

PayDirt

Fall 2013

WE RESPOND TO OUR CUSTOMERS WITH INNOVATIVE SOLUTIONS TO HELP THEM BUILD AND POWER OUR FUTURE.

After the Storm
Ferreira Construction
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Against Sandy
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Win Contractor Choice Award
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FOLEY

CAT[®]

In order to help improve communication and understanding, as many of you know, we have instituted a “Voice of the Customer” telephone survey program. This allows us to connect with a broad array of customers more frequently and more consistently. From these surveys we can better understand your expectations of our company and your pain points as our customer.

It’s one thing to listen, but it’s crucially important that we respond appropriately to your suggestions for being a better business partner. We have dedicated a page to explain the changes we have made based on your feedback. This will help us achieve our goal of being the first and only choice for your service and equipment partner; or creating a “customer for life.” We’ll continue to openly communicate with you about the investments and enhancements we make in the business, and I hope you’ll see first-hand the difference in your experience.

This issue of PayDirt includes customer profiles, product and service updates, and organizational changes among other Foley communications. Featured are Ferreira Construction and its efforts to help clean up and rebuild the New Jersey Shore region after Superstorm Sandy. This storm has affected everyone in the surrounding areas, directly or indirectly, and we’d like to thank good friends and customers such as Ferreira for all of their hard work.



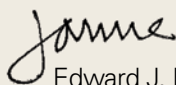
“Thank you for your continued support. We are working hard to continue to earn your trust and I hope you see we are committed to enhancing your overall experience with Foley.”

We also have a celebratory story on longtime partner Krutis Excavating, which is celebrating 30 years in business! Brothers Tom and Mark Krutis have maintained the success of their company with high-quality job performance, with knowledgeable and hardworking crews, and through their solid leadership. Congratulations on this milestone.

Supreme Metro is an interesting story about an owner who is committed to transforming and maintaining the right company culture, and who supports his employees through the process. By adopting a team-focused philosophy, they can work together to set themselves apart from the rest.

Thank you for your continued support. We are working hard to continue to earn your trust and I hope you see we are committed to enhancing your overall experience with Foley. As much as we appreciate your business, we really value your feedback, so make sure to take the survey we show you on Page 19 to give us even more “Voice of the Customer.”

Sincerely,



Edward J. Foley, IV
President & CEO
Foley, Incorporated



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FOLEY



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PayDirt magazine offers information on equipment selection, application, operation and maintenance as well as news and tips on other subjects of interest to end-users. If you have any ideas or questions, please send them to **PayDirt**, 21420 W. Greenfield Ave., New Berlin, WI 53146, or fax to (262) 650-9261. www.northbrookpub.com
 Every effort has been made to assure specifications in this magazine are accurate. For latest machine specifications, consult with us, your Cat dealer. This magazine is published quarterly on behalf of your Cat Dealer Foley, Inc. by Northbrook Custom Media, a division of Randal-Reilly Publishing LLC. Phone (262) 650-9260.
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 30
YEARS

Family Business Thrives

in the Land of the Giants

After 30 years, Krutis Excavating is going strong with ongoing projects from some of the biggest names in business.

Celebrating its 30th anniversary this year, Krutis Excavating, a second-generation family business with 20 employees in Linden, N.J., proves that you can maintain a small construction company and still capture regular work with big-time customers.

Krutis Excavating handles work for Citgo Petroleum, Nu Star Energy and Kinder Morgan, some of the biggest names in the energy industry, and recently finished repairs and restorations at several oil refineries damaged by Superstorm Sandy. Krutis was a natural to be called for the storm recovery work due to the company's long experience with the energy firms.

"We've had service contracts with three of the refineries for the past 20 years," says Mark Krutis, president of the company. "Our refinery work is ongoing."

Mark Krutis and his brother, Tom Krutis, vice president of the company, have also established long-running business ties with another giant, McDonald's Corp., which develops the chain of fast food restaurants.

Krutis Excavating recently finished yet another McDonald's project, its 23rd in New Jersey. Krutis has averaged two or three McDonald's per year for the past eight years. Their site work includes sewer installation, grading, retaining walls, paving, and concrete curbs and sidewalks.

Prepared to Succeed

The Krutis brothers have maintained the success of Krutis Excavating after taking the reins from their parents, Tom and

Brothers Tom (left) and Mark Krutis with their mother, Teresa, who founded the company with her late husband Tom Krutis.

Teresa, who founded the company.

"One of the jobs that sticks in my memory was our first tank field grading job at Citgo Petroleum. We moved all of our equipment to the site and worked seven days a week to complete the site prep work," Mark Krutis recalls. "This was one of the first jobs over all the years that the entire family — Mom, Dad and our sister Sue — worked on the same site together."

Although the family orientation has never been lost, the Krutis brothers knew they would have to adapt the business to keep it strong.

"One of the turning points for the company was 16 years ago when our father passed away and we had to really step up to keep things going with the loss of our boss and father," Tom Krutis says. "We decided to break away from the housing market and go after more commercial and industrial projects, which led us to more challenging and profitable work."

Helping make that possible, the company emphasizes safety and participates in ISNetwork, an organization that collects safety, procurement, sustainability, quality and regulatory information from contractors, verifies its accuracy and offers the information to corporations looking to connect with reliable contractors.

"This ISNetworld safety compliance qualifies us to work for the oil companies that we have contracts with," Tom Krutis notes.

Krutis Excavating is also active on the board of the Association of Site Improvement Contractors (ASIC), a non-profit group that provides members with group purchasing power for insurance. According to the ASIC web site, "Our members are site improvement contractors with exception-

"The best thing about doing business with Foley, Inc. is that everyone is there when you need them, every time." –Tom Krutis, Krutis Excavating

ally well-run operations ... By joining together, our combined premiums are significant enough to give us control and influence over our insurance prices, services and coverages."

An Iron Partnership

Of course, success ultimately depends on high-quality job performance. Beyond having knowledgeable, hard-working crews, Mark Krutis stresses the importance of having the right equipment as a critical factor in getting jobs done efficiently.

Krutis Excavating has 16 pieces of heavy equipment in its fleet, most of them Cat machines. These include a 321D LCR and other sizes of hydraulic excavators, a D5K and several more track-type tractors, a few wheel loaders, a backhoe loader and a skid steer loader. Machines are chosen to fit particular jobs according their size and capacity.

"Everything is pretty much working every day," Mark Krutis says.

Since its founding,



COMPANY PROFILES

Krutis Excavating Company Inc., Linden, N.J.

Principals: Mark Krutis, president; Tom Krutis, vice president

Applications: Site preparation, sewers and mains, demolition, concrete work, paving

Cat Dealer: Foley, Inc.

Krutis Excavating has been relying on Foley, Inc. for its Caterpillar equipment and the dealership's dependable service. "The best thing about doing business with Foley, Inc. is that everyone is there when you need them, every time," Tom Krutis says.

Foley sales representative Warren Gonzalez understands the Krutis Excavating operations, and he works to find equipment with the proper fit, even in difficult circumstances. For example, after Superstorm Sandy, Krutis Excavating needed a shear to aid in its cleanup projects, but the work tools were in high demand and Foley did not have one in stock. Gonzalez found a shear that was available from another contractor, and Krutis Excavating quickly had the tool it needed.

Mark Krutis points to parts accessibility as strength of Foley's support system. "We've tried other companies in the past, but we came back to Cat products. Even if they are not in stock, we can still get them in a very timely manner," he says.

He also believes in the value of S.O.S. sampling, the fluid analysis program available from Foley that Krutis Excavating uses on all of its equipment to detect small issues before they grow into major problems.

Krutis Excavating also uses Foley, Inc. service technicians for large or highly technical equipment work. "We call Dan Scaramella, our Foley customer support representative, to arrange anything we need done," Mark Krutis says.

Recently, the company needed a hydraulic cylinder repaired. "That cylinder job took only a day, and that was impressive," Mark Krutis recalls. "Timely service is important because there is no tomorrow — our customers want everything done today, or at least as quickly as possible. And Foley, Inc. helps make that doable."

Krutis Excavating benefits from a solid foundation built over the decades, and the Krutis brothers appreciate their success.

"We are very proud that we kept the family business together and that we have kept the majority of our employees with us though all the ups and downs of the economy in the past few years," Mark Krutis says. "The majority of our employees have been with us for 15 years or more, which is a major accomplishment in this industry."

"It's been a challenging 30 years," he adds. "Even with the passing of our father and sister, we still work together and deliver the quality workmanship that our dad built this business on. We have a great reputation for starting and finishing jobs on time and on budget."

And probably will for a long time to come.

Bob Kukulski Ends Stellar 39-Year Sales Career With Foley, Inc.

COURTESY OF: BRENDA RUGGIERO – CONSTRUCTION EQUIPMENT GUIDE CORRESPONDENT

Bob Kukulski recently closed a chapter in his life when he retired from a 39-year career with Foley, Inc., the Caterpillar dealer in North Jersey, Staten Island and Bermuda.

Kukulski began work as a sales trainee at Foley on Oct. 8, 1973. He quickly progressed through the ranks as product support service representative, lift truck salesman and heavy general line salesman, a position he held for 10 years. In 1989, he moved into sales management, working there for 11 years before being promoted to vice president of machine sales in 1993.

In late 2000, Kukulski decided to return to his true passion of selling Caterpillar equipment. At the time of his retirement, he was account manager for both Monmouth and Mercer counties, and was very well-known and respected in the industry.

"Bob's ability to manage large accounts and the complex relationships that come with them, coupled with a tireless work ethic, have made him a true cut above the rest," says Jeff Merle, Foley's vice president of machine sales. "He has become a role model for young and up-and-coming sales people."

"The best part of my career was the many relationships I had with fellow employees, Caterpillar employees and especially customers. It gets no better than to work for Foley, visit customers and sell Caterpillar machines."

Kukulski joined the Marines right after high school, and he spent a tour in Vietnam. Upon his return, he earned a bachelor of science degree in business at Trenton State College (now The College of New Jersey). His resume also includes stints as a teacher, bartender, house framer and working for E.I. DuPont. He got the interview for the job at Foley through an employment agency.

Kukulski noted that, over his career, he has seen changes from pay phones to beepers to computers to smart phones.

"It still boils down to face-to-face sales with customers and building relationships, so really nothing has changed," he says.

In the Caterpillar product line, he has seen the evolution and progression of a wide array of equipment, including dozers and loaders with tracks and wheels, hydraulic excavators and compact construction machines.

He saw the development of many more markets and customers because of Cat's equipment line expansion.

"Customers are smarter and more demanding," he notes. "There are more rentals than ever, and machines are smarter, with GPS and laser operation. Emission standards are also changing, with them now being at Tier IV."

According to Kukulski, selling lift trucks was his most difficult challenge. "Once you work with the big iron, it's in your blood," he says. He also had difficulty losing deals to competitors. "Once it's lost, thank the customer for the opportunity, ask for a shot at the next deal, and stay with it," he advises.

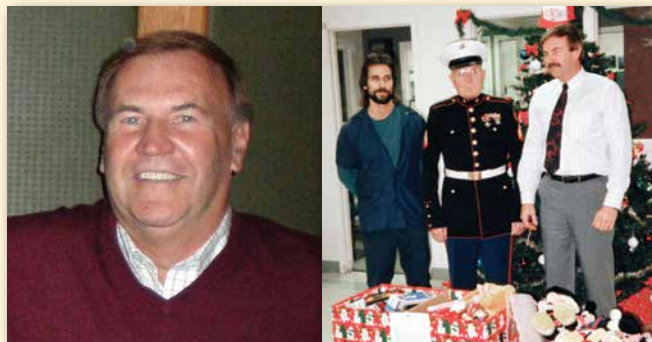
Kukulski is a stellar salesperson, according to Jamie Foley, president and CEO of Foley, Inc. "Bob built his career on creating life-long customers before that became our corporate vision. We are a better organization for the dedication and leadership he provided this company during his long and distinguished career. We wish him all the best in this next phase of life."

Kukulski says he is pleased to have worked for three generations of Foleys. They have included E.J. Foley Jr., E.J. Foley III (Kim), and now Jamie and Ryan Foley.

"The best part of my career was the many relationships I had with fellow employees, Caterpillar employees, and especially customers," he says. "It gets no better than to work for Foley, visit customers and sell Caterpillar machines."

That being said, Kukulski plans to buy and sell used equipment for Foley on a part-time basis. But he also plans to travel, play more golf, fish a little and enjoy spending more time with his family and friends.

"I'd like to thank all the people that I had the opportunity to work with," he says. "Most importantly, I want to thank the customers for their valued business and their trust in me. It truly has been remarkable and enjoyable. I would just like to thank the Foley family for 39 plus years. It was a great career. I often said that if I had to design the perfect job for myself, it would be to sell Cat machines for Foley Machinery. I lived the dream."



Bob Kukulski (far left) has enjoyed 39 years in various Foley positions. (Near left) Bob and Gary Mireau of the Foley Parts Department join with a representative of the U.S. Marine Corps for a Toys for Tots program during a past Christmas.

Cat® Equipment Turns Golden in Contractor's Choice Awards

Cat equipment excelled in the annual Contractor's Choice Awards sponsored by Roads & Bridges magazine, earning honors in 21 different equipment categories. The magazine's readers voted for gold, silver and bronze awards. Cat equipment earned 17 golds, as well as two silver and two bronze awards:

CATEGORY	PRODUCT
Software (fleet management)	Cat Product Link and VisionLink (Gold)
Wheel loaders	930H Wheel Loader (Gold)
Dozers	D6T (Gold)
Excavators	320D L (Gold)
Specialty Excavators	328D LCR (Gold)
Mini Excavators	Cat 300.9D (Gold)
Concrete Breakers	H90C (Gold)
Backhoe Loaders	420E (Gold)
Skid Steer Loaders	262C (Silver)
GPS/Laser-Guided Equipment	Cat Grade Control (Silver)
Asphalt Pavers	Cat AP1055E (Gold)
Asphalt Pavers (small)	Cat AP555E (Gold)
Asphalt Screeds	Cat AS3301C Extend-A-Mat (Gold)
Compaction (asphalt)	Cat CB64 (Gold)
Compaction (soil)	Cat CS56 (Gold)
Asphalt Milling Machines	Cat PM200 (Bronze)
Trucks (on-highway)	Cat CT660 (Bronze)
Trucks (off-highway)	775G (Gold)
Motor Graders	140M (Gold)
Telehandlers	TH514 (Gold)
Recyclers/Reclaiming Machines/Soil Stabilizers	Cat RM500 (Gold)



TOP 100 Awards

Construction Equipment Magazine's annual Top 100 recognizes the best new equipment introduced each year. The editors recently chose multiple Cat machines for honors based on innovation and engineering, including:

- 994H, 950K, 924K, 930K and 938K Wheel Loaders
- Series K2 Track-Type Tractors
- E series Mini Excavators
- F Series Backhoe Loaders



Built to Last

Customer relationships standing the test of time.

Paul Rabuin, owner of Paul E. Rabuin Contracting in Piscataway, N.J., sent Kim Foley, chairman of the board of Foley, a letter of appreciation for receiving excellent customer service. We wanted to highlight this letter and Paul, who we can proudly refer to as a "customer for life." Thank you, Paul, for sharing!



Dear Mr. Foley,
 I'd like to express my appreciation to two of your staff members for their excellent customer service. I had just experienced an ignition failure on my Cat 941 Track Loader and was interested in purchasing a new set of batteries. I had been told that the batteries could only be purchased in palette lots of 50.
 I decided to call Jared Briesch for assistance. Jared immediately returned my message, arranged a meeting at Foley and got back to me to report that Foley had decided to order the palette and would have the batteries for me shortly.
 After picking up the batteries and installing them, the 941 still didn't start. That was when your field service foreman, Jim Sarno, stepped in. Jim took my service call and rushed to have a field mechanic at my Piscataway jobsite the following morning. An alternator was replaced on the machine and I was back in business that afternoon.
 I was the very first 941 customer at Foley, and the one repaired this past month is my third. Jared and Jim made me feel respected and appreciated as a Foley customer. That same class of service led me to doing business with your dad when I bought my first machine.
 Please pass along my thanks to Jared and Jim.
 Sincerely,
 Paul Rabuin

Foley Rents has updated and expanded our inventory of pumps, landscaping and bridge inspection equipment.

Didn't know we carried this equipment? Go to www.foleyinc.com/rents or request a rental brochure to view over 40 brands making up hundreds of different models and types of equipment available for all of your jobsite rental needs.

We carry portable, industrial, submersible and trash pumps as well as hoses and pressure washers that can be used for dewatering, removing excess water from a confined space or for high-volume water diverting jobs.



Pumps

Model	Power Source	Gall/min	Weight (lb)	Subm. Pump (in)
GP100	Diesel	550	3,900	4
GP150M	Diesel	2250	5,400	6
GP200M	Diesel	3,250	5,400	8
UVO 150	Diesel	2,500	9,750	2
ST2037	Electric	73	31	6
ST3020	Electric	170	67	3

Test out the new Vermeer Brush chippers, that reduce brush and limbs to mulch-size chips with ease. Or try the stump grinders that are proven to grind virtually every type of hardwood stump.



Wood Chippers

Model	HP	Weight (lb)	Infeed Capacity (in)
BC1000 XL	49	4,680	12
BC1500	125	6,907	15
BC600 XL	27	1,900	6

Stump Grinders

Model	HP	Weight (lb)
SC252	27	1,040
SC60TX	60	3,500



Terex hydraplatforms equipment is highly versatile under-bridge access and work platforms. New to our fleet is the HPT43 truck.



Bridge Inspection

Model	Reach (ft)	Capacity (lb)
HP35 Tow Behind	35	1,000
HPT43 Truck	43	1,400

FOLEY RENTS



Dieci Telehandlers Added to FoleyRents Product Line

Foley Rents has become an authorized dealer for Dieci telehandlers in New Jersey, the five boroughs of New York and the surrounding Philadelphia metro area, says Ryan Foley, vice president of Foley Rents. Foley, Inc. will provide Dieci equipment rentals and sales, parts and service.

Dieci is an Italian manufacturer that has been producing products since 1962. Dieci has been producing telescopic elevators since 1983, designed specifically for use in industrial and building sectors. The machines are easy to use, comply with user requirements, provide safety in difficult working conditions and offer lasting reliability and worldwide assistance. Dieci also develops and manufactures attachments, from buckets and blades to grapples and forks.

With more than 36 product models, Dieci has the widest range of customized models designed specifically for use in private, state and federal sectors in the United States. Dieci North America is a distribution center in the United States and has become the fastest growing and strongest of all distributors.

Foley states, "Dieci offers a rotating telehandler, which broadens our dealership's offerings. This machine has multiple uses in many applications to help increase jobsite productivity. With a wide variety of attachments, such as a rotating man basket, 8-foot truss boom with winch or a carriage with a 2.5-ton winch, one skilled operator can handle a multitude of activities more efficiently. These machines can reduce the overall number of machines needed on a site, resulting in time and cost savings."

Units available for sale, rent or lease include:

- The Hercules 210.10, a rigid-frame telehandler able to lift 46,200 pounds to heights of 33 feet
- The Samson 70.10 rigid-frame telehandler capable of lifting 15,400 pounds to 31 feet
- The Pegasus 40.25 rotational telehandler, which can lift 9,000 pounds up to 81 feet
- The Pegasus 50.21 rotational telehandler capable of lifting 11,000 pounds up to 67 feet

"We are pleased to have formed this new partnership with Dieci in order to offer our customers a variety of solutions for their projects," Foley says.



DIECI



HOW MUCH IS PEACE OF MIND WORTH?



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PRODUCT LINK

Product Link helps you worry less about security and focus more on getting your jobs done, making it easy to set up site boundaries and security alerts to notify you of unauthorized equipment use.

And that's not all. Just a few clicks and you can:

- See your entire fleet at a glance
- Monitor fuel usage
- Compare working time vs. idle time
- Schedule essential maintenance procedures

CSA AGREEMENTS

Your Customer Support Agreement (CSA) can be customized to what *you* want it to be. This individualized plan will be tailored to your needs and can include as few or as many machines as you wish.

Effective equipment management is one of the most important keys to maximum productivity and minimum costs.

Repair before failure. Minimize downtime.

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Product Support Representative today

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FOLEY

CAT

MILESTONE ANNIVERSARIES RECOGNIZED BY FOLEY

At Foley, Incorporated, employees are a critical factor in the achievement of company goals. Much more than a place to work, Foley has been a career builder and a place where co-workers feel like family. Each year, employees celebrating milestone anniversaries are recognized for their dedication, commitment and contributions. We'd like to thank these long-tenured employees for demonstrating our values and helping to make success a reality. Their performance confirms Foley's belief that our strength lies in our people, and this enables us to provide you, our customers, with the best service in the industry.

5 YEARS

Laurie Benninger
Bob Dahmer
Rob DeLucia
Eric Derwid
Mathew Durland
Dennis Gonzalez
Barry Green
Carol Hampton
Glenn Kambach
Brian Kelly
Eric Lavin
Evelyn Marcucci
Barbara Perez
Jonathan Perry
Jeffrey Sickles
Cynthia Snow
Lukasz Wabia



10 YEARS

Nadine Feliciano
John Goleskie
Cheri Lacovara
Mike Pohndorf
Jon Souliere



15 YEARS

Kevin Crawford
Mike Ferchak
Grace Gromadzka
Ed Gudaitis
Alex Kolbasowski
Tom Kusma
Regina May
Eric Rampolla
Pete Reis
Dan Scaramella
Bill Suk
Scott Sullivan

20 YEARS

Jim Creed
Scott Troller

35 YEARS

Norman Card
Tom Eska

25 YEARS

Joe Amabile
Kirk Bethke
Thomas Bodall
Jeff Merle
Jim Samo
Joe Surowiec
Walt Stankiewicz
Melissa Turner

40 YEARS

Roy Leonard
Tyrone Mosley
Ray Pelesko



The employees listed here reached milestone anniversaries during 2012. Many of them, but not all, are featured in the photos above.

Battling Back

Ferreira Construction Co. helps region recover from the devastation of Superstorm Sandy.

It's common for construction contractors to point to one of their past projects and say with justifiable pride, "I made that." The roads, bridges and buildings they built stand as both their legacy and critical infrastructure that helps keep society functioning.

But few contractors will ever be able to put a finger on a map and say, "We helped save that community." Which is a good thing, because "saving" requires that the community first face a grave crisis — like Superstorm Sandy.

Sandy was a so-called "perfect storm," the clashing and eventual merger of two large storms. In this case, a huge storm front swept across the interior of the country to collide with a hurricane that rolled up the East Coast of the U.S. This weather phenomenon was so freakish that a National Weather Service forecaster initially referred to it as "Frankenstorm," but the nickname was quickly dropped for fear of trivializing the danger.

Widespread Destruction

Superstorm Sandy turned out to be historically brutal. It was the largest Atlantic hurricane ever recorded, with a diameter of more than 1,000 miles. In anticipation of land-

fall, much of coastal New Jersey shut down, with virtually all schools and businesses closing. Evacuations were recommended in some areas, ordered in others. Highway tolls were suspended to expedite the escape of residents to safer ground. Amtrak stopped all services in the region, and more than 16,500 flights were canceled nationwide.

On Oct. 29, Sandy came ashore near Brigantine, N.J., with hurricane-force winds of 80 mph and a storm surge that flooded many coastal areas. The wind and water destroyed thousands of homes, left millions without electricity and killed 72 people in eight states. When it was over, Sandy ranked as the deadliest hurricane to hit the mainland U.S. since Katrina in 2005, and the deadliest to hit the East Coast since Agnes in 1972. Damage estimates in the U.S. reached more than \$71.4 billion.

New Jersey was particularly hard hit. Forty people died, neighborhoods lay in ruins, many roads were impassable and more than 2,040,000 customers lost electrical power. But even as emergency rescue and medical personnel responded, authorities were calling in qualified crews to pick up the pieces and begin the long climb back to normalcy.





The smile of Brian Delpome (right) and the wall-mounted messages of property owners capture the spirit of those fighting back against Sandy — and winning.

Quick Action

“We started the day after the storm,” says Brian Delpome, vice president of field operations for Ferreira Construction Co., one of the region’s leading contractors. “We’ve worked with the state before, so they know us and our capabilities. They called us in to open state highways.”

Ferreira Construction was sent to the communities of Ortley Beach and Seaside Heights, both barrier island communities in Ocean County, and Belmar, a shore town a few miles north. All three are usually within easy driving distance of Brigantine, where Sandy came ashore, and took a full hit from the storm.

“It was an unbelievable scene,” Delpome says. “In Seaside Heights and Ortley Beach, there were houses down all along the highway, which in a lot of places was covered in four to five feet of sand and debris from buildings. And there were roughly 150 washouts on the roads, typically 20-by-20 feet across and about eight feet deep.”

The situation was different, though just as severe, in Belmar. “The ocean had come right into the town and flooded it, so we had to pump all that water out,” Delpome remembers. “We spent the first week pumping the water back to the

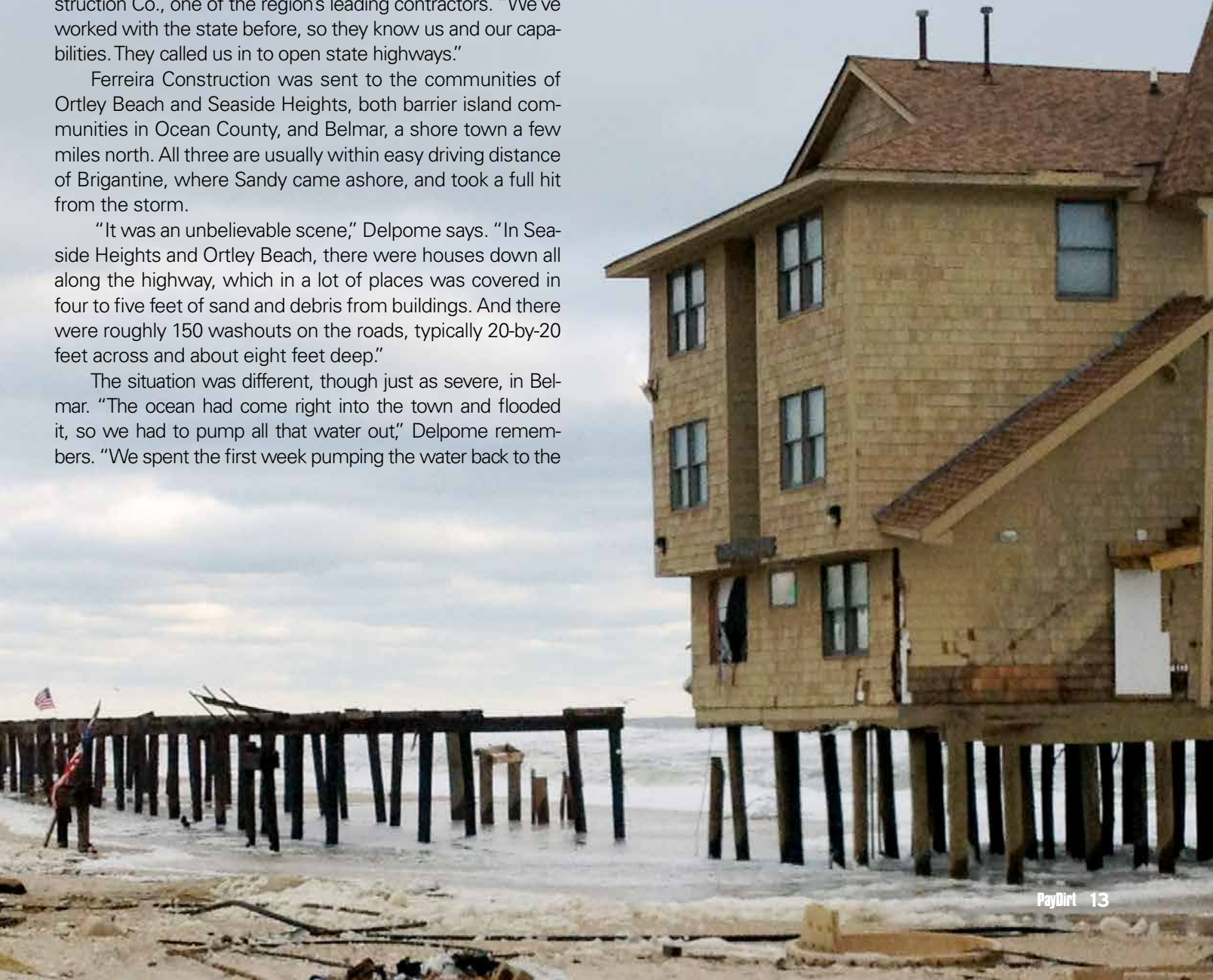
ocean, and then we had to remove the debris of the boardwalk that had been washed into town, along with sand removal.”

Organizing Resources

When called upon, Ferreira immediately stopped work on all of its existing projects to focus on the destruction caused by Superstorm Sandy.

But getting started in the chaos was difficult. “It was the most hectic thing I’ve ever been involved with,” Delpome remembers. “The hardest part was to get organized and stay organized. We’d go to the scene and assess it to see what we needed. Someone had to be on top of it all and stay one step ahead to manage all of the manpower and equipment so we could be productive and efficient. We had to be, because a lot of people were counting on us.”

He notes, “Right after the storm, we had more than 500 people working on cleanup, with more than 100 pieces of equipment in Seaside and more than 200 pieces of equipment total.”



To maximize its efforts to the fullest, Ferreira turned to its long-standing partner, Cat equipment dealer Foley, Inc., for additional machines in a hurry. “We needed to rent a lot of equipment — loaders, backhoes, rubber-tired grapples — so we could get the work done.

“The strong relationship we have with the people at Foley really helped a lot. They were there with us days, nights, weekends, whenever, to get us the equipment we needed.”

“Broken pieces of houses and the boardwalk were mixed into the tons of sand that had been washed onto the roads.”

–Brian Delpome, VP, Ferreira Construction

In Ortley and Seaside, Ferreira crews worked 24/7 for the first six weeks after the storm, but fatigue was not the worst of their problems.

“The night work was difficult because there was no power on the island, so there was no light and safety was a big issue,” Delpome says. “But Foley really came through for us. They provided a couple of dozen light towers so we could keep working through a very tough situation.”

Equipped with the resources it needed, Ferreira cleared about 20 miles of state highway and adjacent roads and repaired the washouts. At the same time, company crews worked at 10 different PSE&G (Public Service Electric & Gas) power plants, pumping out water and cleaning debris to help in the restoration of electrical service throughout the region.

Onward!

Even with the roads useable again, Ferreira faced two steep tasks. There were 150,000 cubic yards of sand to be screened. “Broken pieces of houses and the boardwalk were mixed into the sand that had been washed onto the roads. All of that had to be screened before we could place it back on the beach,” according to Delpome.

And there was all of the garbage created by the historic storm — more than 250,000 tons of debris that needed to be hauled out of Seaside and Ortley. Foley was once again able to assist Ferreira with the work.

“One of the best pieces that Foley rented to us is the Exodus, a long-reach grapple that we used to load out the 250,000 tons of garbage,” Delpome says. “The debris was piled so high that the Exodus was the only machine that could reach it all. We nick-named it “The Claw” because it looked like a big claw grabbing loads from that huge pile.”

Ferreira recently completed its storm-related work with some final cleanup at the PSE&G plants, and life and work are returning to normal. But Delpome and the Ferreira crews will always remember Superstorm Sandy and its aftermath.

“When the residents were let back onto the barrier island, we worked around them as they looked around and took in all the devastation of their homes and their neighborhoods. That was heartbreaking,” Delpome says. “But now that we’ve been able to help them get their lives back on track, we can feel good about doing something to help so many people.”

COMPANY PROFILES

Ferreira Construction Co., Inc., Branchburg, N.J.

Key Personnel: Nelson Ferreira, president and CEO; Dictinio “Tino” Garcia, executive vice president; Nancy Vliet, vice president; Brian Delpome, vice president, field operations; Tom Groark; vice president, New York operations; Raymond J. Finnegan, vice president

Applications: Heavy construction in transportation infrastructures, marine work, buildings, interior renovations, solar installation and construction management

Cat Dealer: Foley, Inc.

Ferreira Construction crews used Cat equipment and an Exodus machine from Foley, Inc. as key tools in the cleanup after Superstorm Sandy.



Customer Service Strengthened by Foley Personnel Moves

Several promotions and leadership changes have been recently announced by Foley.

"These changes will significantly strengthen our organization and our ability to create the best customer experiences possible," says Susan Connolly, Foley's executive vice president and chief operating officer.

"These are talented employees who have built strong relationships with our customers over the years," Connolly adds. "We always look for better ways to help our customers succeed, and ensuring that our people have broad and diverse experience enables our employees to provide better solutions to our customer needs.

The changes include:

Power Systems



MIKE POHDORF

has been promoted to engine division rental account manager in the Power Systems Division. He started at Foley in

2002 within the On-Highway Division as a service account manager for customers with Caterpillar truck engines. He also assisted customers purchasing emission retrofits for installation on refuse trucks, school buses and private coach fleets, and worked as an On-Highway product support representative.

Pohndorf will help customers with rental and rent-to-purchase options for generators, customized contingency programs, temperature control, compressed air and load bank rentals in Passaic, Bergen, Essex, Union, Middlesex, Monmouth and Hunterdon counties.



JOHN HOLLAND

has moved to used equipment account manager. Holland began his career at Foley in 2000 as an inside sales quoter

for Customer Service Agreements (CSAs) within the Power Systems Division. He also worked as a product support sales representative and a Power Systems rental account manager.

Holland will now oversee used generator purchases and sales — including e-commerce sales inventory — in Foley's territory and in other parts of the world as needed to meet the customers' needs.

Foley Rents



JASON FROMMER

will serve as general manager of Foley Rents. Frommer came to Foley in 2004 as a service technician and has

held positions as service writer, shop manager, product support sales representative and operations manager in the On-Highway Division. He will now be responsible for managing both sales and operations of the rental business, raising awareness of all of the allied products offered by Foley Rents, and reviewing and adapting internal processes to ensure the best customer experience.

Construction



ED GUDAITIS

has been appointed product support sales manager for the Construction Division. Gudaitis started at Foley in

1997 as a lift service field dispatcher and has also held positions as the lift service manager, branch manager for the Carlstadt Lift Division, branch manager of Foley Rents' Piscataway and Monroe locations, and operations manager of Foley Rents. As the customer support manager, he will be responsible for growing the business, supporting customer service needs and managing three field representatives.



GEORGE VORREAS

has been named governmental sales account manager. He joined Foley in 1997 as a customer support representative in the Foley Lift Division and has

since worked in sales and product support positions in the Construction and Rents Divisions. His new responsibilities include sales for all governmental agencies in the territory while assisting in providing product specifications and support through the bid process.

On-Highway



ROB DELUCIA

has been named a product support account representative for the On-Highway Division. He started at Foley in 2007

as construction customer support representative and has worked in the On-Highway Division in emissions sales and support. His duties now include sales, and parts and service solutions for customers in Hunterdon, Mercer, Monmouth, Sussex, Warren, Staten Island, Morris, Passaic, Somerset, Union and Middlesex Counties.

Caterpillar Unveils First Hybrid Excavator



The 336E H significantly lowers owning and operating costs while using up to 25 percent less fuel.

In its continuing commitment to provide products that deliver the most value to customers, Caterpillar® has unveiled the first model in its new line of hybrid excavators. The Cat® 336E H is the company's first machine to use a novel hydraulic hybrid technology developed by Caterpillar. Field tests have demonstrated that this machine will significantly lower customers' owning and operating costs.

Caterpillar defines a hybrid machine as one equipped with a device that collects, stores and

releases energy during machine operation. The 336E H captures energy when the machine slows down or stops, and then releases it as the machine accelerates. On a typical jobsite, an excavator may repeat the same cycle every several seconds, which represents a significant energy savings opportunity.

Gary Stampanato, Caterpillar vice president for the Excavation Division, says, "The new 336E H hybrid uses as much as 25 percent less fuel than the standard 336E, without sacrificing performance. No other hybrid machine

in its class in the market can achieve these dramatic savings. Since fuel is one of the largest operating costs for our customers in general, quarry and heavy construction applications, this is a technology that directly improves their bottom lines."

He adds, "The 336 excavator — a recognized industry-leading workhorse in our product line — made the most sense as our first choice for applying the unique hybrid technology."

Lower Emissions

Burning less fuel also leads to fewer emissions and a smaller carbon footprint than the standard 336E.

"Our technology strategy centers on research and development that meets environmental and customers' needs today and into the future," says Tana Utley, Caterpillar's chief technology officer and vice president for the Product Development & Global Technology Division.

"We use our deep bench strength in core technologies and our vertical integration to develop the right technology at the right time to help the business and our customers win. The 336E H technological advancements, with its more than 300 filed patents, is a testament to the strength of our strategy and the talent of our people," Utley says.

Cat dealers began taking orders for the Cat 336E H in February, with factory shipments beginning the following month. The 336E H was officially launched in April at Bauma, the world's largest construction equipment show, in Germany.

Caterpillar has also announced the development of the first hybrid mining machine, the Cat 6120B H FS, a hybrid hydraulic front shovel. Order and delivery information will be announced as development progresses.

For more information, contact Foley, Inc. at: 732-885-3030 or info@foleyinc.com.

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We've Heard the Voice of the Customer!

Foley continually surveys our customers to gain insight on how to improve their experience with us. We have gained valuable feedback and thank you for your participation. It's one thing to listen, but it's crucially important that we respond appropriately to your suggestions for being a better business partner. Here is what you've told us, and more importantly, how we have adopted new processes to help us improve.



“Make my rental transactions more efficient.”

Did you know...

To make your rental check-in and check-out faster, Foley has gone paperless! We have created the **Rental Inspection App** for our technicians to use directly from their smartphones. Now there is no more waiting while paperwork is processed — we inspect the machines and process the transaction on the spot, to get you back on the job where you belong.

You can access a complete history of your rentals and inspection reports at www.myfoleyinc.com



“Make it faster and easier to get my invoices.”

Did you know...

You can go green with **Paperless Invoicing**! When you sign up for **Paperless Invoicing**, you have instant access to all of your Parts, Service, Sales and Rental invoices. View current and archived invoices, and never miss a payment again! To get started, go to www.myfoleyinc.com



“Have more technicians available!”

Did you know...

To meet the demands of our customers' needs, in 2012 we created a **Technician Apprenticeship Program**. We've partnered with four top technical schools to develop and train the next generation of qualified technicians for our Machinery, On-Highway, Rental, and Power Systems Divisions. When apprentices complete the intensive training program, they are qualified Foley technicians ready to serve our customers. Currently, almost 20 technicians have completed or are enrolled in the program.

Know someone who would be interested in the **Technician Apprenticeship Program**? Visit www.foleyinc.com/careers to view all of our career opportunities.

We thank you for your feedback and continued loyalty and support.

WE WANT TO HEAR FROM YOU!

Complete a Quick Survey and Receive a Thank You Gift!

If you have not had a chance to complete a survey on your experience at Foley, or if you have additional feedback to give us, we want to hear from you. By completing a simple 5 question survey, we can gain valuable information about how we are doing and how we can improve.

LOG ON TO: www.foleyinc.com/survey

As a thank you for your time and thoughts, you can choose a Cat gift! Just fill out your name, company and address.

Thank you!



ON THE JOB WITH OUR CUSTOMERS



M-3 Crane works on Ellis Island alongside Lady Liberty herself, using their newly purchased CK-1100G Kobelco Crane.



Charlie Dandeneneau, of Concrete Construction Corp., is operating his new 328 Hydraulic Excavator to back-fill on the company's jobsite in Carteret, NJ where they are constructing an underground detention basin to collect storm water from a large warehouse and parking lots.



Braen Stone Companies has recently partnered up with Cat Jobsite Solutions for a quarry operations analysis. Working together they will optimize the company's production, including everything from haul-road layout to properly sized equipment.



County Glass & Metal of Hackensack, NJ is putting these Genie boom lifts to work on a jobsite in Hanover, NJ. The S85 and S125 are being used to create glass walls for an atrium on the building pictured.



A Culture of Commitment

Supreme Metro Corp. has employees and partners all pulling in one direction – toward success.

BY LAUREN STANLEY

A company's culture is the only truly unique identifier when you are comparing places to work, vendors to choose, or partners to collaborate with. Products, strategies and even techniques can be duplicated, but a distinct company culture, and employees who fit that culture, are vital to a company's future.

Jason Ciavarró, founder and owner of Supreme Metro Corp., is a firm believer in investing in his employees and his company's culture. He started out like most other businesses, but has transformed his company tremendously over the past few years.

In 1988, Ciavarró borrowed \$500 from his father and bought a single-seal coat machine to perform asphalt maintenance. Fast forward 25 years, and Ciavarró now has a flourishing and profitable 40-person company. Supreme Metro is a full-service asphalt, concrete and drainage service provider in New Jersey. In addition to the support of his wife Kristen with whom he has two teenage sons, Mike and Derek, he credits the success of his business to his military tenure and transforming the culture of the company. The base beneath the company culture is a philosophy of trust — and hiring, developing and retaining the right employees. Revitalizing the company culture increased its profitability while growing the business and the equipment fleet it uses to tackle its projects.

Creating the Right Culture

In the wake of 9/11, Ciavarró joined the army at age 31. He served for three years, including time spent on paving crews constructing airfields and convoy routes in Iraq and Kuwait. When he returned to his company, he was ready to take it to another level, and he brought in a consultant he met at the National Pavement Expo in 2010.

After examining the culture of the company through a process called Tribal Leadership, he adapted a new philosophy that involves changing from an individual-focused to a



A portion of the Supreme Metro fleet of Cat equipment tackles a jobsite in Denville, N.J.

team-focused culture. This includes having good people on the team who believe in and exhibit the values of trust, commitment, accountability and communication, and who work to get results. Supreme Metro employees demonstrate these core principles in all customer interactions and on the job as well.

The Tribal Leadership process helps evaluate and transform a company's culture based on five different stages of a pyramid, including the stage that the company is in and the stage each employee is in. Mastering the stages of this pyramid, and getting employees to believe in the concept, is no small feat — but it is what sets a company apart from its competitors.

Investing in Employees

Having knowledgeable employees is a “must” to maintain a competitive advantage and succeed. Last year, Ciavarro and three employees attended Caterpillar Paving Operations training in Tampa, Fla., and he plans to send several employees back each year. Through classroom and hands-on training, they honed their paving and compaction skills, including grade and slope-control setup and troubleshooting, electronic control module (ECM) calibration, critical screed adjustments, variable width, understanding mat defects and much more.

The training convinced Ciavarro of the value of an ECM package and knowing how to reap the benefits by understanding all that the machines can do. The right employee training and education provides big payoffs in increased productivity, knowledge, loyalty and contribution.

Tom Alfano, Supreme Metro's Equipment Sales Consultant, says that Jason asked Foley, Inc. about this training and thought it would be excellent for him and his crew. Not many contractors send their employees to day-long training in Florida, but it showed Alfano that this owner was committed to ensuring his company and his employees' success by providing top-notch training.



Working together, Tom Alfano (left) of Foley, Inc. and Jason Ciavarro, owner of Supreme Metro, have built a productive fleet of Cat equipment that is used to full advantage.

Choosing the Right Partner

One of the many current Supreme Metro projects is a three-phase job on a condominium property in Denville, N.J. The company is installing drainage and structure improvements, curbing, driveway and roadway replacements, and resurfacing roadways. The company fleet is growing to complete the projects. Ciavarro says, “We are buying more Cat equipment now, because Cat is refining its products, and we are happy with the machines' performance.” The Supreme Metro fleet includes pavers, rollers, backhoes, loaders, skids and excavators.

Another important aspect for his company is the relationship Ciavarro has with his equipment dealership, Foley, Inc. They have worked together for 15 years, and the relationship has grown significantly over the past three years. Ciavarro attributes the deepening relationship to Foley responding to and supporting the needs of his growing company. He explains, “I have a great relationship with both Tom Alfano and Dewey Cardoso, who are both always there when I need them. They are the ‘1-2 punch,’ and I know if I need something they will pick up the phone and help devise solutions to any problem or question that I have.”



He also credits Walt Suk, Foley demonstrator and paving specialist, as being an amazing asset to the Foley team. In one example, Supreme Metro had a job on Route 46 in Parsippany and had to call Walt about a screed issue — on Thanksgiving Day. “They knew we couldn't afford any downtime on this 10-day job, and Walt came to our rescue. We had issues with a paver, and within 24 hours we had another paver on site to keep the job moving. Walt stayed with us on the jobsite until we didn't need him anymore. It's that type of commitment and support we are thankful for.”

Alfano says that Ciavarro returns the favor of support. “We have a great relationship and it is reciprocal support. We are there for him for his equipment, rental and service needs. The return on his part is loyalty to Foley and choosing Cat machines.”

With a strong culture, valued employees and a reliable equipment dealer as his partner, Ciavarro has found the right formula that has made his company successful.

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We sell, rent and service **Exodus** material handlers throughout North and Central Jersey, Staten Island and Bermuda.



METSO

Metso — We proudly offer **Metso** crushing and screening products. The powerful combination of Cat® machines plus industry-leading crushing and screening equipment ensures maximum profitability and production from your material processing operation.

With Foley, Inc., being a full-service **Metso** dealer, you can expect excellent parts availability, knowledgeable service technicians, rental and financing options. You'll receive the same level of customer service and know-how you've come to expect from Foley.

Ultra High Demolition (UHD) — Caterpillar added a new dimension to its Ultra High Demolition (UHD) excavator business by leveraging the expertise of Jewell Attachments, LLC. The new **APEX 70** features a three-piece 84-foot boom with a maximum tool-weight capacity of 9,600 pounds.



APEX

No single machine is perfect for every application or site condition. Whatever your job needs, Foley's heavy equipment sales team can pull together the right system from various types of construction machinery and equipment in the industry.

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Earlier this year, Foley invited new customers to attend an on-site customer appreciation event. While here, attendees took a tour of the facility, competed in machine games, learned about Foley's history and capabilities and met key contacts within the company. It was a great night to get to know our new customers!



John Faccas of Quality Electrical Construction Co. shows off his machine operating skills while waiting for the presentation to begin.



Gerard Chiusolo and Nick Lavrador of Vision Construction Group, Inc. spend some time with Foley Product Support Sales Manager Ed Gudaitis and Foley Rents Sales Coordinator Gina May during the event.



Just before dinner is served, Machinery Sales Account Rep Bill Grater and Finance Manager Betty Leinenbach get to know Mark and Drew Merton of Merton Paving.



Nevin Kline of Pave-Rite, Inc. shows off his operating skills on this excavator machine game, on which he won first place.



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