

PayDirt

Fall 2012

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



**Going the Extra Mile
to Keep I-78 Rolling**
Joint Venture Succeeding
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New Equipment**
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KOBELCO

 **metso**

 **CCC**

An ITW Company

FOLEY

CAT[®]

In this issue I want to share some exciting things that are happening internally at our dealership, which will translate externally to some extraordinary things delivered to you, our customers.

2012 marks our company's 55th year as a Caterpillar® dealer. My grandfather built this company on the premise that if you serve your customers well, success will never be in doubt. My father, in turn, took the company to new heights, implementing a values-based culture that has made our dealership one that is both admired and emulated in the Caterpillar dealer community.

We are now embarking on another journey. With a new vision, a new mission, new critical success factors and some significant changes to our company values, we are paving the way for the continued success of our company. These are detailed on Page 3, and you will hear much more about these in the near future.

Our featured customer story is on the combined crews of Crisdel Group and Ferreira Construction. These companies are two of the region's leading construction firms that we are proud to call customers and friends. In this article they recognize the dedication and professionalism of their employees in meeting the long-term demands of rebuilding I-78.

You will also read about excavating contractor Mikula Contracting Inc. of Clifton, N.J., which Foley has had a long-lasting relationship with from the beginning. This is a third-generation family business whose work ethic and integrity have led to their successful business today.

"With a new vision, a new mission, new critical success factors and some significant changes to our company values, we are paving the way for the continued success of our company."

Finally, we highlight Paving Arts, a Staten Island-based company with a more recent relationship with Foley. This is a full-service asphalt paving, commercial facility and parking lot maintenance company with a remarkable customer-centric focus that has set it apart from the rest.

Information about new products, technology, financing options and other innovative solutions for your business fills the rest of this issue. As always, we welcome any feedback about this PayDirt edition or any other matter at info@foleyinc.com.

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



OUR VISION

WE CREATE
CUSTOMER EXPERIENCES
THAT CREATE
CUSTOMERS FOR LIFE

OUR MISSION

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

OUR VALUES

TRUST - COMMUNICATION - EXCELLENCE
RELATIONSHIPS - ASTONISHMENT



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Broadcast Yourself™

Cat® Certified Rebuilds and Cat Certified Powertrains

The Best Investments in Heavy Equipment

A Cat® machine is the best investment in productivity you can make and there is a way to improve it - a Cat Certified Rebuild (CCR) or Cat Certified Powertrain (CPT). When most competitive models would require replacement, Cat equipment can be rebuilt to deliver a cost-effective “second life.” Cat machines are “built to be rebuilt.”

CAT CERTIFIED POWER TRAIN

- Restores power train to like-new performance
- Covers radiator, engine, transmission, torque converter, final drive and axle
- Approximately 200 tests and inspections of power train components
- Replacement or reconditioning of approximately 3,000 parts, including power train electrical switches, sensors, sending units, electronic control modules, engine wiring harnesses, bearings, gaskets, seals and coolant hoses
- Critical engineering improvements and updates incorporated
- Extended power train coverage is available

CAT CERTIFIED REBUILD

- Restores machine to like-new performance
- More than 350 tests and inspections, including turbocharger boost, throttle response, stall speed rpm, transmission and steering clutch response, hydraulic and pilot relief valve pressures
- Automatic replacement of approximately 7,000 parts, including hoses, belts, seals, gaskets, bearings, knobs, wiring, switches and gauges
- Examination, straightening, reinforcing and welding of frames
- Replacement of worn linkage pins and shaft bearings
- Reconditioning of hydraulic systems, engine, transmission and torque converter
- Critical engineering improvements and updates
- Repainting of machine with new identifying graphics
- Similar to standard warranty,* and extended power train coverage is available
- A Cat Certified Rebuild product identification number is assigned

* Contact your Foley representative for warranty details



BEFORE REBUILD



AFTER REBUILD

On December 5th

SEE A MACHINE THAT'S GETTING A 2ND LIFE..

AND LEARN HOW THE CCR PROGRAM IS AN EXCELLENT OPTION FOR SOME OF YOUR MACHINES.

WHERE: Foley Main Building
 WHEN: December 5, 2012
 5:30 PM
 Dinner will be served

TO REGISTER, VISIT:
www.foleyinc.com/registration
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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 Foley, Inc. by Northbrook Custom Media, a division of Randall-Reilly Publishing LLC. Phone (262) 650-9260.
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TELL US YOUR STORY

We want to hear from YOU!

Do you have a recognition story to share about a Foley employee?

Tell your story here!

Since we introduced "Tell Us Your Story" in the last PayDirt issue, we have had a number of responses from customers logging on to our website and telling us about Foley employees who have helped them out in a crunch, gone the extra mile to save time or money for the customer, or who have just been helpful and deserved a "thank you."

We want to keep the momentum going, and we want to hear from you! Do you have a recognition story to share about a Foley employee?

Log On To:

[Http://www.foleyinc.com/thanks](http://www.foleyinc.com/thanks)

And share a few simple things:

1. Your information & company
2. Which employee are you recognizing?
3. Your story!

Here are some of the stories that people have submitted online about employees from all divisions:

Pete Reis, Foley Rents Account Manager

Pete had a mine pump delivered after hours (from Maryland) to my project in New York City. It's great to know there are still salesmen around who will pick up their phone after hours and on weekends!



Patti Stafford, Machinery Service PIP/CSA Coordinator

Our equipment manager relayed to me that Patti has been doing a terrific job with the new PM kits. The kits have improved our business by saving time and easing the job. Thank you, Patti!



Kevin Jones, Foley Rents Parts Coordinator

I've been dealing with Kevin for more than three years now, and I have to say he's very helpful and knowledgeable in what he does, and in getting our parts so we can keep our equipment running.



Paul Moore, On-Highway Field Service Foreperson

I'm very pleased with the level of professionalism displayed by Paul and the Service Department. I label them an asset to any business and a true partner in moving forward. Great work guys!



Jason Kearny, Power Systems Project Manager

We have recently had Jason Kearny as the Service Manager at Foley Power Systems. He has moved to another position with at Foley, but we continue to call him or email him if we have questions or concerns about our eight Cat engines at our site. He always goes out of his way to assist us with the answer or a website with the information. It is not often someone is willing to go above and beyond to assist a customer.



John Holland, Power Systems Rental and Used Sales Account Manager

I think John may take his cell phone in the shower with him. Days, nights, weekends, whenever we have needed to rent equipment, John has been there for us. He understands the equipment and the challenges, and he pulls it all together, every single time.



Bill Suk, Power Systems Service Technician

Bill was able to trouble-shoot an intermittent control problem that had eluded others. He is a real asset to your company and we thank him.



Don Logan, Machinery Field Service Technician

Our Technician, Don, was excellent and on time. He pointed out a few things that I was unaware of. We've been in touch since. I'm scheduling an appointment shortly.



App-solutely Easier

Technology plays a pivotal role in helping businesses, both large and small, grow and advance with the times. They can also help make your personal life at work and at home easier while reducing some stress. Here is a list of apps you might want to try.

BUSINESS & TRAVEL



Expensify
Expense Reports that Don't Suck

Expensify
Keeps track of business expenses and mileage, while letting users scan and upload receipts. The app has exploded to almost 1 million users in only 4 years and processes over \$2 million in expenses daily.



Camcard
A business card reader that can capture business card images with a phone-based camera, recognize the card image content, and automatically organize info as a contact and save it into a phone address book and card holder.

FLAGSHIP Merchant Services

A transaction processing service (voted #1 merchant account provider for 5 years) that offer rates starting at 0.38%, a free credit card reader for your mobile phone, free merchant account setup, a lowest overall cost commitment with month to month agreement and much more!



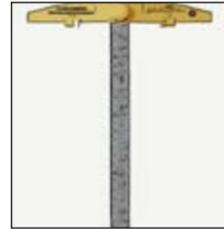
iQuick Contract Maker
Create and email contracts to customers from your phone. It uses templates and pre-written information for quick creation of a contract. It can also be used to customize contracts for your industry or trade.



CALCULATORS/TOOLS
Architect's Formulator
Has formulas for architects, electricians, carpenters, plumbers and other trades, totaling 200 formulas (23 are specifically for architects).



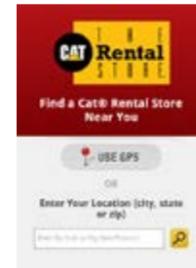
Concretulator
Allows users to determine how much concrete is required for a project (by cubic yard and the number of 40#, 60# and 80# bags).



Drywall Calculator
Calculate how much drywall is needed for walls and ceilings (or both). After a user inputs the dimensions, the total square footage is calculated, along with the number of 4' x 8' drywall sheets required.



SightLevel
Use on a jobsite when a normal level isn't available. It works by holding the phone in landscape view, tilting it until the bubble is centered, then using the horizontal red line to determine the slope. This could be used to determine if walls, dividers, fences, wall hangings and picture frames are level.



CATERPILLAR
Cat Rental
Find your closest Cat dealer, view specs and rental rates for machines, attachments and allied products in the rental fleet. Includes compatibility of machines and attachments, and you can even submit a request for a rental quote.

Cat Mobile and **Cat Used** also have mobile apps to get quotes, compare and view specs of machines and search our inventory.



FOR FUN
Wolfram Alpha
Ever needed to find an answer to a random question like what is the population of Switzerland? Or how many minutes are in a year? This app gives you an answer to your question rather than search engines like Google.

Foley, Inc. Announces Changes to the Construction Service Department

Joe Dugan, general service manager of Foley, Inc., has announced two recent promotions within the Construction Service Department. Pete Policastro has been promoted to construction service shop manager, replacing Pete Foerst upon his retirement in late September. Felix Adrian has been promoted to construction service shop foreman, replacing Policastro.



Pete Policastro,
Construction Service Shop Manager



Felix Adrian,
Construction Service Shop Foreman

Policastro will handle all day-to-day construction shop operations, reporting to Dugan. Policastro has more than 25 years of experience in Caterpillar service, having started his career in the Foley construction shop and advancing to an "A" rate technician within three years. He contributed to the growth of the company's paving business as a Foley paving specialist and eventually became a lead man in the shop. For the past six years, Policastro has been working in the service department as the construction shop foreman. Dugan says, "Pete's performance has changed our customers' perception of our service department. He is extremely customer-focused and a great asset as Foley strives to provide expanded solutions for our customers."

Felix Adrian has more than 12 years of service experience with Caterpillar equipment and on-highway Caterpillar engines. As shop foreman, Adrian will run all daily service operations in the main construction shop. Having started his career in the Foley lift division as a "D" rate technician, he reached level "A" rate technician in the construction department within five years. In 2007, he became a service writer for the on-highway division and most recently held the position of on-highway service foreman. "Felix's commitment to customer service goes above and beyond," says Dugan. "He will be a great fit within our construction service team, further strengthening our ability to deliver superior service to our customers."

Both Policastro and Adrian graduated from Caterpillar's "Flagship Management Program" this year, providing them even greater management skills and arming them with customer-driven solutions as they take on their new roles.





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click on paperless invoicing on the top right



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Visit YouTube and search 'Foley Caterpillar' to see videos about:

- New product demonstrations
- Customer testimonials
- How to take an oil sample
- Technician interviews



Like Foley on Facebook to view:

- Press releases
- Jobsite and machine pictures view
- Foley events
- New Foley job openings



Follow us on Twitter to find:

- Tips on parts and services
- Product information resources
- Updates on industry news
- Links to Cat expert blogs



NEED PARTS? WE CAN HELP.

0% No Interest For 12, 24 or 36 Monthly Equal Payments.



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2. Choose your payment plan



- * Subject to credit approval.
- * Dealer service not required, but can be included if the parts represents at least 50% of invoice.
- * A \$1,000 minimum purchase per invoice is required.
- * Offer expires 12/31/12

FOR MORE INFORMATION CONTACT:

732-885-3032

Foley Service Teams: *Creating Customers for Life*



On Highway Shop Service



On Highway Field Service



Machinery Shop Service



Machinery Field Service



Foley Rents Service



Power Systems Service



Keeping it Rolling on I-78

Combined crews of Crisdel Group and Ferreira Construction are facing down the challenges of a daunting highway reconstruction project.

COMPANY PROFILES

Crisdel Group, Inc., South Plainfield, N.J.

Key Personnel: Frank Criscola Sr., chairman and CEO; Frank Criscola Jr., president and COO; Michael J. Criscola, executive vice president

Applications: All phases of construction for heavy, highway, asphalt paving and site projects

Cat Dealer: Foley, Inc.

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.

Interstate 78 near Newark, New Jersey's Liberty International Airport carries roughly 138,000 vehicles every day, rivaling the notorious congestion found in neighboring New York City. Imagine trying to maintain that traffic flow while reconstructing three and a half miles of the roadway, including all five lanes in each direction, the shoulders, bridge decks and drainage infrastructure.

Faced with that necessary nightmare, the New Jersey DOT has awarded two of the region's leading construction firms, Crisdel Group Inc. and Ferreira Construction Co. Inc., working as a joint venture, a contract to rebuild I-78 in a condensed time frame while minimizing traffic disruption.

One Project, Extra Large

By all objective measures, the scope of the work is formidable. Chester Symosh, a project manager for Crisdel working on the joint venture, points to some of the numbers for the materials involved from start to finish, including:

- 175,000 cubic yards of excavated soil
- 300,000 square yards of concrete to be removed
- 67,000 feet of concrete Jersey barrier
- 310,000 square yards of recycled concrete aggregate (RCA)
- 56,500 tons of asphalt stabilization drainage course
- 165,000 tons of HMA25 M64 base material
- 55,500 tons of HMA19 M76 intermediate course material
- 42,000 tons of 9.5-mm stone matrix asphalt
- 76,350 feet of X-drains
- 25,000 feet of 2-inch and 3-inch metal conduit
- 92 Type-B drainage inlets
- 70 reconstructed drainage inlets
- 62,000 feet of 9-by-16-inch concrete curb
- 10,322 square yards of concrete island, 4 inches thick
- 6,000 feet of guardrail
- 75,000 square feet of concrete deck Type-B repair
- 6,500 feet of retrofit strip seal joint system

In addition, there are seemingly tons of paperwork to be handled. As Greg Deo, a Ferreira project manager assigned to the site, says, "It's a time-consuming office job. There are a lot of time sheets and invoices and all kinds of forms that need to be submitted to the DOT."

Scheduling requirements intensify the challenges. The DOT, looking to expedite the project, set a completion deadline of Dec. 31, 2013, with the work divided into six stages.

"The DOT put a completion deadline on every stage, and those deadlines need to be met or there are large financial penalties," Symosh says. "So far, we've hit all the dates they've set."

Work at the jobsite started with drainage and traffic control preparations in February, and crews broke ground in March. Work continues at a brisk pace. Bill Weaver, a Crisdel vice pres-

ident, notes, "We're doing about \$6 million worth of work per month, with no rain days. We're going at a pretty good clip to meet our schedule, but we need to keep moving."

He adds, "We need foresight to see problems before they arise, whether it be the design or material ordering or anything else. It all needs to click smoothly; there's no float in the schedule."

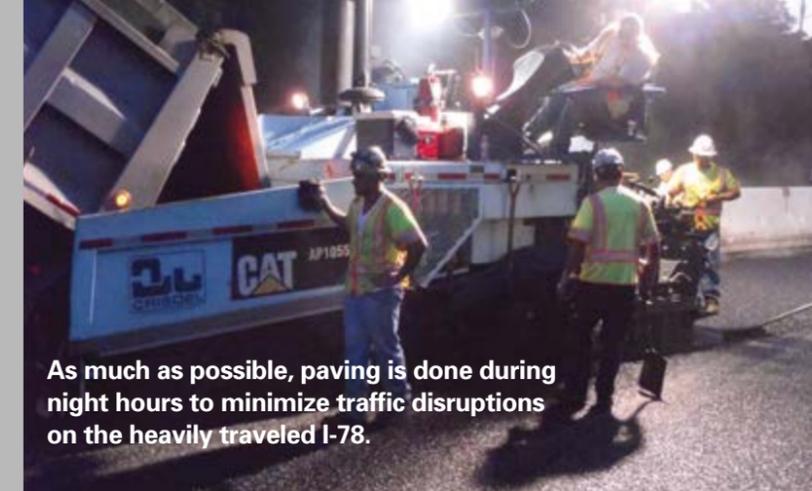
Coping Measures

The work crews quickly recognized the logistical hurdles they were facing, with traffic presenting the primary problem.

"We don't manage it, it manages us. That's key," says R. Scott Pedersen, a vice president for Crisdel. "We have to work around the sheer volume and know that in the morning we're going to be tied up eastbound, and in the afternoon we're going to be tied up westbound."

Project leaders have done what they can to both accommodate traffic and expedite the work:

- The on-site office and yard were placed immediately adjacent to an I-78 off-ramp to provide quick access while minimizing traffic disruption.
- Concrete barriers, installed during the night, create a full box out to protect the worksite, but, as Pedersen notes, "It's still like working in a bowling alley, with cars rolling by just a few feet away all the time."
- The jobsite was divided into four quadrants in each direction, and crews created cross-overs that enable equipment to move between coordinated work areas on the east and west lanes.
- Various access routes were considered for trucks moving materials in and out of the job, and plans were tweaked to locate the pull-offs to best advantage for crews and drivers. "Leaving the yard to loop around the project takes 35 minutes, and that's if traffic is light and there are no accidents to contend with on the roads," says Dave Anderson, a project superintendent for Crisdel. "So it's important that trucks don't miss their



As much as possible, paving is done during night hours to minimize traffic disruptions on the heavily traveled I-78.

pull-offs because that's at least a half-hour wasted really quick."

Committed to the Mission

The jobsite measures boost the efficiency of the work, but they don't make it easy. To keep the work going around the clock, crews of 40 to 50 workers — not counting subcontractors who help keep 40 to 60 dump trucks moving — have been and will continue to work double shifts, six and even seven days a week, for as much as 72 hours per week.

Coordination between the Crisdel and Ferreira crews is handled on site, with the job being run from the yard office. "Communication between the people here has been key to things running smoothly," Weaver says. "We're in constant contact, coordinating crews, equipment, manpower and materials."

The responsiveness of the on-site crews has helped them adapt to the unexpected challenges that invariably arise on such a large-scale project. For example, the uncovering of saturated soils required deeper excavation and more dirt hauling than originally planned from some stretches of the reconstruction.

That, in turn, increased the difficulties of testing the soils for differing levels of contamination and appropriate excavation and disposal, a process guided by a Ferreira LSRP (Licensed Site Remediation Professional) in accordance with state requirements.

"We've worked constantly trying to find facilities willing to accept our dirt and keep the operation moving," Deo says. "Just to get a facility to accept our materials is getting more difficult as the weeks go on."

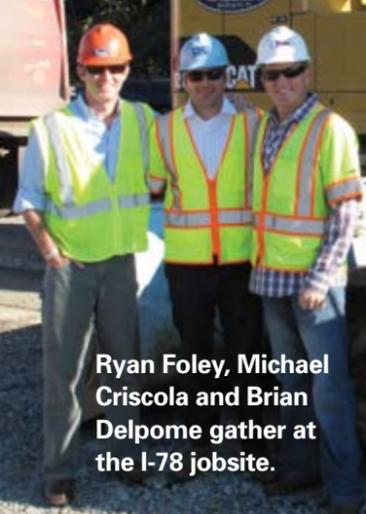
Crews Recognized

Company leaders at both Ferreira and Crisdel recognize the dedication and professionalism of their employees in meeting the long-term demands of rebuilding I-78.

"Even when the workers are off their shifts, they're consumed with this job. It's on their minds 24/7," says Michael Criscola, executive vice president of Crisdel. "It's important for joint venture managers to be organized so shift pro-



Taking a rare pause on the jobsite are (left to right) David Anderson, Greg Deo, Chester Symosh, R. Scott Pedersen, Bill Weaver, Michael Criscola and Foley, Inc.'s Warren Gonzalez.



Ryan Foley, Michael Criscola and Brian Delpome gather at the I-78 jobsite.

duction is maximized.”

Brian Delpome, a vice president for Ferreira, says, “It’s a very difficult job for them. They’re working in a cattle shoot without many access points, so the coordination needs to be impeccable. A lot of preparation is required for every operation, every day.”

Noting that the crews routinely work six 12-hour days, Delpome adds, “We don’t want

them to run out of gas, so we’re trying to give them a little time off by supplementing the crews with workers from other jobs on the weekends.

“We want to keep everybody as fresh and alert as possible. It’s when you get tired that accidents are most likely to happen, and we want to keep our people safe,” he says. “Plus, they’re spending more time at work now than they are at home. So we want them all to know what our deadlines are and that there are heavy financial penalties if we don’t make those deadlines. We want them to know that we’re not asking them to work such long hours just for the heck of it.

“Luckily, we have dedicated employees who are willing to go through it and get the job done,” Delpome concludes.

MAXIMIZING MACHINERY

Maximizing the usefulness of heavy equipment is a critical factor in rebuilding I-78 on schedule. “As soon as one operator gets out of a machine, another one gets in and the equipment keeps running,” according to Dave Anderson, a Crisdel Group Inc. project superintendent for the work.

The Crisdel website notes, “In order to supply our clients with the best products, we must utilize the latest in equipment technology.” As a full-service construction firm that specializes in paving, Crisdel maintains a fleet of multiple pavers, their three newest being Cat machines.

“We have three different types of Cat pavers, and they’re the heart of our paving operations,” says Michael Criscola, the company’s executive vice president. “They lay a high-quality, smooth mat that in the end is a big reflection on our operation.”

Noting that Crisdel representatives visited a Cat paver manufacturing plant, Criscola adds, “We see the quality that goes into the machines; our crews see it in their performance and our mechanics have seen that quality in our equipment maintenance. The Cat machines are beefier; they’re well put together.”

Ferreira Construction also relies heavily on Caterpillar equipment, including Cat dozers and dirt rollers, on the I-78 project. Their Cat 328 Hydraulic Excavator is an essential machine to have on the job, according to Ferreira vice president Brian Delpome, who says the compact-radius machine can work within the tight confines of the closed traffic lanes without posing a hazard to vehicles passing by in the open lanes.

“This is one of the only machines that has the reduced-radius tail swing but still has the power to do the work of a machine with a large counterweight. This job could not be done as productively without the strength and capability of the Cat 328,” Delpome says.

Using a traditional excavator would require more of the work to be done at night, because that is the only time an additional lane of traffic could legally be closed to make room for a more obtrusive machine, he says.

Ferreira and Crisdel truly value their relationship with their Cat dealer, Foley, Inc.

“Having Foley on our team is a big asset!” Delpome says.

“They have a large variety of machines on hand to rent or lease, and if they don’t have it in stock, they will get it for us quickly. If we call for a machine in the morning, they will get it to us by the afternoon.

“They bend over backwards for us, making our job easier. Their service is top-notch and hard to beat,” Delpome adds.

Criscola recalls that when Crisdel switched to Cat pavers from another brand years ago, “Our guys were used to their old machines and were set in their ways, but Caterpillar and Foley, Inc. made the transition seamless. They were there giving our guys the ins and outs of how to set the machines and how to work them.

“Foley, Inc. fully integrated us into the Cat support system, making Caterpillar an easy choice when we made the switch,” he says. “We’ve never had to look back.”

Foley, Inc. Vice President Ryan Foley, who has worked closely with both Crisdel and Ferreira, is proud that the dealership and Cat equipment have been able to contribute to the success of both companies.

However, Foley says that success of the two companies and their joint venture begins with the leadership of both family businesses.

“A big part of that is their hiring and retaining of qualified, dedicated people,” Foley says. “It’s those people on the ground who have really helped both companies shine. In the trenches, day in and day out, they go a long way toward making the jobs happen on time and under budget. What makes this joint venture so special is that the companies were able to combine their people and synergies to make a great marriage.”

Equipment is positioned to take best advantage of carefully planned cross-overs that enable work to be done efficiently on east- and west-bound traffic lanes.



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 will begin taking orders for the Cat 336E H in February 2013, with factory shipments beginning the following month. The 336E H will be 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. Caterpillar introduced the hybrid hydraulic front shovel in late September. Order and delivery information will be announced as development progresses.

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

Mikula and Foley Serving New Jersey's Construction Trade

Ryan Mikula (left), Dennis Mikula Jr. (center) and Dennis Mikula Sr. are the family behind it all.

BY LORI LOVELY

Contractors in northern New Jersey routinely visit Mikula Contracting Inc. in Clifton, N.J., when they need parts from Foley, Inc. for their Caterpillar equipment. Mikula isn't a distributor; the third-generation family business is an excavating contractor and long-time Foley customer with a drop box on site.

As Dennis Mikula Jr., the company's vice president, tells the story, Foley Truck Power (Now called the On-Highway Division) and Foley's Machine Division are former tenants, having rented space more than 15 years ago for a satellite location. "Everyone is used to the location, so we kept the drop box."

Located about 45 to 50 miles from Foley, Inc. headquarters, it's a strategically located parts drop site that's easy for customers to access, says Warren Gonzalez, Foley, Inc. equipment and sales consultant.

Foley, Inc. still uses the location to get parts to northern New Jersey contractors, with daily deliveries. Mikula doesn't mind. "It's a service for other contractors. After all, we're all in it together."

Alliances

The hospitable attitude is indicative of the Mikula family's approach to business. Founded in 1946 by Nick Mikula Sr., the company was originally called Nick Mikula Excavating and consisted of a single dump truck. Renamed and incorporated in 1968, Mikula Contracting Inc. continued to expand and evolve, with Dennis Mikula Sr. picking up the reins in the early 1980s.

These days, the company provides excavation, de-

molition, environmental, snow removal, trucking and soil materials services, performing mostly private sector work throughout New Jersey. The size of the company's staff has grown to an average of 16 employees, many of whom are family members, including: Dennis Mikula Sr., Dennis Mikula Jr., Ryan Mikula, Andrew Mikula, Leonard Wieczerszak and LJ Wieczerszak.

The third generation continues to exemplify the work ethic and integrity established by the company's founder. It's that professional approach that has helped sustain the company through several decades. But hard work alone isn't the only aspect of business that has made Mikula Contracting successful. "This has always been a customer service business," Mikula says. "We have a major advantage: we've been around 66 years. We have a good client base, with relationships that go back two or three generations."

One of those long-lasting relationships is with Foley, Inc. "We're one of Foley's oldest customers," Mikula says, noting that they still have an invoice from before Foley incorporated. "We've been in business 66 years; they've been in business 55. The relationship started with my grandfather, Nick Mikula Sr., and Jamie and Ryan's grandfather, Ed Foley."

Gonzalez, who's been working with Mikula as their rep for six years, says his relationship with the contractor is evolving. "They consult me about changing needs and other changes in the market place, from big jobs with big machines to smaller jobs with smaller equipment."

"We talk with our Foley reps, ask for their input and viewpoint, bounce ideas off each other," Mikula says, adding that their own tenure in the industry has provided a wealth of ex-



Mikula maintains a wide range of Cat equipment, including this hydraulic excavator, so the company can tackle diverse projects.

perience. "We've been through recessions; we know how to handle rough times. Opportunities are out there. Projects are picking up again; there's site work and cleanups. It's cyclical — it all flows."

The company's approach is diversification, which Mikula credits with keeping business steady. The contractor once known for excavating and land clearing now also specializes in demolition and site improvement: cleanup, tank removal and environmental remediation. "Diversification allows us to continue, even in hard times."

Gonzalez agrees. "They're nimble and flexible enough to weather the recession." But, as Mikula knows, being diversified requires a lot of different sizes of equipment.

Tools of the Trade

Just as the scope of their work has expanded, so has their inventory. "We have 15 or 16 pieces [of heavy construction equipment]," Mikula estimates. "Eighty-five percent of our heavy equipment fleet is Cat, due to its longevity, reliability and customer service. It's not the cheapest product, but the majority of our equipment is Cat because it's great and we know it's going to last. Being a third-generation company, you look at longevity. We know the equipment will last; it's quality equipment. We know we won't have to replace it in a couple years, so we can buy other equipment to expand our fleet. It helps if you don't have to constantly replace machines. That's why we like Cat; the return on investment is great."

In addition to a 315 excavator, 320 excavator, 416 backhoe, D5 dozer and 928 loader, recent acquisitions include a 308 excavator, 304 excavator and 289 skid steer loader.

"They are methodical about purchases," Gonzalez says. "We work closely with them to familiarize them with our smaller machines. The busiest machines in their fleet are



Getting together at Foley's 50th anniversary celebration are (left to right) Dennis Mikula Jr., Dennis Mikula Sr., Kim Foley, chairman of the board at Foley, Inc., and Ryan Mikula.

the 308, a 304 mini and the 289 compact track loader — their last three purchases."

One advantage of adding the smaller machines to their inventory is that no matter the size of the job, Mikula Contracting has the right equipment to meet a client's needs. "We have flexibility due to the range of equipment in our fleet," Mikula says.

But size of the job doesn't always indicate size of the machine required. "The scope of a job changes sometimes," Mikula explains. "We often have our largest and smallest equipment on the same job. You need big and compact equipment."

The size and scope of jobs will change, Mikula continues. It's a trend he foresees continuing in the construction industry. Maintaining a diverse inventory of Caterpillar equipment allows them the flexibility to handle all of their customers' changing needs in an evolving market and economy.

Serving the needs of the industry is what has kept Mikula Contracting in business. "It's the same with us as it is with Foley," Mikula says. "We fix issues and make our clients happy."

Sure, they could get parts delivered to their drop box from any number of dealers who are closer, but, as Mikula explains, "We have a history with Foley and a superb relationship with Warren. We get good service from Foley. They provide a personal touch; we just pick up the phone and get answers. They deliver across the board."



The Mikulas favor Cat equipment because the power and reliability the machines deliver makes them trusted workhorses.

Paving Arts: Daring to Do It All

LINDSEY CONNOLLY & LAUREN STANLEY

In the world of paving and commercial facility maintenance, there aren't many services Paving Arts *doesn't* offer. Under the guidance of co-owners Michael Piazza and Tim Lubniewski, Paving Arts is a full-service asphalt paving, commercial facility and parking lot maintenance company. The remarkable part, however, is how they manage to cater to the customer-relations side of the business, as well. With active YouTube and FaceBook accounts, a website with customer testimonials, over 600 jobsite photos, a newsletter and even a blog, Paving Arts places everything customers need right at their fingertips.

Here are the steps Paving Arts used to achieve and maintain success.

1: Establish a Full-Service Company

After college, the two friends, Piazza and Lubniewski, joined forces and used their experience in the commercial asphalt business to branch out and develop the company Paving Arts. Today, they have a collective 35 years of experience.

The company is headquartered in Staten Island, N.Y., but works throughout the New York metro area. This includes Long Island, Brooklyn, Queens, the Bronx, Staten

Island, Westchester and Manhattan, as well as northern New Jersey and southwestern Connecticut.

The company offers two divisions: Road and Paving Services includes paving, patching, pothole repair, striping, sealcoating, storm drain repair, and installation of curbs, ramps and sidewalks. The Commercial Facility Maintenance division provides parking lot sweeping, snow removal, sidewalk repair, graffiti removal and power washing.

2: Be Customer-Centric

Paving Arts actively markets its services to expand its business ventures. For example, Piazza meets many new clients by attending trade shows. But one of the most effective avenues for gaining new clients is word of mouth, and there is no shortage of positive customer feedback in the form of customer testimonials, as seen on their website. Paving Arts also maintains a youtube.com site that provides hours of videos from previous projects, pictures and a blog for customers to follow their projects or learn from their tips and informational posts as well.

Their goal is to provide excellent, timely work, and they pride themselves on building friendly business relationships with clients. Although the company has a presence on the web, they know that nothing goes farther than walking the talk and offering top-notch customer service. This includes

Part of the Paving Arts equipment fleet was gathered for this photo, but the company's machines are usually working throughout the NYC metro area.



Pausing during a busy day are (left to right) Tom Alfano of Foley, Inc., Tim Lubniewski and Michael Piazza of Paving Arts.

having the owners and operators available 24/7, which goes a long way with their clientele. Not many contractors can say there is always an owner on the job.

Piazza says the most rewarding part of the job is being able to visit all the jobsites. He explains, "Every day is a new experience, whether it's spent in the office, in a piece of machinery or managing a jobsite." He values the customer interaction and likes meeting new people and working on jobs that are challenging. However, the love of his job stems from being a kid at heart. He says, "Doesn't every boy like big machines and knocking something down? Who doesn't like playing in the dirt?"

3: Getting the Right Projects

Foley Equipment Sales Consultant Tom Alfano says, "In addition to being customer focused, Paving Arts does excellent work. They have a solid reputation, and that comes from their attitude and relationship with customers and also the pride they take in their work."

Two major projects last year were public libraries: Fresh Meadows Library in Queens, N.Y., and Elmer's Library in Elmer, N.J. Elmer's was a "green" project. During renovations, Paving Arts built a permeable parking lot that housed trailers as temporary classrooms. The job took place right above a subway tunnel, which meant the project had to

be done on a "light" scale. Weight restrictions meant no large machinery was permitted.

Paving Arts maintains an ongoing contract with 7-Eleven convenience stores. In 26 days, Paving Arts completed the milling, paving and restriping of 35 7-Eleven stores across New Jersey.

4: Partnering with the Right Equipment Dealer

The company has been working with Foley, Inc. for about five years, their primary contact being Tom Alfano. "Tom is always available. We can call at any time, and if there's something he can't help us with he will go out and find the answer," Piazza says. "He would always turn the machines around really quickly — his customer service is the best you could possibly ask for."

Equipped to perform a wide variety of work, the company's fleet includes skid steer loaders, pavers, rollers, a conveyor miller, a sweeper truck, dump trucks, service trucks (pickups) and excavators.

Asked about the decision to go with Cat machines, Piazza quickly replies, "The power of the Cat skid steer loader is the best, bar none. You can't beat Cat power!" With years of first-hand experience operating machinery, the decision to go with the Cat skid steer loaders was easy, he adds. "Getting out of a Cat at the end of the day means you're a lot less tired. Even with milling machines — miller attachments from Cat hydraulic-flow are that much more powerful, there is that much more flow, and the machine just eats up the asphalt."

Paving Arts also is happy with the Foley Service Department. According to Piazza, the Service Department "always seems to work with us quickly, timely, and we can't ask for better machines."

Paving Arts formed the right partnerships along the way, stays in touch with the customers, makes sure it provides quality work, and found an equipment dealer to meet its needs. Although it is not an easy task, Piazza and Lubniewski proved that you can succeed by daring to do it all.



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Kobelco Cranes

Construction machinery manufacturer specializing in cranes and related equipment. Kobelco's five crane models that comprise the "G-series" are available at Foley. These include design features such as the "G-modes," that can save up to 30 percent in fuel consumption. The G-modes also include auto idle stop system and the engine RPM limitation system.



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Product Highlight



Lokotrack ST3.5 Mobile Screen

The Lokotrack ST3.5 in a stand-alone setup can easily be fed by either a loading shovel or an excavator. In this mode the unit will produce 2-sized fractions or 3 with the addition of the optional vibrating grid.

- High-capacity 3580 mm x 1500 mm (11'7" x 5') screen box
- Proven 2-bearing screen with adjustable screen angle
- Easy access to all service points
- Easy transportation due to patented conveyor folding mechanism



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FOLEY **CUSTOMER SUPPORT**



Foley Customer Support Representative (CSR) Eric Cliff snapped this photo as Foley Field Service finishes up their work in Jersey City, NJ for Sims Metal Management. This Caterpillar 5080 currently has over 40,000 hours and is still working away.



Back from the jobsite, this CAT D9H just returned to L.N. Rothberg & Son's equipment yard. Equipment Manager Phil Jannarone (L) pauses for a picture in front of the machine with Paul Kambach (C) and Neri DeMeglio (R) as Foley CSR Dan Scaramella takes the shot.



Terry Walker, (L) Equipment Manager for Eastern Concrete Materials stopped by Foley recently to meet with Foley CSR Alex Albrecht (R). The two met to go over the completion of Eastern Concrete's 980G Certified Powertrain Rebuild before it is transported back to their Glenn Gardner quarry.

732-885-3166

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