THICKER THAN WATER

THE DIRT
WINTER 2019
A proud legacy of innovation

Quality and innovation. These are two of John Deere’s core values. They are also words that our construction equipment has evoked since the very beginning. They are our proud legacy, and they shape everything we do. As we enter 2019, we’re continuing to update our product line with machines that are efficient, productive, and reliable. And we’ll continue to produce game-changing innovation that sets us apart in the marketplace and meets our customers’ changing needs.

We’re excited about what this year will bring. Our new offerings reflect our focus on putting you first. We’re always gathering invaluable customer input, so we can better serve you. Because we understand that in our fast-paced, ever-changing world, you need new and better tools to keep up.

Once again we’re updating our construction equipment line with customer-driven enhancements and breakthrough innovation. In this issue, for example, you’ll learn about our new L-Series Utility Loaders. Customers are always asking for added operator comfort, so we responded with a more spacious cab and more ergonomic controls than you experienced in our K-Series. These machines also boast new production-boosting features such as near-parallel lift and redesigned buckets and linkage.

In terms of groundbreaking innovation, we’re introducing John Deere Grade Guidance Excavators. We developed the system in cooperation with Topcon, so it leverages the latest technology and components. It’s truly a “one-stop shop.” Installed and calibrated at the factory, the Grade Guidance system arrives at your jobsite ready to work.

Our dedication to quality and innovation extends to international markets as well. As demand for our construction equipment increases around the globe, we’ll begin supplying compact excavators to China, Southeast Asia, and Oceania. As always, a strong customer focus is at the forefront. These machines are specially designed with these customers’ unique needs in mind.

No matter where you live, John Deere understands that there’s never enough time in a day. No matter how productive you are, you’re always trying to fit more in. To help you get more done, more efficiently, we’ll continue to provide quality, innovative tools for the job.

David F. Thorne
Senior Vice President, Sales & Marketing
Worldwide Construction & Forestry
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For generations, the Horsfield family has paved the way to growth by always putting people first.
On a warm June evening, 90-year-old Ralph Habbe sits at a small lakeside table with his son Henry and grandson Ryan. Together, they look out over the water and take in their first quiet moment of the day. Ryan has just returned from a demolition site, where he tore down an old concrete structure for a local transportation department. Henry built a road out near the power plant. And Ralph, never one to keep still for too long, spent the afternoon tidying up some hunting grounds on the family property. Three generations of hardworking Habbe men transforming the landscape of southern Illinois.
“Our first project was the lake you see right here,” says the eldest Habbe. “My dad and I built it back in 1950. It used to be a cow pasture. We took out all the black dirt, hauled it to the fields, and built the dam. Now we’ve got this six-acre lake.”

**STABLE AS HE GOES**

In its early days, the family business, R. Henry Habbe Excavating of Nashville, Illinois, focused primarily on ponds, lakes, and waterways. “We’d clear out the brush and start shaping: 45 deg. down, carve out a little flat spot, and round up the other side,” Ralph says. “If we didn’t shape those waterways perfectly, they didn’t pass.”

When Henry joined the company, he learned by his father’s meticulous example. “A superintendent once said, ‘Watch your dad. He may not be the fastest, but when he’s done, he’s done.’ So I picked up a lot just by watching him. He’s patient and steady. He does things right the first time. Dad always said you’re only as good as your last job, so he treated every project with that same attention to detail.”

**GO WITH THE FLOW**

To do things right the first time, Henry knows you also need the right equipment. “John Deere 210G LC Excavators are such versatile machines. You don’t have to worry about dirt that’s too wet — the 210G can handle it. You can take out brush and clean ditches. You can keep up with demolition work. There’s always something for an excavator to do, so we stay busy year-round. They do exactly what you want.”

As the business has grown, so has its demand for high-performance equipment. “Dad was out there all day running the excavator, but I wanted one, too,” says Henry. “We had enough work, so we bought another one. And then we bought another. Now we run three excavators — me, my dad, and my son. We purchase a new one every year, put it on — continued
construction jobs, and trade in the oldest model. Sometimes we’ll fight to run the low-hours machine, but the truth is, I’ve never cared which excavator I’m on. A three-year-old 210G is still an excellent piece of equipment. It produces every single day for us.”

LIKE FATHER, LIKE SON
Henry’s son Ryan shares his father’s love for Deere machines, but he’s most inspired by what they help him do on a jobsite. “When you build a lake, that’s something that lasts a lifetime. I feel a real sense of pride when I drive down the road and see a pond or lake we’ve helped design. I’m proud of everything we do — demo work, roadwork, water work, you name it.”

DAD ALWAYS SAID YOU’RE ONLY AS GOOD AS YOUR LAST JOB, SO HE TREATED EVERY PROJECT WITH THAT SAME ATTENTION TO DETAIL.”
– Henry Habbe, Owner, R. Henry Habbe Excavating

WORKING TOGETHER
For Henry Habbe of R. Henry Habbe Excavating in Nashville, Illinois, strong partnerships are the key to success. “Kevin Trader and Erb Equipment are always there for us. We’ve purchased 20 machines from them since 1997. We do that because we love John Deere machines and feel supported by everyone at Erb. Their mechanics are really well-trained. They’re always learning something new. They come out with their computers and diagnose problems quickly. It’s unreal. We need these machines every day — that’s our living. If a machine is down, we’re not making money. But Erb makes sure to keep us running, and that’s what we need.”
The youngest Habbe operator is inspired by another side of the business as well. “Not many people get to work with their dad and grandpa every day. It’s challenging at times, as you can imagine, but it’s rewarding to learn from and work beside them. My son and nephew seem to have an interest in running equipment one day, too. I’d really like to see them follow in our footsteps. That’s why I work so hard — to set a good example, just like my grandpa and dad did for me. I want to keep this legacy alive.”

A NEW ERA
As the sun draws slowly to the horizon, the entire Habbe family — wives, mothers, and children — gather around the lakeside table, preparing for a late evening meal. “We’re a family business,” Ryan says. “Everybody’s doing something. You won’t see my wife, sister, or mom on a jobsite, but they contribute just as much as we do. That’s what keeps us going. Everybody works together.”

Just behind him, the children play construction in the driveway that separates Ralph’s home from the lake he built 68 years ago. “I should’ve had kids sooner,” Ryan jokes. “My working crew is getting a little up there in age.”

Together, in those waning moments of the day, the three men, exhausted from a hard day’s work, watch as their children, grandchildren, and great-grandchildren fill miniature dump trucks with gravel and dirt — the next generation of Habbes to shape the landscape of southern Illinois.

R. Henry Habbe Excavating is serviced by Erb Equipment, Mount Vernon, Illinois.

Check out the video at: JohnDeere.com/TheDirt

Ralph Habbe of R. Henry Habbe Excavating, Nashville, Illinois, knows there’s strength in numbers. "Last spring, we cleaned out a big lake. There was over six feet of sloppy, soupy mud. We worked for a week solid — me and my grandson Ryan — straight through Sunday. The weather was predicting rain, so we needed to keep moving. The lake had been there for 50 years. We had to clear out all that silt just to find clay, but we got it done. Nobody else would tackle that job, but we got it done. “
BUTLER COUNTY, MISSOURI

ROAD WARRIOR

BUTLER COUNTY, MISSOURI
It’s mid-July in Missouri. Even though it’s been extremely hot and dry, with temperatures in the upper 90s, several of the Butler County Highway Department’s 10 John Deere 770G Motor Graders are out and about, doing what they can to keep the gravel roads passable. With very little precipitation to aid the grading, there’s not much that can be done until it rains.

“We haven’t graded a lot so far this summer because nearly every rain has missed us,” explains Robby Moore, Butler County Highway Department eastern foreman. “Grading when it’s this dry creates ‘washboards’ that make roads worse. But there are some places where they’ve gotten a few showers and other areas where they irrigate the crops and the constantly wet roads get beat out and rough. So we have to spot grade here and there.”

**Soggy Spring**

Drought wasn’t an issue this past spring, however. Quite the opposite. Much of the eastern portion of Butler County consists of low-lying farms with flat fields that drain poorly. Torrential rainfall caused extensive flooding of the St. Francis and Black rivers, washing out roads and drainage structures. “When you have the kind of spring we had, we weren’t maintaining roads — we were rebuilding them,” recalls Moore.

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“OUR JOHN DEERE GRADERS HAVE WHAT IT TAKES TO GET THE JOB DONE.”

— Dewayne Casinger, Butler County Highway Department western foreman
“Rockslides, downed trees, and washouts were a frequent occurrence in the hills, too,” adds Dewayne Casinger, Butler County Highway Department western foreman. “After a heavy rain, we’d go out and bring the rock back to the top of the hills and then clean out the ditches. We usually use our 770Gs instead of an excavator or backhoe to do the ditch work. They make back-sloping so much easier, and the ditches look good when we’re done.”

**BETWEEN A ROCK AND A HARD PLACE**

But it’s not just the weather that slows productivity. Big rocks are abundant in the hill country, and they’re hard on tires and blades. “We replace cutting edges every two to three days,” says Casinger. “Last month we had two graders come back in within a half-hour with busted edges. If the rocks get too bad, we have to jackhammer them out or try to cover them with good rock.”

Potholes are also plentiful. “You need plenty of power when you’re cutting hard to take out the potholes,” says Casinger. “And you want a powerful blade to carry a moldboard full of rock, so you can swing the blade around as you fill the hole. Our John Deere graders have what it takes to get the job done.”

A former machine operator, Moore also appreciates the feel of the 770G’s controls. “They’re blended well and extremely smooth,” he says.

**MACHINE MAINTENANCE MADE EASIER**

Due to the volume of gravel roads, five of the graders are staged throughout the county and only return to the Poplar Bluff Highway Department shop for scheduled maintenance or major repairs. All 10 are equipped with JDLink™ telematics to track machine location and condition.

“It’s a big time-saver,” says Greg Dodd, Butler County Highway Department shop foreman. “In the past, if we had a breakdown we’d get a call from the operator, drive out and search for the machine, diagnose the problem, pick up parts, then return to do the repair.”
When machines do come into the shop for periodic preventative maintenance, service is quick and easy. “There’s nothing I’ve found that’s difficult to do on these graders,” says Dodd. “Even pulling fluid samples is quick and easy, with conveniently positioned ports keeping the samples clean and everything neat.”

Preventative-maintenance reminders are also sent to Dodd via email. “We used to track all of that stuff manually, but now I get service reminders automatically.”

Dodd is also a big proponent of the G-Series Graders’ hydraulically reversing fans. “In the dusty conditions in which we work, it’s another time-saver,” he says. “They periodically reverse and clean out the cooler cores, which eliminates our having to send out a fuel man with an air compressor to blow things out in the field.”

Now if there’s an issue, I receive a text message and an email alerting me of the machine’s condition and exact location. Knowing what the issue is and where the machine’s located, the technician can arrive on-site with the parts and tools necessary to do the repair.”

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Speaking of keeping things neat, Moore and Casinger take pride in the fact that their crews cover every mile of gravel at least once a month, weather permitting. “With towns the size of Poplar Bluff within our county, we have the financial resources to acquire the equipment we need to do our best work,” says Moore.

The Butler County Highway Department is serviced by Erb Equipment Company, Inc., Cape Girardeau, Missouri.

Check out the video at: JohnDeere.com/TheDirt
For over 50 years, John Deere loaders have helped take productivity to new heights. The 524L, 544L, and 624L are no exception. These versatile loaders include new front-end features, including reimagined bucket and linkage designs, as well as near-parallel lift. They also boast a more spacious cab and all-new controls, along with other innovations designed to help minimize downtime and costs. L-Series Loaders go above and beyond to help you rise to your next challenge — and they’ll raise your expectations about what you can achieve with a utility loader.

**DEPENDABLE WORKER**
Better routing* for electrical wire harnesses and hydraulic hoses helps reduce rubbing and eliminate leaks, minimizing downtime.

**FRONT RUNNER**
New bucket and linkage designs deliver impressive load-leveling and material-retention performance, along with superb visibility.

**CLEAR ADVANTAGE**
Improved visibility* to the work tool helps reduce spillage, cycle times, and tool-changeover time, while minimizing machine damage on crowded jobsites. The new Tool Carrier configuration on the 524L and 624L allows a clear view of the coupler and forks, making it easier to quickly move pipes, logs, and pallets.

**REACH YOUR POTENTIAL**
Need more reach for dumping into higher feeders, hoppers, trucks, and wagons? The new High-Lift Plus configuration provides up to an additional 24 in. of hinge-pin height over standard lift height and up to 12 in. over the High-Lift model. All three lift heights feature near-parallel lift.

**ADD THESE TO YOUR BUCKET LIST**
Choose from a wide selection of enhanced production buckets with better bucket-fill and material-retention performance.*

**ELEVATED PERFORMANCE**
Lift path on all Z-Bar linkages is now near parallel. Better load-leveling capability minimizes load rollback, reduces material spillage, and requires fewer manual adjustments.

**EASIER CONTROL, HANDS DOWN**
Seat-mounted right-hand joystick is easy and intuitive to operate. Two industry-exclusive multifunction buttons can each be programmed to handle one of 10 functions selected through the monitor.

**BRING YOUR “A” GAME**
Spacious new operator station helps operators elevate their game, with an additional 76 mm (3 in.) of legroom, an improved HVAC system, expanded storage, and a more adjustable seat.* Or opt for a premium cab with a larger monitor and a heated and ventilated premium seat.

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*Copared to previous models.

Check out the video at: JohnDeere.com/Elevate
15° MORE ROLLBACK THAN K-SERIES

8° OF PARALLELISM VS. 21° ON K-SERIES

2 INDUSTRY-EXCLUSIVE MULTIFUNCTION JOYSTICK BUTTONS
While Pat, Matt, and Rod Horsfield of Horsfield Companies, Epworth, Iowa, are out in the field, Pat’s daughter Maureen holds down the fort. “Payroll, employee benefits, workers’ compensation management, our health and 401(k) plans — plus whatever else the day brings,” Matt, Maureen’s brother, lists the variety of hats she wears. “We couldn’t do it without her!”
At Horsfield Companies in Epworth, Iowa, treating people like family doesn’t stop with the ownership group. Founded in 1984 by Pat Horsfield, the company is furthered today by his daughter Maureen, son Matt, and nephew Rod. Under their diligent eyes, Pat’s legacy is alive and well, and proven by the family-like relationships extending to employees, vendors, and even customers.

**PEOPLE FIRST**

“I’m supposedly the retired individual of the company,” starts Pat, as good natured as a guy can get. “But I hang around and help them out for what they need. Finding good help seems to be the biggest issue these days. I always say, ya gotta treat them good, treat them fair, and they’ll follow you.” The effectiveness of this management philosophy is apparent when interacting with the Horsfield crews. Everyone’s engaged and focused, yet light-hearted and happy — obviously content in their work.

“One of the things that truly makes me go home happy every day is our people feeling fulfilled in what they do,” says Matt, president of Horsfield Companies. “The best way to success is to surround yourself with great people. We’re very fortunate to have some of the best in the industry.” Based on the company’s expansion of offerings throughout the years, Matt’s statement has merit.

**GROWING WITH THE WORK**

What started as a single crew performing sewer and water work has grown into a one-stop shop for subdivision developments. "We’re
GOOD NEIGHBORS
For a company that started amid the recession of the mid-1980s, Pat’s relentless focus on quality over profit is admirable. “I’m proud of the people we have out there because I always tell them, ‘Do the work as if it was your own.’ And they’re doing it — the callbacks prove it. That makes me very proud.”

Another unique tie Horsfield has with the community is its close proximity to the John Deere Dubuque Works factory. “For one thing, Deere employs a lot of people in this area. In addition to quality work, they appreciate seeing that machinery outside their homes,” explains Rod. “We also have a relationship with the experimental group at the factory. My dad worked there back in the day so he’d tap my uncle Pat for testing equipment. We still let them use our quarries for demonstrations and running equipment, and they have us shake down new models — they’re all great to work with.”

FAST AND OLD FRIENDS
Truly, the roots of the Horsfields’ relationship with Deere run deep. Pat’s first purchase when starting the company was a wheeled John Deere backhoe. They’ve had so much success they’ve never looked back, and now some of their excavators have up to 13,000 hours and are still regularly used. “They have done awesome for us,” says Pat. “We’ve had very, very, very little lost time because of those machines, and it made us what we are.”

Matt has never known anything other than a positive relationship with Deere. “As long as I can remember, Martin Equipment has been synonymous with Horsfield. Just great people — the sales and field staff, the techs — it really does seem like family because you know everyone. Not only that, but the Martin family themselves. Just very good, hardworking people who care about what they do.”

So while Matt foresees continued growth and new challenges for the company, there are certain things he wouldn’t change for the world. “Waking up every day doing a job you love with great employees — and doing that with your family... it doesn’t get any better.”

Horsfield Companies is serviced by Martin Equipment, Dubuque, Iowa.
Your older iron has a lot of life left. Keep it running profitably with the John Deere ReLife Program finance offers — and keep your cash.

Schedule an inspection today.
ELEVATE [YOUR] CONTROL

AND YOUR COMFORT.

L-Series Wheel Loaders provide control like never before, with exclusive features such as programmable multifunction buttons, controls for up to a sixth hydraulic function in a single joystick, and bucket vibrate for precise material dumping. And with ample legroom, automatic temperature control, and an available heated, ventilated seat, your operators will be as comfortable as they are in control.

Run [Your] World

JohnDeere.com/Elevate