Taskmasters

Your to-do list never ends, which is why you need to get the most out of your compact equipment. With over 100 models of John Deere attachments available, our skid steers, compact track loaders, compact wheel loaders, and compact excavators provide the versatility you need to become a master of multitasking.

We’re constantly expanding and updating our attachment lineup to better meet your needs. For example, our new ME36 Mulching Head allows owners of our 50G and 60G Compact Excavators to manage vegetation in difficult-to-reach places, including fencerows, roadsides, and waterways. Our new RE40 and RE50 Rotary Cutters work on our 35G, 50G, and 60G Compact Excavators. They’re great for maintaining embankments, ditches, over-fence brush, and rail rights-of-way.

Our attachments can help you increase machine utilization and open up new business opportunities. As you’ll learn in Get Connected on page 3, our snow blowers and pushers help landscapers and contractors improve revenue year round and help farmers clear driveways and other areas.

John Deere also recently announced a global supplier agreement with engcon®. Its tiltrotators are quite literally revolutionizing how excavation work gets done (see page 17 sidebar).

Visit your John Deere dealer today to find the right attachments to meet your needs.

Juan Raya
Division Manager Sales,
Compact Construction Equipment

3 | GET CONNECTED
Our snow blowers and pushers can help you increase revenue while removing piles of snow.

COVER STORY
4 | DREAM MACHINE
Our 333G SmartGrade™ Compact Track Loader goes full throttle to complete the ultimate freeride motocross track.

10 | THE SKY IS THE LIMIT
Bob Jordan and Crystal Haling have launched successful careers through a John Deere technician training program.

14 | SOCIAL (MEDIA) BUTTERFLIES
Social media influencers earn reputations as trusted authorities on John Deere equipment.

18 | TECH TIPS
Find out the five things to have on hand before the first cold snap.
Take advantage of winter weather to increase your revenue with these John Deere snow-removal attachments.

+ **Two-stage hydraulic SNOW BLOWERS** throw snow up to 45 feet from roadways, parking lots, driveways, or sidewalks:
  - Hydraulically actuated, poly-lined chute and deflector make it easy to place snow using in-cab controls.
  - 25-inch (B-Series) or 36-inch (D-Series/H-Series) high-volume intake shroud maximizes productivity.
  - Chute rotates 270 degrees via a simple, direct-drive hydraulic motor.
  - Direct-drive motors at auger and impeller provide robust and reliable performance.
  - Skid shoes can be easily adjusted to set the cutting-edge height to accommodate different surfaces.
  - Serrated-auger option (D-Series) cuts through the heaviest snow conditions.

+ **SNOW PUSHERS** quickly and efficiently remove large accumulations of snow from sidewalks, parking lots, and driveways:
  - New C-Series Snow Pushers enhance visibility and are lighter weight compared to previous models.
  - Rubber cutting edges are reversible and replaceable.
  - Optional pullback edge allows you to work around vehicles, buildings, fences, and other obstructions in confined areas.

These attachments are optimized to work with John Deere skid steers, compact track loaders, and compact wheel loaders. They’re also compatible with most competitive models. See your local Deere dealer for details.
DREAM TRAXX BUILDS THE ULTIMATE FREERIDE MOTOCROSS TRACK WITH THE HELP OF A JOHN DEERE 333G SMARTGRADE™ CTL
COVER STORY

CHINESE SPREADS DIFFICULTY IRRIGATION AND TRADE Solutions

continued
No limits. That’s what freeride motocross is all about. And that’s the vision of the competition at Red Bull Imagination 2021—pushing the boundaries of creative expression in the sport. Jason Baker and his company Dream Traxx built the course, providing the best freeriders in the world with a playground that gives them the creative freedom to express their imaginations and styles. “Everyone in my sport wants to take it to the next level,” Baker says. “If you’re a motocross rider, you bring that extreme mentality in everything you do.”

Dream Traxx carved the custom-built course out of the Great Plains in Fort Scott, Kansas. Drawing inspiration from skateboard parks and snowboard-terrain parks, the course includes a quarter pipe, a wall ride, and numerous jumps and obstacles that give the riders the freedom to create their own lines. That includes catching big air over tall trees and a John Deere articulated dump truck. With no starting or finish line, riders can attack the course in any way they see fit. Whatever a rider sees, goes. The most creative lines score the highest.

For Baker, course building is also a very creative process. “The guys are freeriding and, in essence, I’m free building. It’s artistry. It’s about how cool I can make this. We create a bunch of weird shapes and mounds that let the riders go every which way and use their imaginations.”

Before building tracks, Baker was a professional rider for five years. “I’m a rider at heart,” he says, “and to be a good track builder, you need to have riding experience. I look at things from not just an operator’s perspective but a rider’s. I speak their language. As I’m building a course, I’m riding it in my head. Before anyone has used the course, I’ve ridden it mentally 100 times.”

**FULL THROTTLE**

At the age of 19, Baker built his first track with his father in their backyard. “I got a crash course in running equipment and
AS I’M BUILDING A COURSE, I’M RIDING IT IN MY HEAD. BEFORE ANYONE HAS USED THE COURSE, I’VE RIDDEN IT MENTALLY 100 TIMES.

– Jason Baker, owner, Dream Traxx
The 333G SmartGrade CTL is the first compact machine to feature fully integrated grade-control technology, and it’s loaded with features that make track building easier. “The advantages of this machine are great,” he says. “A lot of jumps are in confined areas that the 333G can slip right into.”

Slope control allows Dream Traxx operators to dial in a specific grade and hold it. This allows Baker to provide direction on the fly, as he is often working from his own imagination instead of precise 3D plans.

He also appreciates the power of the 333G SmartGrade CTL. “It can go up steep inclines with a full blade of dirt, unlike many comparative competitive machines I’ve tried. I’ve been very impressed.”

With three weeks to complete the course, the company worked nonstop 12-hour days. “We don’t get an ‘A’ for effort,” says Baker. “It’s get it done or you fail. That’s the bottom line. John Deere products give us the confidence to just go to town and go full throttle. We put the machines to an extreme test and push them hard, and they keep up. Deere manufactures a quality machine.”

To build the course for Red Bull Imagination 2021, Dream Traxx ran a fleet of John Deere equipment featuring SmartGrade grade-control technology, including crawlers, excavators, and a 333G Compact Track Loader (CTL). “SmartGrade is my interpreter,” says Baker. “It takes what I see and puts it into the machine in a way that makes sense to the operator very quickly.”
So is the 333G SmartGrade CTL the dream machine for Dream Traxx? “I’ve always envisioned running something like the snowcats with the big blades that are used to build snow courses. I think the 333G encompasses that. It’s basically like a compact dozer. We can quickly change from blade to bucket, so it’s very versatile. It saves time and makes us more efficient.”

“INSANE”

The course received rave reviews from the riders, including one who gave it the ultimate compliment, calling it “insane.” “I don’t mind being the unsung hero in the background when these guys show up, shred, and put on the ultimate event,” says Baker. “Just seeing them smile when they go off and get nuts on the course, doing stuff we’ve never seen before. That’s my proud moment — my pat on the back.”

Baker attributes his company’s success to his team. “The group of guys I have is amazing,” says Baker. “They can get in any machine and do a great job. I can never thank them enough. You are only as good as your support team. We’re a tight-knit team — like brothers. At the end of the day, we’ve got each other’s backs.”

And John Deere has Baker’s back. “Deere has really embraced what my team does. They gave us a huge amount of support for this event, and that means a lot to me. It’s awesome to have that level of support, and it makes me very excited to work with them.”

Dream Traxx LLC received equipment and support for the Red Bull Imagination 2021 event from Murphy Tractor & Equipment Co., Kansas City, Missouri.

Check out the video at: JohnDeere.com/worksiejournal
旅程的1,000英里始于迈出的一步，根据古老的谚语。Bob Jordan，销售经理，和Crystal Haling，服务经理，位于密苏里州堪萨斯城的Murphy Tractor & Equipment Co.的成功职业生涯旅程始于他们踏入东南社区学院的教室。他们都在与Murphy Tractor和John Deere合作的Millford，内布拉斯加州的Southeast Community College完成了Deere Construction & Forestry Equipment Tech (C&F Tech)项目。该项目包括了两年的课堂和车间经验，提供了电子、计算机诊断以及Deere设备的深入了解。完成课程后，学生可以立即在Deere经销商处找到工作。这种经验也为晋升到高级职位提供了良好的起点，Jordan和Haling可以证明这一点。

Both completed the Deere Construction & Forestry Equipment Tech (C&F Tech) program offered by the college in partnership with Murphy Tractor and John Deere. The two-year program includes classroom and shop experience, providing an in-depth knowledge of electronics, computer diagnostics, and Deere equipment. Upon completion, students are ready to jump right into a job at a Deere dealership. The experience also provides a good launching point to advance to higher-level career opportunities, as Jordan and Haling can attest.
“The program was a huge benefit to where I am today,” says Jordan. “Many of our technicians moved on to become service managers and shop foremen. In my case, I went from a technician to an instructor and then a sales role.”

**JUMP-STARTING A FUTURE**

As territory sales manager, Jordan gets to visit customers at jobsites across five counties around the Kansas City area. “I love doing machine demos and showing customers the benefits of John Deere machines. It’s my favorite part of the job.”

Jordan heard about the C&F Tech program 20 years ago when his high school football coach gave him an application. He joined Murphy Tractor as an apprentice, and the dealership sponsored him through the training program.

Due to a nationwide shortage, qualified construction equipment technicians are in high demand. A 2020 report by Associated Equipment Distributors (AED) predicts a shortage of 75,000 technicians over the next five years. Programs such as the Deere Construction & Forestry Equipment Tech (C&F Tech) help bring new technicians into the field.

“During the program, we’d spend weeks just going over every test on a particular machine,” he recalls. “We’d rebuild engines and transmissions. By the end, I felt like I had been around equipment for a long time so it gave me a huge jump start.”

After working in the shop for a year as a technician, he spent the next 10 years as a field technician. During this time, he took Capstone programs to become certified on John Deere product groups, including excavators, crawler dozers, compact track loaders, backhoes, and motor graders. “My favorite machine is the excavator,” Jordan says. “Many technicians don’t like them because they are too complex. But that’s what drew me to them — the challenge of learning a complicated hydraulic system.”

After working as a field technician, Jordan became a certified training instructor and trained technicians for almost five years. He took the position as territory sales manager two years ago. “Being a technician gives me an advantage as a salesman because I’ve been on a lot of jobsites exposed to a lot of different situations,” he says. “I know what is important to a customer on a particular jobsite and the challenges they are facing. I’m not just selling them equipment. I serve as a consultant.”

Murphy Tractor has grown a lot since Jordan joined the company two decades ago. “Our new location is twice the size of our old one, and we continue to grow,” he says. “We’ve added sales staff and technicians. I’m really proud of that — a lot of great people doing a great job.”

Roughly half of the new technicians come through the C&F Tech program. “I see a huge difference in skill sets between a person who came from that program and those from outside the program. They are much more familiar with service manuals and machines than someone with maybe five years of experience. They really learn a lot about Murphy Tractor, John Deere, and opportunities within the company. The program really set me on a great career path, and I would recommend it to anyone interested in becoming a technician. The future here is very bright, and I see many opportunities ahead of me.”

I SEE A **HUGE DIFFERENCE IN SKILL SETS** BETWEEN A PERSON WHO CAME FROM THAT PROGRAM AND THOSE FROM OUTSIDE THE PROGRAM.

— BOB JORDAN, sales manager, Murphy Tractor & Equipment Co.
PROPELLING A CAREER

Haling has also been with Murphy Tractor for about 20 years. As service manager, communication is key. “I’m constantly speaking with the customers and service technicians to be sure we are all on the same page.”

Like anyone trained as a technician, Haling is a “fixer.” “Whether it’s helping a technician with a diagnosis or talking with a customer on the side of the road who needs assistance, I’ll do anything I can to help,” she says. “I really just like fixing and helping.”

The C&F Tech program made perfect sense for Haling, who like Jordan, first heard about it in high school. “I’ve always been interested in taking stuff apart and repairing things. I learned about the program through a friend attending the school, and then one of the teachers knew the service manager at Murphy Tractor, who helped set me up.”

The program was very hands-on. “I learned all the fundamentals of the equipment we work on and where to find the information I need, which is key. Then I put what I learned in class into play in the shop, rebuilding different parts of the machines.”

Haling worked as a service technician for 15 years before becoming a service writer for warranties and then shop foreman. “When I started, I jokingly said I’d be running Murphy Tractor in 10 years,” she says. “Well, it’s been 20, but I’m getting there (laughs). Obviously, my goal is to not run Murphy Tractor but to advance as far as I can, which is definitely possible. I love the service department and want to stay in whatever position to be part of service.”

The C&F Tech program helped tremendously, says Haling. “You come out of school confident and ready to go. It’s a very big step toward propelling me or anyone into their career. The program is one of the most rewarding experiences I’ve had in my career.”

Haling is helping open the new Murphy Tractor branch in Olathe, Kansas, where she will serve in her new role as service manager. That includes ordering tools and supplies, and hiring service and field techs. “If someone ever has any aspirations to do more, I’d have more trust in his or her background if they have been through the C&F Tech program,” says Haling. “It will make it easier for that person to work in any department really. The sky is the limit.”

*Source: southeast.edu/deereconstructiontech.*

YOU COME OUT OF SCHOOL CONFIDENT AND READY TO GO.

– CRYSTAL HALING, service manager, Murphy Tractor & Equipment Co.
At bare minimum, companies should have a website, drive traffic to the site through search engine optimization, and add contact information to local business listings. But to engage customers on a more personal and regular basis, many companies are also boosting their social media presence. Bob Dietz & Sons, New Paltz, New York, and DC Excavation, Bozeman, Montana, have attracted thousands of followers on their Instagram accounts.

---

A digital presence is essential to the survival of any business, including contracting.
“If we’re working in a remote location for several months, people might not be sure if we’re still working or where we’re at,” says Brian Dietz, vice president of Bob Dietz & Sons. “Instagram allows customers and other contractors to see what we’re doing on a daily basis. We have fun posting pictures. We’re proud of what we do, and it’s exciting to show how we use John Deere machines in the field.”

Positive influence
Bob Dietz & Sons runs the full gamut of John Deere equipment, from a 333G Compact Track Loader and 60G Compact Excavator to large dozers and excavators equipped with the latest SmartGrade™ and engcon® technologies. Instagram posts capture these machines at work and reflect on the benefits of these innovations.

“Technology has completely transformed our business,” says Dietz. “So there is a lot of interest from our audience in SmartGrade and other capabilities.”

With thousands of Instagram followers, both companies are considered social media “influencers.” They offer personal, niche content to an audience of highly engaged users. Leading brands like John Deere recognize the value of influencers and leverage them as part of their marketing strategies.

Think back to around the time Bob Dietz started his excavation company in 1976. In the days before the internet, television was virtually the only mass media that marketers used to reach their audiences. Today with the advent of social media, platforms such as Instagram, Facebook, and YouTube give consumers unlimited choices for content. And while more choice is great for consumers, it also makes them harder to reach.
Influencers provide a means for companies to reach their audiences through social media. By establishing credibility with their loyal following, influencers earn a reputation as trusted authorities. To maintain that trust, authenticity is key. “My posts have to be real,” says Dane Cotten, owner of DC Excavation. “We share what these machines are doing — the good, the bad, and the ugly. I want to be authentic. I have no desire to sell my soul to anyone.”

Brand ambassadors

Cotten started DC Excavation in 2016 and has been using social media since the beginning. “I’m 32 years old — that’s what people my age do. Using Instagram went from something fun to something that could really grow my business. It’s given us a lot of exposure.”

In addition to showcasing a company’s equipment and capabilities, Instagram puts a human face on a company. Bob Dietz & Sons and DC Excavation regularly post images of their teams, John Deere staff, and local dealer representatives, customers, and families. Cotten often posts photos of his four-year-old daughter.

“Everybody loves Annie — she’s the star of the show,” says Cotten. “People see us as more than just a company name. There’s a personality to this company now. People know my values and what kind of person I am. They know what we stand for.”

Besides expanding brand awareness for both the company and Deere, being an influencer has opened a lot of doors. “It not only allows people to see what we’re up to,” says Dietz, “it’s opened up a lot of connections for us at John Deere to help us get the support we need. It’s a great thing for us.”

Both he and Cotten are members of the Customer Advocate Group for Deere excavators, providing input on how new models are designed. Cotten also appreciates the relationships he has built within John Deere Construction & Forestry. “The networking aspect has been awesome,” he says. “I’ve met so many great people.

“Deere has taken the initiative to show that they believe in us and want us to represent their brand,” he adds. “That’s a big honor and a great opportunity. As a brand ambassador, we have the opportunity to effect real change. And that’s what I hope to do.”

Check out the video at: JohnDeere.com/worksitejournal

Making connections

John Deere recently announced a global supplier agreement with industrial manufacturer engcon®, allowing customers to purchase engcon tiltrotators through Deere equipment dealers. Bob Dietz & Sons of New Paltz, New York, equips its John Deere 60G Excavator with an engcon tiltrotator. “It’s a pretty amazing little setup,” says Brian Dietz, vice president of Bob Dietz & Sons. “It completely transforms the excavator and takes it to another level.”

“Deere has taken the initiative to show that they believe in us and want us to represent their brand,” he adds. “That’s a big honor and a great opportunity. As a brand ambassador, we have the opportunity to effect real change. And that’s what I hope to do.”

“Deere has taken the initiative to show that they believe in us and want us to represent their brand,” he adds. “That’s a big honor and a great opportunity. As a brand ambassador, we have the opportunity to effect real change. And that’s what I hope to do.”

Using a tiltrotator, the time required to complete tasks such as digging, contouring, and backfilling is significantly reduced, increasing jobsite production. Operators can quickly switch from buckets to other attachments without leaving the cab. “It transforms your excavator into a Swiss Army knife,” explains Dane Cotten, owner, DC Excavation. “You don’t have to get out and plug in hydraulic lines. You can switch back and forth really quickly and easily.”

With the engcon tiltrotator, operators can rotate attachments 360 degrees and tilt them up to 45 degrees side to side. “It saves a ton of machine movement and wasted time because you don’t have to keep repositioning the machine,” says Cotten.

“The tiltrotator is revolutionizing the dirt world,” Dietz adds. “It really increases efficiency and your bottom line.”
John Deere compact machines are built tough to run reliably during the cold winter months, which make them great for snow removal. Instead of closing up shop, many landscapers and contractors take advantage of winter weather to earn additional revenue. Still, cold-weather operation requires a little extra care. Here are five items to get your hands on before the first cold snap.

**FIVE THINGS TO HAVE ON HAND BEFORE THE SNOW FLIES**

1. **ENGINE OIL AND COOLANT**
   John Deere offers two viscosity-grade engine oils for optimal machine operation in cold weather. Premium Fully Synthetic All-Season Plus-50™ II 5W-40 and Premium Fully Synthetic Plus-50 II 0W-40 Engine Oil are formulated to inhibit wear, corrosion, sludge, varnish, and oxidation while delivering excellent low-temperature performance. These Plus-50 II formulations are recommended for use in all John Deere diesel engines.

2. **JOHN DEERE FUEL-PROTECT DIESEL FUEL CONDITIONER COLD WEATHER FORMULA**
   Diesel fuel conditioner extends the life of fuel by improving stability and preventing oxidation. It cleans and maintains fuel systems to maximize power and performance while extending injector and high-pressure pump life and improving the overall quality of fuel in the tank. John Deere Diesel Fuel Conditioner Cold Weather fuel additive is formulated to deliver maximum operating performance in freezing conditions.
Always refer to your operator’s manual for complete details. And see your John Deere dealer for additional information and local availability of cold-weather aids.

**EMERGENCY ITEMS**

When you’re out on the job, keep John Deere Emergency Thaw on hand. Emergency Thaw liquefies the gelled fuels in the diesel system caused by freezing conditions and melts ice from plugged fuel filters, restoring fuel flow from the engine. You should also have ether starting fluid and a replacement John Deere StrongBox™ battery.

**A BATTERY TESTER**

Batteries hide their weaknesses all too well. Often the only way you know you need a new battery is when it dies — unless you have a battery tester.

Load-test the batteries to verify overall performance and condition. Winter weather requires up to twice as much cranking, so make sure the batteries can handle the load. Our large-frame G-Series Skid Steers and Compact Track Loaders feature a battery-disconnect option to quickly disconnect battery power for convenient testing.

**GREASE**

The right type of grease can help extend component life. For temperatures ranging between –42.7 to 232 degrees C (–45 to 450 degrees F), our Multi-Purpose Extreme-Duty Synthetic Grease generally performs to the best advantage for both low- and high-temperature applications. Refer to your machine’s owner’s manual for specific grease recommendations.
When push comes to shovel

Get yourself some John Deere snow-removal attachments and make sure you’re clearing an easier path from here to there to anywhere.

JohnDeere.com/compactattachments