



PayDirt

Winter 2012

PROVIDING SOLUTIONS THAT HELP OUR CUSTOMERS
BUILD AND POWER A BETTER PLACE TO LIVE



Cruz Contractors LLC

The Standard
of Excellence
for 60 Years

Page 10



Whirl Construction
Specializes in
Playgrounds

Page 6

CELEBRATING 30 YEARS

FOLEY



"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.... And, like any great relationship, it just gets better and better as the years roll on," said Steve Jobs, former CEO of Apple.

This quote by Steve Jobs resonates with me as we begin another year. With the relationships we have cultivated with our customers over the years, we have learned so much. And yet we strive each day to improve. We hope to deliver even better service to you in the coming year. And as we look toward the future, the past does serve as our guide. The principles that first governed this company are the ones that do today. We will continue to serve our customers so well that they choose to do business with us and to build and power a better place to live.

For Foley's Winter Issue of PayDirt, the cover story is one of our longtime customers, Cruz Contractors. Cruz has built a reputation for taking on complex projects that often require expert knowledge. Their services include working on pipelines, tunnels, pumping stations, treatment plants, highways, bridges, micro tunneling, marine work and more. Cruz owns 28 pieces of Caterpillar equipment including excavators, loaders and dozers. The company has been doing business with Foley, Inc. for 50 years, almost since the day Foley first opened its doors, a longtime loyal CAT customer.

"I assure you that there is something for everyone in here, whether it be our current maintenance special, pictures of our CSRs out on the job or how to find us on Facebook."

Nordic Contracting is a customer who has long dealt with our Machinery Division, but has recently seen the benefit of dealing with Foley Rents by supplementing their core fleet on an "as needed" basis. Also featured is loyal customer Harrington Construction Company, another family-run firm that has been doing business with Foley since Harrington's founding 50 years ago.

These are just a few highlights of the great stories that we have this issue. Please take the time to read through the whole issue; I assure you there is something for everyone in here whether it be our current maintenance special, pictures of our CSRs out on the job or how to find us on Facebook!

I hope that everyone enjoyed happy holidays. Thank you again for being a great partner in 2011 and best wishes for a happy and prosperous new year.

James

Sincerely,
Edward J. Foley, IV



CONTENTS



WINTER 2012

FOLEY PROFILES

6 For almost 30 years, Whirl Construction has specialized in parks and playgrounds.



10 Cruz Contractors LLC has been the standard of excellence for 60 years.



14 Double Brook Farm creates a sustainable farm-to-table business model, including farm, retail market and restaurant.



16 Excellence is a daily habit at *Todé The Artistry of Landscape*.

18 Nordic Contracting is growing through diversification.



22 Celebrating 50 years, the Harrington Construction Company is still going strong.



FEATURES

4 You may know Foley, Inc., for our big machines, but did you know we have the expertise to service smaller equipment, as well?

5 Stop in and check out maintenance specials on compact construction equipment at 855 Centennial Ave. in Piscataway, N.J.

8 Introducing the Foley Service Log, a new tool that gives you real time access to every step of the shop repair process.

9 Great specials at Foley Rents with free deliveries on purchases through March 31, 2012.

20 Foley forms "Rental Alliances" with independent rental stores offering daily and weekly rentals on Cat and other quality equipment lines.

21 Read how Foley gives back to the community.

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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 Randall-Reilly Publishing LLC. Phone (262) 650-9260.

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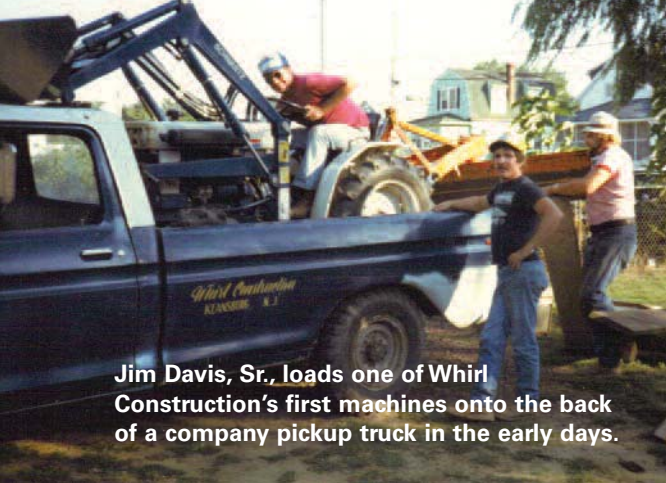
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- Inspect ground engaging tools
- Inspect hydraulic cylinders and hoses
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- Inspect radiator
- Inspect glass and wipers
- Sample engine oil and coolant
- Sample hydraulic oil
- Change engine oil & filter
- Grease all service points
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Jim Davis, Sr., loads one of Whirl Construction's first machines onto the back of a company pickup truck in the early days.



The rooftop Waterside Plaza along FDR Drive and the East River in Manhattan, with the Empire State Building in the background.



Installing a gazebo at Turtle Back Zoo, West Orange, for the enclosed carousel.



New playground construction at Seven President's Park, Long Branch, NJ,

WHIRL OF A RIDE

Construction Company specializes in parks and playgrounds

BY: LAUREN STANLEY

Almost 30 years ago, after installing a few "whirl" merry-go-rounds at a playground, founder Jim Davis, Sr., decided to call his company Whirl Construction. While the name indicates the type of equipment the company installs, it also describes Whirl Construction's history. Over the years, the company has been on a whirlwind of a journey. Son Jim Davis, Jr., explains it best: "Our company logo was designed and drawn in two minutes, on a piece of paper in a T-shirt shop 30 years ago. Just an example of how some things change and some things remain the same."

Constructing anywhere from one to 10 playgrounds a week, Whirl specializes in park construction with an emphasis on playgrounds. Along with play equipment, the company installs safety surfaces, concrete borders, drainage systems, pavers, retaining walls, shelters, gazebos and other site amenities, as well as providing snow removal services. Based in Port Monmouth, N.J., it serves the entire state of New Jersey, as well as five boroughs in New York, the Lower Hudson Valley and Long Island. Jim Davis, Jr., is vice president, Jim Davis, Sr.,



Jim Davis, Jr., Jon Musicant and Jim Davis, Sr., work as a team.

president, and his wife, Terry, is secretary of the company, which has 20 employees, including Jim's brother-in-law, Dave Guzman, a field leader.

Although each job is site specific, building a playground on top of a building is a unique expertise of Whirl. "Transporting equipment to a rooftop takes place either by crane or the service elevator," says Davis, Jr. "You have to be very

cognizant of the weather, in particular the wind. Standing up metal piping and expanded metal decking without taking proper precautions can lead to trouble."

Whirl crews are trained on safety first, especially on rooftops, and take necessary precautions to ensure that the membrane of the roof is not penetrated to avoid water damage anywhere below the work area.

From playgrounds to rooftops — wherever whirls can be installed — Davis is willing to take on the challenge. "There is nothing like getting a package in the mail from a school and the envelope is flooded with thank you cards and pictures from children. That is what makes our job rewarding."

High-volume playground construction demands efficient and reliable equipment to keep pace. Whirl was first introduced to Caterpillar in 2000, and the fleet has grown to include a Cat 236 skid steer, two 257 multi terrain loaders, a 302.5 mini-excavator, a 420 backhoe, a 904B wheel loader and a CB14 roller. "We cover a lot of territory in New Jersey," says Davis, Jr., who was first introduced to Cat through Tom Alfano (Foley equipment consultant). "When we arrive at a jobsite, we need to know that our equipment is reliable and will perform the work that needs to be completed. Cat equipment is always up to the task. Since our first machine in 2000, we have had a strong belief that this is the type of machine, and Foley is the type of company, we like to work with."

Davis feels that accessibility to his Foley account representatives is key to success. "When we first saw the Cat machine we were impressed," he says. "We valued Tom's opinion, bought our first Cat and the rest is history. Later we worked with Jon Musicant, (Foley equipment sales consultant). Jon has been great to do business with. He is always a phone call away and willing to do whatever he can to lead us in the right direction." Davis also credits his Foley Rental Account Manager Dewey Cardoso as being helpful and accommodating with equipment rental needs.

For his part, Musicant holds the Davis family in incredibly high regard. "The quality of

our service or product is not what we put into it, but what the customer gets out of it. Working with Whirl, my goal is to make sure they are able to perform their business as efficiently and productively as possible. Over the years we have developed a great working relationship and I enjoy providing them with the best equipment for their changing needs. They will be in this business another 30 years."

Another valued player on Whirl's Foley team is Compact Construction Technician Tony Verdi. Davis knows he can count on Verdi to answer questions and help maintain equipment in top running condition. "Tony has showed us the ins and outs of our track machines," says Davis. "His knowledge is top notch and he is always willing to help." Verdi recalls that he worked with Whirl when he was stationed at the Foley facility in Monroe, N.J., and the relationship has only grown stronger with time. "Jim will call me sometimes to pick my brain or ask questions about tooling or the machines," says Verdi. "I am always happy to hear from him and help out. They are well-informed and conscientious customers, and their machines and trucks are kept in impeccable shape. It's a pleasure working with them." Adds Musicant, "Having a Compact Construction Technician who is able to cater to customers when they have a question on smaller equipment is one of the advantages that Foley provides the customer."

"The machines' versatility, quality and power speak for themselves," concludes Davis. "The support that Foley offers is second to none. Knowing that we are dealing with a company that is willing to help and respond to our needs in a timely manner is something that we cannot put a price tag on."

Although Jim Davis, Sr. may not have realized what he was creating in that T-shirt shop 30 years ago, the "whirl" concept has stuck, and Foley has been along for the ride.

For more, visit whirlconstruction.net

Foley Compact Construction Technician Tony Verdi helps keep Whirl's smaller Cat machines in top shape.



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John Derosa
Owner of Bay Aggregates
of Long Island, NY

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The Standard of Excellence for 60 Years

Cruz Contractors LLC awarded “2011 Trenchless Technology Project of the Year for New Installation”

When Lee Cruz considered retirement in 2006, he wondered what would become of his company. Founded in 1951 by his father, Evaristo Cruz, Sr., Cruz Construction Corp. had built a proud legacy of achievement. Known for his high standards and strong convictions, Evaristo Cruz, Sr. passed away in 1997, the same year he was inducted into the New Jersey Construction Hall of Fame for his many contributions to the construction industry. By the time Lee Cruz took the company reins that year, Cruz Construction was widely known for its far-ranging expertise across multiple disciplines. From subway and highway construction, to complex water treatment and dam reconstruction projects, to pioneering new micro-tunneling technologies in the Northeast, Cruz Construction had left its unmistakable mark of excellence from Boston to the Carolinas.

Left to right: Joe Salgado PE., project manager; Antonio “Tony” Cardoso, field operation manager; Dominic Pillari, chief project manager; and Francesco Cangialosi, chief estimator for Cruz Contractors LLC.

As part of the construction team that built the Boston, Massachusetts Subway, Cruz constructed the Orange Line. In New Jersey, the company reconstructed the J.F. Kennedy Boulevard in Union City by raising it over Route 495. Staten Island, N.Y., is where the company performed much of its early micro-tunneling work, with contracts reaching as far

Like all great companies, Cruz Construction has been an incubator for budding entrepreneurs in the construction industry.

south at the Cape Fear River, in North Carolina, where the micro-tunneling process was used to install two pipelines beneath the riverbed.

Throughout New England and the Mid-Atlantic states, Cruz built a reputation for taking on complex projects that often require expertise beyond the capability of many construction companies. At the Round Valley Reservoir in Clinton Township, N.J., Cruz constructed the much-viewed water intake and discharge structure at the Round Valley State Recreational Area. The company also built a major water treatment facility at the Manasquan Reservoir in southern Monmouth County, N.J. With the U.S. Army

Corps of Engineers in Oakland, N.J., Cruz worked on the reconstruction of the Pompton Lakes Dam that “saved millions of dollars in (flood) damages,” according to the corps’ analysis.

Like all great companies, Cruz Construction has been an incubator for budding entrepreneurs in the construction industry. Juan Gutierrez of Northeast Remsco Construction, Eddie Cruz of E.E. Cruz & Company, Evaristo G. “Risto” Cruz of Cruz Enterprises, LLC, Andre Ameer, part-owner of EIC Associates — to name a few — worked for Cruz Construction, a place where talent gets nurtured for future success in the industry. At the top of that list is Lee Cruz, founder and managing member of Cruz Contractors LLC.

Cruz Contractors LLC

In 2006, with no family member to take over Cruz Construction, and not wanting the legacy of the business to pass away, Lee Cruz did what any good mentor would do. He offered key employees the opportunity to form a new company, consolidating decades of knowledge, expertise and innovation into another successful enterprise.

Under Lee Cruz’s guidance — and the leadership of his long-time associate, Tony Cardoso — Cruz Contractors LLC was born. Key employees were offered partnerships, and Cruz Contractors quickly won major contracts in New Jersey, New York, Maryland and throughout the Northeast. Over the past five years, revenues have topped \$25 to \$30 million annually.

With six micro-tunneling projects currently under way, Cruz is among the elite contractors in the field.

“Currently we have \$100 million in contracts,” says Tony Cardoso, managing member and manager of field operations. “That’ll put us at \$40 to \$50 million in size over the next two years.” As part of its current growth plan, the company is expanding the workforce by about 35 percent, from 75 employees to more than 100.

Micro-tunneling leadership

With six micro-tunneling projects currently under way, Cruz is among the elite contractors in the field. Micro-tunneling is a highly technical process using complex equipment operated by sophisticated computers and trained personnel. Contractors use micro-tunneling to dig tunnels as small as 12 inches and as large as 14-

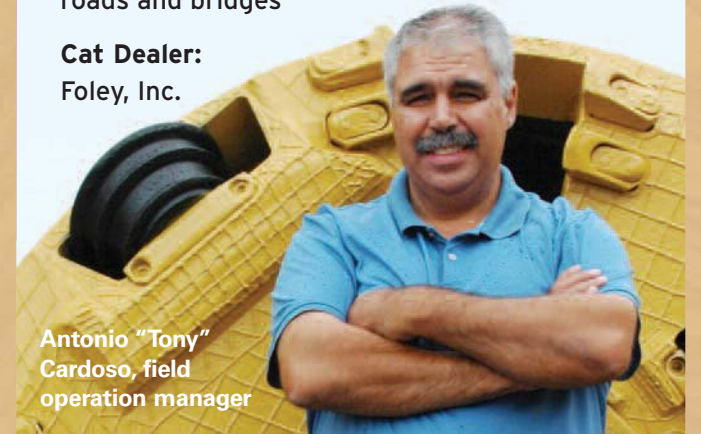
COMPANY PROFILE

Cruz Contractors LLC

Managing Members: Licinio “Lee” Cruz, Antonio “Tony” Cardoso, Jose Salgado, Franco Cangialosi
Members: Maria Clemente, Eugenio Afonso, Jose Rodrigues, Augusto Castanheira, Antonio Alves, Daniel Figueiredo, Manuel Dos Santos, Eduardo Gomes

Applications: Micro-tunneling (water, sewer, utilities); general construction; roads and bridges

Cat Dealer:
Foley, Inc.



Antonio “Tony” Cardoso, field operation manager

feet in diameter without having to dig trenches. The process is used primarily for utility work — sewer, water and electric — in highly populated areas to help minimize open-trench construction, thus reducing traffic congestion and disruption to pedestrian movement.

Trenchless Technology magazine recently named one of Cruz’s projects the “2011 Trenchless Technology Project of the Year for New Installation.”

As part of Boston’s efforts to clean up Boston Harbor, the \$90 million East Boston Branch Interceptor Relief Sewer Project was created to replace and rehabilitate 4.5 miles of sewer system in a densely populated neighborhood. Hired by general contractor Barletta Heavy Division, and working for the Massachusetts Water Resources Authority, Cruz Contractors used its micro-tunneling expertise to help MWRA reduce combined sewer overflows in and around Boston.

According to Trenchless Technology (Oct. 2011):

The main construction contract consisted of 2.5 miles of 24 in. to 66 in. diameter relief sewer primarily by micro-tunneling and in-line micro-tunneling with limited open cut excavation. ...Cruz Contractors LLC...used 19 shafts (seven jacking shafts, eight receiving shafts, four jacking/receiving shafts) varying in depth from 20 to 50 ft.

...MWRA, Barletta and Cruz Contractors worked together to coordinate utility relocations and develop modifications to finished structures to reduce utility impacts at shaft and open cut excavations. Some conflicting utilities, most notably vital





Left to right: Manuel Octavio Dos Santo, forman; José Rodríguez, foreman; Antonio Alves, microtunnel specialist/superintendent; Augusto Castanheira, shop manager; Daniel Figueiredo, project engineer; Eugenio Afonso, carpenter foreman; Eduardo Gomes, microtunnel technician/mechanic.

electric and communication duct banks (with relevance to Logan International Airport), could not be relocated without significant potential schedule delays to the micro-tunneling work. In the end, Cruz was able to delete four shafts and make field adjustments to the locations of six other shafts to avoid more extensive utility relocations.

More than 12,000 ft. of micro-tunnel was completed through varying geologic conditions. Pipe materials used were 48-in. diameter reinforced concrete pipe (RCP), 66-in. centrifugally cast fiber reinforced polymer mortar (CCFRPM) and 48-in. RCP with a 36-in. diameter PVC slip lining.

Other recent micro-tunneling projects include the installation of 66,000 ft. of a 24-inch water main for the Dutchess County Water and Wastewater Authority in Poughkeepsie, N.Y.; a micro-tunnel installation under the Northeast Corridor Railroad in Linden, N.J.; ongoing installation of 2,200 linear feet .of 48-inch steel casing by micro-tunneling at 15 railroad crossings for the MTA-LIRR East Side Access Project in Queens, N.Y.; a micro-tunnel installation of 760 feet of 30-inch sanitary sewer interceptor in a 48-inch casing under the New Jersey Turnpike and Conrail Tracks in the Borough of Carteret; installation of 560 feet of 48-inch force main, and 290 feet of 48-inch force main in a 66-inch casing, by micro-tunneling under the N.J. Transit Railroad at the 18th Street Pumping Station in Queens, N.Y.; an \$11 million contract recently awarded by the Baltimore DPW for the installation of 4,120 feet (2,500 feet micro-tunneled) of sanitary sewers ranging from 8 to 54 inches as part of the Herring Run Interceptor Project; an \$11 million contract for NYC – DDC (Dept. of Design and Construction), Woodrow Road Improvements for the installation of sewers (1,800 feet micro-tunneled) and low bidder on a \$22 million contract for NYC-DDC , Richmond Valley Road improvements for the installation of sewers (2,300 feet micro-tunneled). And the list is certain to grow.

Utilities, roads and bridges

Cruz Contractors also has earned a lasting reputation for

excellence in the construction of utilities, roads and bridge-work. In Queens, for example, the company is working a \$17 million infrastructure contract for a middle-income housing development that includes grading, installation of water mains and sanitary sewers, as well as sidewalks, pavements and traffic control devices. At Willets Point, also in Queens, Cruz is working two contracts valued at more than \$35 million for the construction of a new pile-supported storm sewer/outfall, as well as abandoning and hydraulically filling an existing 60-inch sewer, and a new pile-supported 36-inch gravity sanitary sewer through Citi Field parking lot.

Quality equipment

With numerous similar contracts in hand, Cruz relies on its in-house know-how combined with reliable equipment. For micro-tunneling, the company owns three Herrenknecht Control Containers, four Herrenknecht Micro-Tunnel Machines that vary in size from 48" to 72" Diameter, two Derrick Separation Systems and a variety of support equipment — generators, slurry pumps and grout pumps.

At every construction site, Cruz depends on its fleet of Cat equipment for efficiency and productivity.

"We do our own pile driving with an attachment that I developed and patented, and we mount it to a Cat 345 Excavator," says Cardoso, who prefers the flexibility, perform-

At every construction site, Cruz depends on its fleet of Cat equipment for efficiency and productivity.

ance and control of the Cat 345 for excavating and pile driving. With its impressive lift capacity, the 345 easily moves large micro-tunneling equipment in and out of the ground, too.

In all, Cruz owns 28 pieces of Cat equipment, says Cardoso, including excavators, loaders and dozers. The company has been doing business with Foley, Inc. for 50 years, almost since the day Foley first opened its doors.

"We use our Cat equipment for a long time, relying on our maintenance shop and the Foley support team," says Cardoso. For parts or technical support, Cardoso knows he can rely on Foley for quick turnaround and dependable service. "Foley is always there and available to us, helping us out whenever we need them."

Appreciation and respect goes both ways, says Scott Warren, heavy equipment sales consultant at Foley Inc. "We've had the privilege of working with Cruz for decades, and nobody is more respected in the industry than Cruz Contractors. It's an honor to work in partnership with such skilled and knowledgeable professionals."

As a matter of conviction, and always working to the highest standard of excellence, Cruz founder Evaristo Cruz, Sr. would agree.

For more, visit cruzcontractors.com.

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Thank you for your feedback and continued loyalty and support.



Left to right: Jon Musicant, Construction Equipment Sales Consultant stands with Jon McConaughy, Owner, and Dave Sherman, Farm and Equipment Manager, at Hopewell NJ Double Brook Farm with the recent Caterpillar purchases.

A SUSTAINABLE FUTURE

Double Brook Farm Creates a Farm-to-Table Business Model

BY: LAUREN STANLEY

Sustainability is “the capacity to endure.” Whether it is environmental, economic or social- the long-term maintenance of wellbeing is a way of life for husband and wife Robin and Jon McConaughy. They own and operate what is called a ‘sustainable farm.’ The main benefit of sustainability is health: healthy soil, healthy crops and livestock, and healthy yields. These practices in turn, ensure their livelihood and lower their costs, without depleting or damaging natural resources.

Both of the McConaughys worked in the corporate world for years before deciding to follow their instincts and found Double Brook Farm in 2004. The farm was initially intended to raise beef, chicken and sheep to feed their family. As they began building their farm and house in Hopewell, N.J., other people

became interested in buying their homegrown and natural meat and eggs. Thus, the company’s vision became clear: “Our goal is to create a completely vertical model; farm, retail market and restaurant with nearly everything to be produced from that single farm. What does not get sold in the market or the restaurant will return to the farm as feed or fertilizer. The ultimate goal is a farm that uses energy from the sun or the earth, has zero outside inputs, no external animal feed, no external fertilizers and a

Brick Farm Market coffee and Berkshire pigs can all be found at Double Brook Farm.



very limited carbon footprint.” The farm has about 100 kw solar panel array and produces its own biodiesel.

Their Vision

So how do they fulfill their vision? We spoke with the farm and equipment manager, Dave Sherman, to find out. Sherman is an experienced commercial farmer. “Basically what we are looking to create is a farm-to-table restaurant and store. We want to grow and be the source of 80 to 90% of all of the food,” he said. To do this, Double Brook Farm has beef cows- the Devon breed, four breeds of pigs- Ossabaw, Tamworth,



Berkshires and Old Spots, Katahdin sheep, Americanas and Barred Rock and Rhode Island Reds chickens, and finally four breeds of turkeys- the Narragansett, Bourbon Red, Blue Slate and Bronzes. Sherman says, “It is going to be a one-of-a-kind. Everything here is top shelf and people will be pleased. People can come here and see where their food is raised.” They also have 37 acres designated to cultivate produce that is grown in a sustainable way.

Constructing

In order to fulfill their vision, they are constructing a restaurant called “Brick Farm Tavern,” which will open in the summer of 2012, and a retail store called “Brick Farm Market” in downtown Hopewell, N.J. Here is where Foley, Inc. comes into the picture. Sherman says, “Cat equipment is known to be top of the line. I have bought parts before from Foley, but these are the first machinery purchases. We wanted to purchase machinery that would last.

“Our sales rep, Jon Musicant, brought us to Foley and we were blown away with what they offered. We visited the shop, saw all of the service trucks and met employees. The employees came out to meet us and they were very professional.”

Owner John McConaughy said that they did look at different equipment, but in the end they were very impressed by Foley’s capabilities. He echoes Sherman’s comments and says, “The machines were great and we felt very comfortable in them - everything was easy to use and find. The experience of visiting Foley was also second to none. We got a tour of the facility, service center, rental center and saw all of the equipment we were interested in. The service and

the interaction with the sales team was a large part of the decision to go with Foley.”

Achieving

Sherman explains that the ultimate goal is to reduce the impact on the environment. To do this they need to build infrastructure, with machinery that will last. For the construction of the restaurant Double Brook Farm purchased a D3K track-type tractor, a 906H Compact Wheel Loader and a 308D mini excavator. After demoing the machines they gave the feedback that they enjoyed the ease and comfort of the Cat machines. These machines will ensure the preparation of the site and the erection of the restaurant. Sherman continues, “Jon presented everything the way it was. He reminded me a lot of myself. He is an honest salesman and tells it like it is. When you have a good product to sell, it’s easy. The product is only as good as the service and employees to back it up, which is very important to us. We feel comfortable knowing that if we have a problem it will be taken care of.”

Musicant also felt that working with Sherman and McConaughy was easy and rewarding. He says, “It was great to work with this team and work with customers who realize the value of Cat and the services we provide. They definitely do their research and have things well thought out with their equipment.” The McConaughy’s have an innovative concept that will have an impact on the environment in the long run. McConaughy explains, “The reason I got into this in the first place was because the farming was inter-

esting to me. But the further we go down this path, the more sustainability plays the larger part. I think ensuring the production of eating local, natural, farm-to-table and humanely grown food that is good for people and treats animals humanely is the main goal now.” By minimizing the use of energy and materials and maximizing recycling and renewable resources, they are well on their way to achieving their goal. Their efforts are part of a greater environmental movement. It’s part of a sustainable future. ♡

For more, visit doublebrookfarm.com.

TODÉ *The Artistry of Landscape*

Excellence is a daily habit

BY: LAUREN STANLEY

We don't just want to do good work, we want to do great work — and do great work every day," says Todé, The Artistry of Landscape owner Michael Todé about his company's mission.

Todé strives to make certain that every employee completes every detail of every job, whether large or small, with this philosophy in mind. "At Todé, The Artistry of Landscape, we use our experience to create our customer's vision of the perfect environment," says Todé. A full-service landscape design and build firm specializing in creating unique and well built projects, Todé guides the landscaping process from initial consultation through to the final details. "When a project runs its course, our customer can see that every aspect of the job has been handled with tender loving care," he says

Based in Midland Park, N.J., Todé, The Artistry of Landscape consists of twenty employees, including Certified Landscape Technicians (CLT). The CLT Certification is the mark awarded by the Professional Land Care Association (PLANET) and represents evidence of the industry's highest standards of landscape professionalism.

With more than 14 years of experience, Todé is equipped with the tools and knowledge to execute any project, from swimming pools to ponds, from playgrounds to patios, from arbors to flowers.

Todé can, and has, installed anything a client, working with the Todé designers, can dream of, including award-winning residential and commercial landscapes, pool and spa designs, custom ponds and waterfalls, specialty and rooftop gardens, and much more. The company also offers landscaping maintenance services.



Todé Landscaping owner Mike Todé (left) regularly confers with Foley Compact Construction Equipment Consultant Pat Togno.

Only the Best Equipment

Supporting its many landscape contracting services is a fleet of 11 trucks and four machines. The story of how Todé came to rent his first Foley Rents Caterpillar machine is an interesting one, and one that will stick with Todé for some time. Ryan Foley, vice president of Foley Rents, and Emmett Healy, Foley Rent's account manager, had stopped by to introduce themselves last year. They left their business cards to contact them if Todé ever needed equipment. "When an excavator broke down, I sent a text message to Ryan on a Friday to see what they had in stock," says Todé. "I didn't know it at the time, but Ryan was in China on business at the time. He was able to get back to me by 5:00 p.m. that day. I had a call from Emmett at 5:30 and the equipment was at my jobsite at 8:00 a.m. the following Monday, when it was needed. The fact that Ryan Foley was willing to help me out from China really stuck with me and showed me what kind of people I was dealing with."

Todé had used other equipment rental houses in the past, but he wasn't entirely satisfied with parts availability or the

ability to demo or rent equipment when he needed it. Deciding to take his father's advice, he went with Foley. "My father taught me many things along the way," Todé says of his 10 years working for MKB Contractors Inc., the company owned and operated by his father, Bill Todé. "He showed me how to run a project and how to put ideas on paper. He also has taught me what equipment is good — what to buy, what to look for. He has raved about Foley and Caterpillar forever."

After renting the Cat 305, Todé liked the machine enough to purchase one for his own fleet, as well as a trailer. Todé says Foley treated him the way he tries to treat his customers. "Just like when Ryan found a way to secure me a rental from China, we find a way to get things done for our customers, whatever they need," says Todé. "Our business is also not always the cheapest option for customers either. I have to prove to them the value that they are getting and make sure they are comparing us 'apples to apples' with other companies. Once they see the final project, though, they really understand the value."

Founded in 1997, Todé, The Artistry of Landscape has won 18 different design and building related awards. The company is a member of the New Jersey Landscape Contractors Association and The Golf Course Superintendents

Association of New Jersey. "Having worked for my father, I went on to college to study horticulture and, eventually, started my own business," says Todé, who manages the business with his brother Kevin. While Michael is a PLANET Certified Landscape Technician, Kevin is a Certified Tree Expert and Arborist. Supporting them are Michael's wife Jill, their three children Michael, Ryan and Brynley, and Kevin's fiancé Sara.

Building Relationships

Foley Rents account manager Healy says, "Smart contractors build great businesses by understanding the value decisions that they have to make. After meeting Mike on a

"I think when Mike realized the quality of the Caterpillar machines and that Foley goes above and beyond for any size contractor, he was able to see it was a great partnership."

—Emmett Healy, Foley Rents

cold call along with Ryan, he gave Foley an opportunity to earn his business even though he had built long-standing relationships with other dealers in Bergen County's fiercely competitive compact construction equipment market. I think when Mike realized the quality of the Caterpillar machines and that Foley goes above and beyond for any size contractor, he was able to see it was a great partnership."

The projects that Todé Landscaping undertake range in complexity, high-end masonry patio and pool renovations to full residential and commercial landscape makeovers. Whatever the project, Todé says they all share one common thread: quality of work. "Our goal is to impress all of the time. A lot of the projects take a long time, but at the end, when people see the final product and are blown away, that is the most rewarding part of my job." Whatever the size of the job, ensuring that the company does great work every day, keeps Todé's company successful, every day. 🏡



Foley Rents account manager Emmett Healy (right) quickly made a strong impression with Todé under challenging circumstances.

For more, visit todelandscapes.com

GROWING THROUGH DIVERSIFICATION

Nordic Contracting expands its capabilities

BY LAUREN STANLEY

Here's a challenge faced by every contractor: How do you expand your business in a rapidly changing market place? For Ken Jacobsen, one of the owners of Nordic Contracting, it is to diversify the company while carefully identifying new avenues for growth.

"We first focus on being as service oriented as possible for the customer," says Jacobsen. We're more flexible and go out of our way to demonstrate to customers our full line of services."

For more than 18 years, Nordic Contracting has specialized in site development, concrete foundations and general contracting services. While the company name — Nordic — is a nod to brothers Ken and John Jacobsen's Norwegian decent, the construction business has been in the Jacobsen's family for three generations. The principles of this Ledgewood, NJ based company are Ken Jacobsen, secretary and treasurer; brother John Jacobsen, president; and partner Ted Vitcusky, vice president. Working primarily within central and northern NJ, the company's diverse portfolio of projects includes datacenters, educational institutions, sports stadiums, pharmaceutical companies, retail space, housing infrastructure and train stations, to name a few. Over the years, the company has enjoyed great success thanks, in part, to employees operating by the Nordic Code of Conduct: integrity, quality, hardworking team and dependability.

Equipment that diversifies along with the business

Owning a fleet of 40 Cat machines and 40 attachments, Nordic has the flexibility to adapt to almost any job requirement.



Ken Jacobsen, Nordic (left) and Eric Cliff, Foley, Inc. (right) at Nordic's Stanhope yard amongst some of their Cat fleet including some large excavators.



The company has worked on large-scale projects such as the Giants training facility, the New Meadowlands Stadium foundation and the expansion of the Rutgers University football stadium.

As Nordic expands into new industries, the company relies on longtime equipment partner, Foley, Inc., its local Caterpillar dealer. The two companies have done business together since Nordic first opened for business. Foley Heavy Equipment Sales Consultant Bill Grater has worked with Nordic since the beginning. He credits their innovative approach as the secret to their success over the years. Grater says, "Nordic has survived the recession due to the diversified business they have built. In addition to the Cat equipment, they own two concrete pump trucks and various concrete equipment to handle their contracting demands. Ken Jacobsen is one of the most thorough buyers of equipment I have dealt with. He really takes the time to research what equipment will be better to effectively complete his contracting commitments. We have developed a great relationship over the years which I will cherish

the rest of my career at Foley. I look forward to working with them for many years to come."

Most recently, Nordic has taken advantage of Foley Rents. "We are heavily involved with the rental division today. Foley has met a lot of those needs for us with the help of Ryan Foley, as well as our Foley Account Representative Brett Barratt. Foley Rents works well for us, helping us expand our services to meet the needs of our customers."

Nordic rents all types of equipment, from Cat excavators to dozers. Renting helps Nordic eliminate maintenance costs like service work, tooling, spare parts and storage costs. Supplementing Nordic's core fleet on an "as needed" basis, renting quality Cat equipment from Foley Rents also ensures having



Constructing Avalon Bay Communities



All hands on deck while working on the Secaucus Data Center

The Rutgers Stadium addition in Piscataway, N.J., was an expedited project involving shoring up the existing scoreboard while completing the foundations and super structure concrete. The work was completed in time for the start of football season.

the right equipment, whenever and wherever it's needed.

When it comes to its own fleet, Nordic has no intention of cutting back on maintenance. The company operates a service lube truck and mechanic shop, assuring equipment stays in top shape, Jacobsen says. "We keep a well-maintained fleet and haven't held back on preventative maintenance at all. We do call Foley for parts and additional service work." Eric Cliff, Foley customer support representative, agrees that Nordic Contracting has not cut back on fleet maintenance. In fact, it has done the opposite. "With the change in the economy, Nordic has focused on machine reliability and productivity, which equates to uptime," says Cliff. "This has forced Nordic to look closer at its fleet. They are trying to repair before failure, versus repair after failure."

Foley Resident Technicians

To help prevent equipment failure, Nordic recently hired a Foley resident technician to assist in several large repairs. A Foley resident technician comes prepared with a fully equipped service truck, diagnostic and hand tools, and saves the customer travel time, mileage and the added expense of transferring machines. One of Foley's technicians spent a few weeks at Nordic's facility, and in the field, working on its large Cat fleet.

"This was a very good business decision for Nordic since they had a small backlog of repairs," says Cliff. "As Nordic's construction parts and service representative, I work closely with owner Ken Jacobsen, as well as with both mechanics, Kevin and Chris. Everyone at Nordic is highly professional and knowledgeable. At times we get into or onto a machine to collectively determine the best way to proceed. Nordic and Foley also share knowledge and camaraderie while participating in EMCA (Equipment Management Council of America). We have bounced many ideas around over the years and look forward to continuing our partnership for many years to come."

Nordic Contracting is using a notable strategy: careful diversification for growing the business. Although it sounds simple enough, choosing new products, methods and services can be a difficult task. By staying focused, Nordic has been better suited to survive the uncertain economy.

For more, visit nordiccontractinginc.com.



Cancer Treatment Facility, Franklin Township, NJ



Foley Gives Back to the Community



Foley employees got into the holiday spirit by donating five different ways to a local charity, Friends In Service Here (FISH) of Piscataway. We thank everyone who donated to help raise food and supplies for those in need.

NEW RENTAL ALLIANCES

Foley, Inc. is happy to announce alliances with two rental facilities, providing you with a selection of powerful and user-friendly Cat equipment to rent. We now have rental alliances at Grand Rental Station's Hackettstown location as well as with Sussex County Rental Center in Andover, N.J.

A rental alliance is a network of independent rental stores that offer daily, weekly and monthly rentals of Caterpillar equipment as well as other complementary lines, making it easier to rent from locations other than our rental store in Piscataway.

MAKE IT EASY ON YOURSELF!

Rent a machine you need to tackle that tough job or finish that half-done project from a place you know, from someone who's local, convenient and reliable.

"After seeing the success that other CAT dealers in our region have experienced with the rental alliances, this was a natural fit for us at Foley. We feel the rental alliances and Foley Rents complement each other's businesses and we can expand our awareness of the CAT RENTAL STORE to customers outside our effective coverage area. We're happy to partner with our rental alliances and there will be more in the future."

-Ryan Foley, VP Foley Rents

Rent it for a day, week or month. You choose.

CALL TODAY! CAT EQUIPMENT IS AVAILABLE AT:

GRAND RENTAL STATION
105 MAPLE AVE
HACKETTSTOWN, N.J. 07840
(908) 850-8515

SUSSEX COUNTY RENTAL CENTER
188 MAIN ST RT 206
ANDOVER, N.J. 07821
(973) 786-7700

FISH, Inc. (Friends in Service Here) in the Dunellen area, founded in 1969, is a service organization of volunteers who respond with compassion to the needs of the poor, the elderly, the homeless and those who "fall between the cracks" of public assistance.

FISH is a non-profit organization focused on responding to appeals for help and assistance. Foley, Inc. employees opened their hearts and responded in a big way to make the holidays a little bit brighter.



FOOD DRIVE
Employees such as Josh Faryna and Ray Mitchell pitched in to load trucks to take to FISH during a turkey and food collection drive.

TOY DRIVE

Employees donated toys and contributed to "Pennies for Tots," which our "elves" used to shop for more toys to donate.



CLOTHING DRIVE

For a clothing drive, a 980H bucket was filled more each day with Foley employee donations of gently worn clothing, shoes, etc.



BAKESALE

Workers brought in homemade pies, scones, cupcakes and more to sell for this cause!



Parts Manager Ryan O'Connell cannot resist the cupcakes.



JEANS DAY

Employees George Kattak (CFO) & Laurie Benninger (Government Sales Administrator) supported Jeans Day, which usually occurs the last Friday of each month. Employees can wear jeans on that day if they donate to FISH.



To keep up with all events, information and news with Foley, "Like" us at www.facebook.com/FoleyCaterpillar



The Harrington Construction Company: Going Strong

BY LORI LOVELY

Three years ago approximately 400-500 people gathered to celebrate the 50th anniversary of W.J. Harrington and Sons Inc. Among the festivities that day was a “backhoe rodeo” that relied on two CAT 420s borrowed from Foley, Inc. Each participant was challenged to pick up a softball placed atop a traffic cone and deposit it into a bucket, using a backhoe almost like a giant claw machine.

This is just one example of the friendly relationship between the New Jersey Caterpillar dealer and the construction company that was first established in the early 1970s, estimates John Harrington, president and acknowledged driving force in the growth and development of Harrington Construction. “My father started with Foley,” he recalls.

Four decades, three branches of the original company business, two generations and more than 26 pieces of Caterpillar equipment from Foley later, the relationship is still going strong.

Family tree: from roots to branches

Founded by William Harrington, Sr., in 1958, Harrington



John Harrington, president of the Harrington Companies.

and Sons began as a small general contracting and paving company. When John joined in 1990, the business was expanded to include House Line Excavation and Landscape Design/Build services. Based out of Chester, N.J., and now



Michael Harrington runs Hoffman's Supply, a landscape and garden supply company.

called Harrington Construction Company, the company bids on public and private sector work and handles a wide array of projects. These include large site development, storm water systems, sanitary sewers, water service, road construction, custom grading and contouring, landscape design/build, landscape maintenance, masonry, septic systems, home remodeling and paving.

John is not the only family member involved in the industry. Leona Harrington, mother of the Harrington sons, still participates in the business. Billy Harrington is vice president and heads up Harrington Services, a demolition company. Leona Harrington-Scotti and Billy's wife Joanne work in the office taking care of payroll and insurance. Finally, Michael Harrington runs Hoffman's Supply, a landscape and garden supply company acquired by William Harrington, Sr., in the mid-1980s.

All of William Sr.'s children now have children of their own, many of whom have worked at the company during the summer, although sports also keep them busy, Billy says. His son Ryan, who attends Mendham High School, recently won the state wrestling championship — which is no small feat.

Building on a solid foundation

Three brothers in business means three accounts with Foley, Inc., John says. John purchased his first excavator — a CAT 215 — from Foley in 1989. “We were upgrading from a

1970 other-manufacturer excavator,” he remembers.

Most of the new equipment he buys comes from Foley, including a roller he purchased just this spring. “You can't beat Foley service and product support,” John says. “They drive by the job on their way home and stop to check in. They know us by name. We appreciate everything our sales rep Pat Togno does to take care of us.” Their fleet today includes 18 pieces of Cat equipment which keeps Pat and the Harringtons busy. They own equipment ranging from a D6D track-type tractor and 320C hydraulic excavators to a 420D backhoe and 277B skid steer. Equipment Sales Consultant Pat Togno enjoys working with all of



Harrington Construction Company bids on public and private sector work and handles a wide variety of projects.

the Harrington brothers as well. “It's a pleasure calling on the Harringtons,” he says. “Michael over at Hoffman's Supply is always willing to see you no matter how busy the yard may be. Johnny invites you into his office and takes lunch orders while you sit down and shoot the breeze. Billy and I recently met out at ConExpo and we had a blast. They always are in a good mood and always have a positive attitude no matter what the topic of conversation may be. I see a lot of people in my travels and everyone has something nice to say about the Harringtons. You can add me to that list.”

Because Harrington does routine maintenance on its equipment, John appreciates next-day parts delivery, Foley's diagnostic services and the availability of personnel to provide assistance. “People in different departments know the product and can answer our questions,” he says. “And they always have equipment available if ours does go down.” Or if they decide to have another rodeo. 🏏

For more, visit harringtoncontractors.com.

ON THE JOB WITH



Foley Customer Support Representative (CSR) Alex Albrecht (left) pauses for a photo with Courtland Acosta, Equipment Manager at Tilcon NY.

Acosta stopped by Foley recently to look around the equipment yard.



Jim Carson, Equipment Manager for Sussex County Municipal Utilities Authority (left) shakes hands with Foley CSR Eric Cliff in front of his 966G Certified Powertrain Rebuild.

Carson took delivery of the machine at the Sussex County Landfill.



Corey Haugland (right) of C.H. Excavating, Inc. stands in front of his 950 Wheel Loader with Foley CSR Dan Scaramella.

The two stopped for a picture when Scaramella visited the company's equipment yard in Monroe Township, NJ this past fall.



Foley Customer Support Representative Eric Cliff snaps a photo of the all-Caterpillar fleet on Petillo, Incorporated's jobsite.

Petillo is currently working to make way for the new Super Walmart being constructed in Phillipsburg, NJ.

FOLEY CUSTOMER SUPPORT REPRESENTATIVES

(732) 885-3166
www.foleyinc.com

FOLEY

