the association, having exhibited at The ARA Show every year since 1978. We hope to see you in Anaheim!

Brian Wells
Manager, Rental Marketing
Worldwide Construction & Forestry
HOW DO YOU RUN [YOUR] WORLD WITH JOHN DEERE?

Share your story for the chance to be featured.

It’s your world. How are you pushing it? Hauling it? Loading it? Leveling it? Digging it? And most important of all — running it? Tell us how you do more than just move earth. We want to hear your story.

Submit your RUN [YOUR] WORLD story to dirteditor@JohnDeere.com, and we’ll send you a free pocketknife or gloves* to show our appreciation!

*No purchase necessary. Customer must sign a John Deere promotional release.

COVER STORY

BREAKING NEW GROUND

PAGE 4

Terry Chriestenson knows concrete. Backed by a lifetime of experience, he applies his knowledge to his unique rental business.

MISSISSIPPI KING

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Operating a large marina on the Mississippi River is a never-ending challenge. To keep up, the King family has run John Deere machines for almost 50 years.

SMALL INVESTMENT, BIG RETURNS

PAGE 14

When things are tight, John Deere 244L and 324L Compact Loaders come up big.
Terry Christenson had a novel idea: leveraging his deep knowledge of the concrete business to open a rental store catering specifically to contractors.
Visit U-Turn Rentals in Wichita, Kansas, and you’ll discover something rather unique—a learning center, complete with big-screen TVs and movie-theater chairs. Customers can even grab popcorn, a hotdog, and a soda before settling in to watch short videos to help them get up to speed on a machine. There’s also a large dirt pile behind the store where they can practice running the equipment.

“We spend as much time with the customer as they need,” says owner Terry Christenson. “We try to make the experience fun. But we also want to make sure everyone—whether they are a contractor or a weekend warrior—knows what they’re doing before taking the machine to their jobsite or home.”

U-Turn rents John Deere 17G, 35G, and 50G Compact Excavators, as well as Deere skid steers and compact track loaders (CTLs). Christenson appreciates the simplicity of Deere compact equipment. “It’s so easy to use, which makes it easy for us to show people how to run it. Our customers love John Deere equipment because it’s so versatile. It’s an awesome product.”

**A successful career, cast in concrete**

Christenson launched U-Turn Rentals four years ago to offer a one-stop shop for concrete and other construction contractors. “Concrete is what I know—I’ve been in the concrete business most of my life,” he explains. “My dad began driving a mixing truck when I was two years old, which was over half a century ago. He became a plant manager, and by the time I was 10, I was washing out trucks for his drivers. They loved me because they hated that job. As soon as I got my license, I started driving mixer trucks and learning to run the plant.”

His father-in-law taught him how to lay brick, which he did for 15 years before starting his own concrete business. “I bought a mixer truck and a mobile mixer, and my motto was ‘24 hours a day, seven days a week,’” he recalls. “If I couldn’t get to you until Sunday night at midnight, I was there. A lot of nights I’d sleep two or three hours and I’d be back at it.”

Christenson brings the same zeal to his rental business, which is adjacent to his concrete plant, but he didn’t rush in. “I bought the property next to ours, and I thought about it for a couple years. I really wanted to do a rental business from the concrete contractor point of view—a place where they could rent everything they need, including jackhammers, plate compactors, compact excavators, and skid steers.”

**“Let’s do this”**

Christenson’s John Deere dealer helped spur him to action. “I was at the American Rental Association meeting in Las Vegas. I was trying to decide what equipment to
John Deere compact machines are perfect for rental companies because they are easy to run, transport, and maintain.

buy and the best way to get started when I met Eric Timken of PrairieLand Partners. I spoke with some of the other vendors and didn’t get much response, but Eric kept coming by every three or four months, asking me if I was ready to do it. So I finally said, ‘Yeah, let’s do this’ (laughs).”

Christenson bought five John Deere compact machines and he was off and running. “I knew about Deere’s reputation for reliability, and that’s important in the rental business because customers value uptime above all. That’s why
I’m always looking for equipment that has few maintenance issues, and I haven’t had problems with John Deere.”

U-Turn fills a valuable niche that larger rental companies cannot. “I think we’re pretty unique. Big stores don’t have the expertise to take concrete out of the ground and put it back in. We do because that’s always been my background. We have everything customers need, from rental equipment to redi-mix. We have a construction supply store where they can pick up shovels, hammers, nails, and stakes, and even a bistro where they can get breakfast or lunch.”

**A turn for the better**

U-Turn is named after the small concrete-mixer trailers that the company rents. “They’re perfect for callbacks, so contractors don’t have to pay a delivery fee for a big truck for a small shortage. We load them right out of our plant like we do our trucks. They can take it out, finish the job quickly, and then do a ‘U-turn’ back to our yard, saving them money.”

Similarly, John Deere compact equipment is easy to transport and can quickly complete jobs in tight spaces. “Compact excavators are super popular because they are so maneuverable, especially when you have a small footprint on jobs, such as window wells or sewer and water lines. And the CTLs are great for working in the mud and muck, while they are friendly to turf and sidewalks. Plus we offer an array of attachments — including buckets, forks, brush cutters, posthole augers, grapples, and Harley rakes — so our customers have the tools they need.”

Chriestenson keeps tabs on his John Deere machines using JDLink™, Deere’s machine-monitoring system. He can get daily reports on hours, machine location, geofence, curfew, and maintenance tracking.

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**Forecast for the rental industry:**

**CLEAR SKIES ON THE HORIZON**

The American Rental Association (ARA) predicts steady growth for the U.S. equipment rental business over the next five years. The ARA projects growth of 6.1 percent in 2018, 5.7 percent in 2019, 5.3 percent in 2020, 4.2 percent in 2021, and 3.5 percent in 2022. Growth in the construction rental industry started soon after the recession and has outpaced growth of the U.S. economy over the same period. A significant reason for ARA’s optimism is the long-term effects of the recently passed tax cuts for both businesses and individuals. This provides fiscal stimulus to the economy, resulting in more investment by businesses and higher employment.

*Projected equipment rental business growth in 2019.*
“A really nice thing about John Deere is telematics. If something isn’t right with a machine, we’ll get an alert by email. We can send a mechanic out even before the operator knows there’s an issue, which is great. Or we can flag a machine for the shop mechanic to look at before it goes out on rental again.”

According to Chriestenson, the worst thing you want to do in the rental business is cause customers to have downtime. “You don’t want them to be paying their crew while they are waiting to service a piece of equipment. JDLink helps us avoid that.”

JDLink’s location, geofence, and curfew features help him get a better handle on billing and prevent theft. “I can see where a machine is at and how many hours it’s running. If someone claims to only have run a machine for three or four hours and we can see it was run 16 hours, we can charge for the correct amount.”

Chriestenson loves his job. “No two days are the same. That’s what makes it fun to come into work. And I’ve got a great bunch of people working with me. There’s not a position here I won’t do, and I stand beside my help. I spend very little time in my office.”

Chriestenson treats everyone equally, and he expects his vendors to do the same. “John Deere goes out of its way to cater to small companies. Not all vendors are like that, so I really appreciate it. Deere and their dealer have been really good to us.”

U-Turn Rentals is serviced by PrairieLand Partners, McPherson, Kansas.
JOHN DEERE HELPS KING’S COVE MARINA GO WITH THE FLOW

The Mississippi River lies deep within America’s character and consciousness. It’s the waterway of riverboat gamblers and commerce. It provided sustenance for Native Americans and transportation for explorers and fur traders. As America expanded west, settlers on steamboats began populating cities along the river. Mark Twain wrote about it, and it is immortalized in popular culture in songs such as “Big River,” “Proud Mary,” and “Old Man River.”

In his youth, Twain was a Mississippi riverboat pilot, an experience that would inspire *The Adventures of Huckleberry Finn* and other books. “The Mississippi River will always have its own way,” Twain wrote. “No engineering skill can persuade it to do otherwise.”

Bill King, owner of King’s Cove Marina in Hastings, Minnesota, would agree with Twain. His marina is located near the confluence of the Mississippi and St. Croix rivers, so he’s seen his share of floods, including the “big one” in 1993.

Maintaining the land surrounding the marina is key to mitigating the effects of flooding. King owns close to 280 acres in and around the marina. He hires a logging crew to manage timber and uses a John Deere 333G Compact Track Loader (CTL) for tilling and preparing the ground. “It’s really important to keep the floodplain of the forest active, because every year we can expect some flooding,” he says.

—continued
The tracked 333G CTL is well suited for this work. Equipped with a mulching head, grapple, dozer blade, or bucket, the 333G can clear brush, open up trails, prep soil, and grade. “It helps us with whatever we’re doing,” says King. “It’s versatile, efficient, and very powerful.”

King is unflappable when it comes to the flooding. “I don’t lose a lot of sleep over it. You figure out what you have to do. You say to yourself, ‘This is what has to be fixed immediately, so guess what? We’ll get it done.’ And John Deere equipment helps us do that. Every year is different, and we just have to adapt. It makes things interesting, for sure.”

ROLLIN’ ON THE RIVER
King’s father started King’s Cove Marina in 1965. King began working in the business when he was a young boy, cleaning up and doing odd jobs. He took over from his father 10 years ago. Over the years, the marina has grown from about 100 slips in the 1960s to over 400 slips today for cruisers, runabouts, houseboats, and pontoon boats.

The marina lies within the 72-mile-long Mississippi National River and Recreation Area, providing scenic cruises and excellent fishing on the Mississippi and St. Croix rivers. “It’s a fun business to be in. A lot of families come down and enjoy what we have here. I really believe we are helping our community.”

Mid-May at King’s Cove Marina is a busy time of year for King and his staff. They must haul almost 300 boats out of winter storage and dock them with the help of a John Deere 312GR Skid Steer. In the fall, the process is reversed when the boats are returned to storage.

The marina has grown so much in recent years that King has taken to buzzing around the docks on a Segway®. He misses the exercise, but he can’t keep on top of everything on foot. “As business grows, we keep adding more docks. And as the boats get bigger and bigger, we make larger and larger docks.”

Like the Segway, the 312GR Skid Steer helps King get things done quickly and efficiently. “The 312GR is perfect for getting into tight areas and through narrow openings where other machines can’t go. It’s not too small and not too big. It’s got plenty of horsepower for our needs around the marina. We can move our boats around without delays or problems.”

The King family has run John Deere equipment for almost 50 years. “The machines simply work. They’re easy to maintain and service. And we get great support from our Deere dealer, who does whatever is necessary to keep us up and running. And that’s what it’s all about.”

EBB AND FLOW
The boating business is pretty fluid, no pun intended. But King is optimistic about the marina’s future, though the industry is changing. “I think we’re going to see some overall growth, but buying patterns are changing. We’re seeing more pontoon boats and runabouts, and fewer big boats. People are more mobile and not staying in the same area as long, so they’re less likely to buy large boats.” Data from the National Marine Manufacturers Association (NMMA) supports King’s observations. The NMMA expects a five- to six-percent increase in new powerboats in 2018. However, 95 percent of boats in the U.S. are small in size, defined as less than 26 feet in length.

There’s never a dull moment at King’s Cove Marina, and that’s what King likes about it.

“There are so many facets to running this business — making sure everything is working and customers are happy. And the economic and natural environments we work in are constantly changing. John Deere helps us adapt by doing things quickly and efficiently.”

King’s Cove Marina, LLC is serviced by Frontier Ag & Turf, Hastings, Minnesota.

Check out the video at: JohnDeere.com/rentaldirt
Bruce Speirs of Frontier Ag & Turf surveys the ever-changing Mississippi River landscape with Bill King of King’s Cove Marina in Hastings, Minnesota.
SMALL INVESTMENT, BIG RETURNS

Whether your work includes shuttling bucket loads of silage out of a back-forty bunker or navigating zero-lot-lines with pallets of pavers, a 244L or 324L Loader will help you turn up the volume of productivity. With our industry-exclusive Articulation Plus™ steering system and 324L High-Lift configuration, these highly adaptable multipurpose machines combine exceptional maneuverability, sure-footed stability, and the speed you need. So you can get in, get around, and get it done.

STACKS UP WELL AGAINST THE COMPETITION. Need more height and reach? Equip your 324L with optional High-Lift. Increased lift and height to hinge pin make it especially adept at loading feed mixers or stacking lighter materials such as hay bales.

PACESETTER. With a top speed of up to 23 mph, an L-Series Compact Loader will help pick up the pace on or between jobsites. That’s significantly faster than previous models, as well as many other compact loaders.

TAKE CONTROL OF TIRE WEAR. Rimpull control manages power to the wheels, maximizing efficiency while reducing tire and driveline wear.

WON’T STEER YOU WRONG. Industry-exclusive Articulation Plus steering system combines 30 deg. of articulation with an additional 10 deg. of rear-wheel steer. Reducing the articulation angle enables tight turns with large loads, delivering more turn-tip capability and stability than leading competitive compact articulated loaders.
**LEVELHEADED.** New loader arm and coupler design improves the lifting path to near parallel, keeping the load much more level from ground level to truck-bed height to full height. Buckets stay heaped and pallets stack without needing adjustment from the operator.

**LIVE LARGE.** Uncommonly spacious, sound-suppressed cab provides ample leg- and headroom for operators of all sizes, while a sculpted, adjustable seat offers daylong support. Other amenities including a tilt and telescopic steering wheel, ergonomic controls and switches, and ample storage help operators do their best.

**CHILL OUT.** Redesigned engine compartment and cooling package improve airflow and help reduce incoming debris. Easy-access design simplifies ground-level cooler cleanout. Add an optional reversing fan to help keep cores clean in high-debris applications.
Around the corner and at your service.

SUPPORT. So you can RUN [YOUR] WORLD.

Our well-equipped dealer network understands your equipment isn’t just inventory. So you get support and parts availability when you need it, delivering maximum rentability — and profits.

JohnDeere.com/RentalSales