Unlocking more value, every step of the way

Since our company began, John Deere has strived to unlock greater value for our customers. Our current operating model allows us to do this even more rapidly. By delivering intelligent, connected machines and technology solutions, we can help make our customers as efficient and profitable as possible.

Key to making this happen is focusing on our customers’ production systems, which comprise the jobs, activities, inputs, outputs, and decisions they perform to get work done. Examples of production systems include underground, roadbuilding, aggregates, site development, and ag material handling.

By understanding each step in our customers’ production systems, we can better identify the greatest opportunities to help them save on expenses and increase productivity. This also allows us to quickly respond to their unique and changing needs by introducing innovative new products and technologies.

In this issue of Worksite Journal, we profile several companies that have leveraged John Deere innovation to work smarter. For example, Whitley Contracting in Smithfield, North Carolina (see page 4), uses compact yet highly capable John Deere 60G Compact Excavators and a 324L Compact Wheel Loader to more efficiently complete roadbuilding jobs. Barbour Pourron Plumbing & Service in Clayton, North Carolina (see page 8), and A to Z Field Services in Denver, Colorado (see page 10), run Deere 35G Compact Excavators to efficiently complete underground work. Also near Denver, Crow Creek Dairy in Gill, Colorado (see page 12), is building a state-of-the-art robotic facility to improve its production system, but will continue to rely on its Deere 330G Skid Steer to keep up on a variety of chores. Four-way controls and a variety of attachments give operators more choices.

These stories illustrate the critical importance of using the right-sized machine to maximize efficiency and productivity. John Deere offers a broad range of machines and flexible technology solutions to help keep your production systems functioning at an optimal level, every step of the way. To learn more about how Deere can help your business realize its potential, see your local dealer today.

Juan Raya
Division Manager Sales,
Compact Construction Equipment

Domenic G. Ruccolo
Senior Vice President, Sales,
Marketing, and Product Support,
Global Construction Equipment/Chief Sales Officer, Wirtgen Group

THE BIG PICTURE

In this edition, you will see how individual John Deere solutions come together to form a larger system capable of handling every step of the job.

ROADBUILDING
UNDERGROUND
AG MATERIAL HANDLING

THERE FOR EVERY STEP WITH SOLUTIONS FOR EVERY SYSTEM.
The demand for construction work is strong, and you’re running hard to keep up. As your trusted financial provider, John Deere Financial is here to support you. Whether you need new or used equipment or parts and service, we offer flexible financing options and the latest digital tools for you to manage your account anytime, anywhere — including the MyFinancial app.

Explore our financing options and digital tools at Deere.com/financing-tools.
Brandy Whitley and Whitley Contracting have grown a successful concrete business with the help of John Deere compacts.
Whatever the obstacle, Brandy Whitley, president of Whitley Contracting, Smithfield, North Carolina, always finds a way. When she was selling real estate in the early 2000s, she realized she could earn more by building her own houses and selling them. Then when the housing market went south in 2009, she pivoted to highway construction. “It was just me and four other guys, including my husband,” she recalls. “To meet payroll until we had regular work, we’d pour footings on weekends for a homebuilder.”

Her husband Steve Whitley learned the housing business from his parents, who were in the mobile-home industry. During the early days he gained valuable knowledge about estimating projects and running machines that he was able to apply to the concrete business. “We started doing footings and driveways because that’s what we knew. I just needed to sell highway contractors on how we could do the job correctly and efficiently without holding up the large paving crews.”

Word of mouth eventually spread, and work from the North Carolina Department of Transportation (NCDOT) and local cities and municipalities began pouring in. “Once we got our foot in the door, it’s been nonstop,” says Brandy. “We’ve been really blessed.”

“There are not many women in this industry, so I consider myself an underdog. I’ve never been afraid to go against the grain, and don’t tell me I can’t do something. That’s what really drives me.”

— Brandy Whitley, president, Whitley Contracting

— continued
Other city work includes streetscapes, with cobblestone walkways, trees, and lighting. “We really enjoy it,” Brandy says. “It’s less like highway work and more like beautification.”

Steve is particularly proud of the streetscape in Goldsboro in 2015. “We did all the curb and gutter work, and installed brick pavers for the sidewalk. It was really nice.”

The company used a John Deere 60D Compact Excavator to demolish and remove the existing sidewalk on that project. Today the company runs three 60G compacts. “They are our go-to machines for pulling up concrete,” says Steve. “They are compact yet spacious and comfortable, so they are perfect for what we do. We just love everything about them. We put a lot of trust in and

FROM UNDERDOG TO OVERDRIVE

Over the last decade, the company has grown substantially, today employing 23 workers. Brandy attributes the growth to hard work. But as the owner of a woman-owned business, she believes hard work in and of itself is not enough. She has to trust her instincts and persevere. “There are not many women in this industry, so I consider myself an underdog. I’ve never been afraid to go against the grain. And don’t tell me I can’t do something. That’s what really drives me. I’m not sure what the future will hold, but I just keep grinding and growing.”

When she shows up at a job, she feels she’s sometimes overlooked. “People don’t always believe I’m the contractor. Honestly, I don’t really care. I come up with ideas and find people to carry them out. That’s what I do.”

The majority of the work Whitley Contracting does is for the NCDOT, including sidewalks and handicap ramps. City and municipal work includes bus stops and bus shelters. “We did the bus stops for the City of Raleigh and were approached by the City of Durham. They had never done it before so we guided them through it. It was a learning process for them. They were very grateful that we went above and beyond.”

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have a lot of confidence in the Deere product.”

“We’ve used John Deere equipment forever,” adds Brandy. “You just can’t beat the time-tested quality of a company that has been around since the mid-1800s. We hardly ever have issues. But if we do, we make one call to our local Deere dealer, James River Equipment, and they send out a technician or a part to us immediately.”

Brandy also appreciates the easy and affordable equipment financing she receives from John Deere Financial. “It’s amazing and it means so much to a small-business owner, especially a woman-owned business. It has really allowed us to afford more equipment and grow.”

KEEP ON ROLLING

Brandy is optimistic about the company’s future. “The sky is the limit,” she says. “It’s a matter of how big we want to get. We’re always go, go, go. We knock it out, get it done, and roll on to the next job. But right now we’re focused on keeping overhead low and pushing forward.”

One way the company has reduced overhead is by purchasing two concrete trucks and starting its own concrete operation. “Our concrete bills were enormous before we purchased these trucks,” says Brandy. “Plus we were waiting on concrete all the time. We have very short windows out on the highways to get the job done or we’re penalized. The trucks have worked out perfectly.”

The company runs a John Deere 324L Compact Wheel Loader to load the concrete trucks. “We opted for the long boom,” says Steve. “That extra reach and capacity make the 324L perfect for loading the trucks.”

Keeping employees in quality machines has helped minimize turnover. “We keep our employees happy by paying them well and putting them in great equipment,” says Brandy. “John Deere machines are compact and so versatile. If it wasn’t for reliable Deere equipment on our projects, I don’t believe we would be as profitable and successful as we are right now.”

Whitley Contracting Inc. is serviced by James River Equipment, Raleigh, North Carolina.

To reduce overhead and vendor delays, Whitley Contracting purchased two concrete trucks and started its own concrete operation.

Source: Whitley Contracting Inc.

Check out the video at: 
JohnDeere.com/worksitejournal

To learn about other women who are thriving and making an impact in the construction industry, visit: JohnDeere.com/WomenInConstruction
Raleigh, North Carolina, is one of the top 20 emerging housing markets in the country, according to The Wall Street Journal and Realtor.com. The capital of the Tar Heel State, Raleigh is one of the three major research centers that anchor the bustling technology hub known as the Research Triangle, which also includes Durham and Chapel Hill. The Raleigh-Durham metro area is one of the fastest growing in the country, approaching a population density similar to Atlanta, Georgia.

Fired up
That’s great news for contractors such as Barbour Pourron Plumbing & Service in Clayton, North Carolina, about a 30-minute drive east of Raleigh. Barbour Pourron specializes in new home plumbing in residential developments, working with local and national builders. “Normally this housing market is feast or famine,” says President Jeromy Godwin. “But right now, it’s on fire.”

Godwin and his sister Kacey Thompson were born and raised in Clayton. “Growing up you’d know everyone’s name. Today you see a new person every day. It has definitely grown.”

Successful succession
Barbour Pourron was founded in 1986 by good friends Mark Barbour and Wayne Pourron. With just a pickup truck and a dream, the partners set up shop in a large warehouse that was originally a cotton gin. Pourron’s sons and current co-owners Justin and Jonathan remember running around the warehouse as kids and helping out during summer breaks in high school and college. “The business was still at a pretty small scale when I started working,” remembers Justin. “We were running probably four or five rough-in, slab, and trim trucks. Today we run around 30 trucks, so we’ve grown quite a bit.”
Randy Godwin joined the partnership in 1996. Today his son Jeromy and daughter Kacey Thompson are also current co-owners. Jeromy started working at the company that same year, helping out with odd jobs, including unloading trucks and delivering tubs. Over the years he ran a service truck and worked his way up to field superintendent and director. Today he is company president.

Kacey joined Barbour Pourron after graduating college in 2006. She was offered a job in graphic design three hours away in Charlotte. “I was planning my wedding at the time and neither my fiancé or I wanted to move,” she recalls. “Family is very important to us so I spoke with my parents. My dad told me it would all work out and it did. Then the next day, he offered me a job if I was willing to learn. He taught me a lot about the business over the next seven years. I still learn something every day.”

Checking off all the boxes

In 2013, the original Barbour Pourron partners decided to retire. Wayne Pourron and Randy Godwin approached their four children about buying the business. “We thought the numbers would work out so we decided to move forward with the transition,” Jeromy Godwin recalls.

Still, he found the prospect of doing 800 houses that first year daunting. “I remember wondering how we were going to do this. But in that first year we actually did 2,700 homes.” Today the company has leveled off at 1,500 to 1,600 homes a year. “There’s more work than we can handle right now, but it’s so hard to find workers.”

On any given week, the company is working on 140 to 150 jobsites and completing the underground work on 30 to 40 homes. Six John Deere 35G Compact excavators help crews work quickly and efficiently, even when trained workers are scarce. “The 35G checks off all of our boxes,” says Justin. “It’s very compact and does exactly what we need it to do. The versatility is top-notch. And it has plenty of speed, power, and digging depth.”

The company has been running John Deere machines since the new guard took over almost a decade ago. “Overall, the quality is just excellent,” says Jeromy. “But if we need a rental, parts, or service, our local John Deere dealer, James River Equipment, makes it happen.”

“They can get us the machines we need as quickly as we need them so we don’t have to push jobs back,” adds Kacey. “That’s invaluable. Keeping on schedule is essential to our success. When I started, we had about 50 employees. Today we have 100. I’m proud of how far we’ve come and how much we’ve grown.”


— KACEY THOMPSON, treasurer/co-owner, Barbour Pourron Plumbing & Service
People depend on cell-phone towers and fiber-optic networks to communicate with friends and conduct business from almost anywhere. These services offer reliable connections over long distances, providing the necessary backbone for the digital age.

Kevin Glynn, general manager, A to Z Field Services, Denver, Colorado, believes these two cornerstones of telecommunication infrastructure are not going anywhere soon. “We’ve heard for 20 years that cell sites will get replaced by satellites, but it hasn’t happened,” he observes. “Right now, business is good. The outlook for the next two years is outstanding.”

Glynn runs the fiber and wireless division of A to Z Field Services, which serves the northeastern part of Colorado, from Fort Collins to Castle Rock to the eastern state line. His five excavation crews and three cell-tower crews provide services for companies such as Verizon, Dish, and T-Mobile.

Mobile platform
At a lonely cell-tower site amidst a wide expanse of the Eastern Plains near Fort Collins, one of the company’s crews installs power lines and fiber. A John Deere 35G Compact Excavator digs trenches while a 320G Skid Steer backfills and moves materials. With the Rocky Mountains visible on the distant horizon to the west, the crew braves a brisk February wind that cuts to the bone. The cold snap doesn’t deter the operators working from the heated seats of their comfortable four-season cabs.

Working at a cell tower can be a tall order. In addition to the heights that must be scaled to install a dish or antenna, the sites are cramped and fenced in, which is why they are perfect for compact equipment. “We really like the mini excavator and the skid steer for working in tight areas on cell sites. We also own a 50G Compact Excavator for when we need to dig to deeper depths.”
Glynn has run larger construction machines, but like many others serving the communications and utility infrastructure markets, he understands the benefits of using compact equipment. "I can put a compact excavator and a skid steer on the same trailer I use to haul a larger machine."

That dig-and-go mobility is important for fiber work in more urban areas. "We're very mobile," explains Glynn. "We're on and off the trailer and up and down the street. We're fast and quick, but our compact excavators with tracks help ensure we're not breaking sidewalks or tearing up people's yards."

**Working partner**

Last year A to Z Field Services purchased four Deere 35G Compact Excavators, a 50G Compact Excavator, and a 320G Skid Steer. Glynn has run Deere machines his whole career because he knows he can rely on them. "We've had these six machines a year now and we've had no major issues with them," he reports.

The support of the local John Deere dealership, 4Rivers Equipment, has also been important to the company's growth. "The biggest thing I noticed right away was machine availability," says Glynn. "We've been able to get the equipment we need, when we need it."

4Rivers works hard to live up to its brand tagline "Your working partner." "They are convenient and easy to work with. Whether I need a thumb for a compact excavator or JDLink™ Express installed to track machine health and location, our dealer representatives get on it right away."

JDLink allows 4Rivers to remotely monitor machine vitals and respond quickly. "That's huge," says Glynn. "By alerting us, they often can help us address issues before they become more major problems."

A to Z Field Services also has a preventative-maintenance agreement with 4Rivers. "It really takes the hassle out of everything," says Glynn. "We receive alerts and everything is scheduled at a convenient time to minimize downtime."

Uptime is everything to Glynn. He and his team have numbers they need to make every week, so it's no surprise he's obsessed with production. "When my guys show up for work, the equipment has to run. With the help of John Deere equipment and our local dealer, we can be confident that it will."

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— Kevin Glynn, general manager, A to Z Field Services
Meireis’ great-grandfather sold the farm in the 1920s after losing money invested in the silver mines. She and her husband Bruce bought the 160-acre farm back in 1999. The original red barn her great-grandfather built in 1910 still stands.

Robin’s and Brad’s ancestors can be traced back to the American Revolution. According to family lore, the wagon that brought settlers to Colorado was pulled by shorthorn cows, which were used to start the dairy. “Our family brought some of the first shorthorn cows to the west,” says Bruce. “I’m very proud of our heritage and that we were able to reacquire that land. It’s very important to us that we maintain it for future generations.”

**AUTOMATED, SUSTAINABLE FUTURE**

Today Crow Creek Dairy farms 500 acres and raises 400 dairy cows. Farming was tough for homesteaders,
The family is also building a state-of-the-art robotic facility. “I believe it will be one of the first of its kind in the area,” says Bruce. “We feel it is going to change the industry.”

Everything in the barn will be automated. Six robots will milk the cows automatically, three times a day. The cows will not be herded around like in a rotary parlor but decide for themselves when to eat, drink, relax, or be milked, creating a stress-free environment that maximizes comfort and milk production. Automated curtains and fans will control climate. The system is highly energy efficient, reducing costs.

“We’ve always innovated a lot,” says Bradley Foss, who is Robin’s brother. “We keep making changes and moving forward. Our father did that and I tried to do that. Now Robin and Bruce are doing the same thing.”

“GO-TO” FOR THE “TO-DO” LIST

Robin and Bradley grew up on the same family farm together that Robin and Bruce expanded when they bought back the original homestead. “Everybody does a little bit of everything,” says Bradley. “The ‘to-do’ list never ends.”

Robots will help ease the workload, but there are always plenty of other chores to do. Crow Creek Dairy relies on a John Deere 330G Skid Steer for cleaning pens, pushing up feed, digging postholes, and moving large bales. “It’s our go-to machine,” says Bruce. “We use it for almost anything you can imagine.”

Bradley appreciates the electro-hydraulic (EH) four-way controls, which allow the operator to choose from EH foot control, ISO joystick control, H-pattern joystick control, and ISO and foot control. “I prefer ISO joystick control, but other operators prefer H-pattern,” he says. “It’s easy to change with a simple switch.”

It’s unknown whether Bradley and Robin’s ancestors ran John Deere equipment on the original homestead, but the family farm has owned Deere for over 30 years. “We use Deere because our local dealer, 4Rivers, keeps us up and running,” says Robin. “They are very knowledgeable and always there to help us.”

She is proud of owning a historical farm with a new state-of-the-art facility that they can hand down to their children Robert and Bailey. “We’re still in the game and still progressing. Hopefully we’ll be here for another 50 years.”

Crow Creek Dairy is serviced by 4Rivers Equipment, Fort Collins and Greeley, Colorado.

PRODUCTION SYSTEM: AG MATERIAL HANDLING

A new state-of-the-art barn with robotic milking machines will keep cows comfortable while a John Deere 330G Skid Steer takes care of chores outside.

PRODUCTION SYSTEM: AG MATERIAL HANDLING

In total, 107,618 HOMESTEADERS were proved up (or satisfied their claim) in Colorado. Altogether, 22,146,400 acres of land were homesteaded, or 33% of the land in the Centennial State.

Source: nps.gov.

The family is also building a state-of-the-art robotic facility. “I believe it will be one of the first of its kind in the area,” says Bruce. “We feel it is going to change the industry.”

Growing their own feed crops has helped. “It’s given us some control over our finances,” says Bruce. “We also focus on sustainability, looking at as many things as we can, including solar and methane from manure.”

To be sure, but even with modern technology, it’s still tough to break even. “That’s become more challenging over the years,” says Bruce. “Our input costs are high, so you really have to manage expenses.”

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Bradley loves the freedom of farmwork. “You can set your own hours, unlike a job in town.” His main role is running the tractors and the 330G. “I love it and run it more than anything else,” he says. “It’s comfortable and easy to run. John Deere skid steers are just very reliable and do a good job for us.”

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Power is nothing without control. That’s why we’re constantly innovating workhorses to be more precise. With integrated tech that enables machines to know how deep and where to dig – even under water or in the dark. Or see what the crew can’t for added safety. Allowing a less-seasoned operator to trench, load, and drill like a surgeon.

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