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™. This technology solution combines JDLink™ 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.

David F. Thorne
Senior Vice President, Sales & Marketing
Worldwide Construction & Forestry
SAND ON DEMAND

PAGE 4
After seven years in the silica sand-mining business, Wisconsin-based A-1 Excavating Inc. has expanded operations to other sand-mining hotbeds across the country.

THE NEXT GENERATION

PAGE 10
We recently unveiled the next-generation look for our construction equipment lineup at World of Concrete® 2019.

HAN DING DOWN THE REINS — WITH A HAND UP ON THE COMPETITION

PAGE 12
See how this contractor is going into the future, in terms of both people and technology.

PUTTING INTELLIGENCE TO WORK

PAGE 16
Our new SmartGrade™ Motor Graders include intelligent features that help lessen operator workload and boost productivity.
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
For 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

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.

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.”

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

“Working Together

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.

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.

NEW YEAR, 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.
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.
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.
“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.
INTRODUCING SMART
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

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
POWER
YOUR
WORLD.

Put it on PowerPlan!

PowerPlan is a flexible line of commercial credit that gives you the power to manage equipment expenses and your cash flow.

Get instant, interest-free' purchasing power for these John Deere and non-John Deere purchases:

- RENTALS
- PARTS
- SERVICE
- MORE THAN 100 ATTACHMENTS
- GROUND-ENGAGING TOOLS
- PREVENTATIVE MAINTENANCE
- TECHNOLOGY SOLUTIONS

Open your PowerPlan account today! See your dealer, or go to JohnDeereFinancial.com/PowerPlan to apply.

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IMPROVE [YOUR] GRADE

MEET THE FIRST MOTOR GRADER WITH FULLY INTEGRATED, MASTLESS GRADE CONTROL.

With an integrated 3-D grade-control system and no external masts or cables, John Deere SmartGrade™ Motor Graders can be used easily and efficiently in any situation, without worry of damage or theft. The included automation suite adds slick features, too, such as Auto-Articulation, Blade Flip, and Machine Presets. SmartGrade Motor Graders are the simplest solution to help you Run Your World.