

# PayDirt

SUMMER 2014

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

## **Coming Back Stronger**

**Union Paving Rebuilding  
Route 35, Infrastructure**

**Page 13**

**Gallen Contracting Finds  
an Edge with EMSolutions**

**Page 22**



**FOLEY**

**CAT**<sup>®</sup>



It has been a year and a half since Superstorm Sandy hit the East Coast, and though the damage was monumental, the task of restoring the shore is well on its way. The featured story of this PayDirt issue is about our longtime friends and partners at Union Paving and Construction Co. Inc. They are part of the historic rebuilding of a four-mile segment of Route 35 on the Barnegat Peninsula.

The reconstruction of this 12.5-mile stretch of Route 35 is important because of the commerce and tourism it supports for the Shore region. This contract includes building five of the

nine new underground pump stations and a new roadway with 24-inch-thick material — three times the thickness of the old concrete-slab roadway — engineered for stability and strength.

**“We are thrilled to be able to offer capabilities and solutions to all of our customers to prolong the life of their equipment and prevent failures before they happen.”**

Although we can't forget those businesses and families who are still deeply affected by the aftermath of the storm, it is encouraging to see the area being repaired. I visited the site in April and witnessed the hard work Union Paving employees are undertaking daily. The project follows an aggressive schedule and includes many design and safety measures to prepare the area for future storms.

We also feature Gallen Contracting Inc., which is utilizing the cutting-edge equipment maintenance package we offer: Cat® EMSolutions. We are thrilled to be able to offer capabilities and solutions to all of our customers to prolong the life of their equipment and prevent failures before they happen.

Finally, you will read about Terracare Landscaping, a thriving landscape business that uses creativity and a top-quality attitude to secure success and customer satisfaction.

We look forward to delivering you more updates this year, and I thank you for your continued loyalty and support.

Sincerely,

*Jamie*

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



We had the pleasure of meeting Chris Fischer (at center in the above photo, with me at left and my brother Ryan at right), who spoke at our company's annual meeting earlier this year. Chris is the expedition leader and founding chairman of OCEARCH, a non-profit organization dedicated to the research of great white sharks and other large apex predators in our oceans. Chris spent time getting to know the Foley employees (below), and we all loved meeting him and hearing his stories and passion for this cause.

You can learn about OCEARCH, its partnership with Caterpillar and the Global Shark Tracker at [www.ocearch.org](http://www.ocearch.org).



# CONTENTS SUMMER 2014



Terracare Landscaping excels in the high-end market.

8



13



18



22



## FOLEY PROFILES

- 8 Terracare Landscaping has solidly established itself in the high-end market by emphasizing high-quality inputs, service and results.
- 13 Union Paving is helping ensure that the legacy of Superstorm Sandy will be communities more able than ever to stand up to nature's wrath with stronger infrastructure.
- 22 In the highly competitive construction industry, Gallen Contracting counts on EMSolutions to deliver a significant equipment advantage for the long run.

## FEATURES

- 4 MetLife hosts Supercross racing
- 5 Equipment monitoring makes a difference
- 7 Contractor Insights
- 10 SITECH makes technology simple
- 12 Meet the Foley Rents team
- 16 Real reasons to rely on Cat parts
- 17 Ordering hoses just got easier
- 18 The basics of telehandlers
- 20 When you speak, we listen

Stay Connected



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. Summer 2014 Printed in the U.S.A. © 2014 Caterpillar. All rights reserved. CAT, CATERPILLAR, and their respective logos, "Caterpillar Yellow" and the POWER EDGE trade dress, as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.

# Foley Rents Prepares MetLife Stadium for Big Event!



Cat® equipment is known to help build roads and buildings, but the machines also have helped create some of the most intricate and technical supercross tracks.

Cat bulldozers, wheel loaders, telehandlers, boom lifts, lights towers, generators, compact terrain loaders and utility vehicles were rented from Foley Rents for an April 26 race at MetLife Stadium. This was the first time since 1991 that the AMA Supercross hosted fans at MetLife Stadium.

Five hundred truckloads of dirt were transported to the stadium and sculpted into tracks of valleys and hills that propel racers flying 30 feet into the air for distances of up to 70 feet.

Ryan Foley, vice president of Rents, is a track owner and motocross enthusiast himself. Ryan developed the initial relationship with Rich Winkler, a trusted friend for more than 10 years and the owner of Dirt Wurx USA, the exclusive racetrack design and construction firm for Feld Motor Sports. Dirt Wurx USA designs and builds every course on the AMA Supercross Series Tour and the World Supercross GP Tour.



Cat machines from Foley Rents ready the track for Supercross racing.

Ryan Villopoto was the triumphant winner of the Monster Energy AMA Supercross title, an FIM World Championship race. Some 300 Foley employees and customers were thrilled to be among the 67,000 fans cheering him on that night. Foley Rents is proud to partner with the Supercross event and contribute to its return to MetLife Stadium. See you there in 2015!

## Cat Equipment Management Solutions

Increase your uptime. Reduce your operating expense.

Cat® Equipment Management Solutions (EMSolutions) from Foley, Inc. is built to help you better manage your assets and lower your operating costs. Working with Foley, you can monitor location, fuel burn and machine utilization, as well as health and maintenance issues like hours, fluid contamination and more.

EMSolutions is just one of the areas where Foley combines technology and services to boost your jobsite efficiency. Foley makes smart use of technology to:

- Monitor, control and manage your equipment
- Find new ways to enhance production
- Reduce costs
- Improve safety
- Extend the life of the fleet through early detection

You'll be hearing more from your Foley customer support rep soon, but EMSolutions will offer five levels of service to ensure you get the support you want, whether you prefer to do your own maintenance or have Foley handle all or a portion of the maintenance while you focus on the work.

### Five Cat EMSolutions Levels

**1**  
ACCESS

Know where your equipment is and what it's doing with remote, real-time information.

**2**  
INFORM

Manage your equipment health and utilization trends compared to benchmarks via automated reporting.

**3**  
ADVISE

Use expert recommendations from Foley to make informed decisions about managing and maintaining your machines.

**4**  
SUPPORT

Leverage PM services from Foley, Inc. to lower your operating costs while increasing machine availability.

**5**  
MANAGE

Empower our EMSolutions Department to proactively manage equipment while you focus on your business.



**KNOWLEDGE IS POWER**



# Caterpillar Intelligent Compaction for Asphalt Compactors

Temperature and Pass-Count Mapping for Asphalt Compactors helps contractors eliminate second-guessing by providing real-time visual references. It gives feedback that allows the operator to adjust to mat temperatures and optimize rolling patterns in order to avoid mat defects and eliminate costly rework.

## Temperature Mapping Sample Display

Illustration of asphalt temperatures as the roller passed over the fresh mat. The color pattern signifies the different temperature ranges that were present.



- GREEN:** Target temperature met
- BLUE:** Target temperature met, lower range than green
- RED:** Temperature below target



## The Intelligent Compaction System Provides and Records:

- ✓ Asphalt Temperature
- ✓ Machine Pass Count
- ✓ Vibratory Frequency (electronic switch based)
- ✓ Vibratory Status (on/off/rear/both)
- ✓ Ground Speed
- ✓ Machine Position (northing, easting, elevation)
- ✓ Compaction Width
- ✓ Travel Direction (forward, rearward)

*Would you like to know more?*

**Contact: Walt Suk**  
 Foley, Inc. Paving Specialist  
 (732) 261-8458  
 wsuk@foleyinc.com



**Brian Connolly**  
 Project Equipment Manager

At **Kiewit** Everything is done with integrity, never compromising the company's or employee's ethics. This is one of their 4 Core Values: People, Integrity, Excellence, and Stewardship.

**Services:** Construction, mining and engineering services for the government, transportation, power, water and other major sectors.

**Equipment Rentals:** Cat® skids, dozers, excavators, compactors, telehandlers & more

**Headquarters:** Omaha, NE • **Founded:** 1984

**Job Challenges:** The most challenging part is that projects vary greatly. Our projects range from transmission lines, power plants, bridges and highways, rail work and site prep.

**Memorable Job:** Constructing the Willis Ave Bridge in NYC

**Why Do You Choose Foley Rents?** We do business with Foley because like Kiewit, they have very high standards. We expect great things out of ourselves as well as our vendors.

**Interests:** Spending time with the family, going to sporting events, hiking, and traveling to new places. I'm also involved with the National MS Society.

**S & L Contracting LLC.** is a family owned & operated business. They are a member of ISNetwork Safety, which certifies the company to work in the petroleum and pharmaceutical industries.

**Services:** General contracting services, specializing in construction work in the pharmaceutical industry.

**Headquarters:** South Plainfield, NJ • **Founded:** 2010

**Equipment Rented:** Excavators, wheel loaders, generators, dozers, scissor lifts, pressure washers, towers, water trucks, pumps, etc.

**Why Do You Choose Foley Rents?** My relationships with salesmen Tom Alfano & Dewey Cardoso, and the reliability and age of the fleet.

**Memorable Job:** FedEx lost power post-sandy and we supplied light towers at 8pm to help them keep their loading and unloading schedule and avoiding more downtime. That was a memorable job helping a customer in need.

**Interests:** My family, playing golf, involved in Elizabeth Chamber of Commerce & Gateway Chamber of Commerce, supports Chatham PBA.

## S&L CONTRACTORS LLC



**Frank Liberato**  
 President

# Rental Industry



*We're committed to our customers and we like to highlight their success. We spoke with contractors from various industries to learn more about them and their company.*

**Vision Construction Group, Inc.** prides themselves on customer service. Two examples are providing 24/7 emergency service and ensuring all calls are answered by people and not answering services.

**Services:** Demolition, excavation, new construction, renovations, paving & seal coating, concrete work, emergency response service, power and electrical service, and snow removal.

**Headquarters:** Edison, NJ • **Founded:** 1987

**Equipment Rented:** Excavators, wheel loaders, generators, dozers, scissor lifts, pressure washers, and asphalt loaders.

**Why Do You Choose Foley Rents?** The unlimited inventory for 24/7 emergencies takes away any worries. We have created a business partnership where we work together on our long-term needs.

**Memorable Job:** Filling sandbags and preparing for Hurricane Sandy in Lavallette for PNC Bank. This involved 30,000 bags, 2 wheel loaders, and 16 men from 11 AM to 5 AM the next day.

**Interests:** Enjoys fishing, hunting, watching baseball games, and supports the American Cancer Society.



**Gerard Chiusolo**  
 Jr. VP of Operations



# ONLY THE BEST

Terracare Landscaping thrives in the high-end market with an emphasis on top-quality everything.

Gary Kayal started cutting lawns for cash at age 16, grew the business enough to begin hiring employees, and stayed in landscaping services even as he earned a bachelor's degree in business management. Along the way, he discovered a love and natural talent for landscape design, and he set his sights on the high-end market.

Bang! Kayal has hit his target squarely. Last season, his company, Terracare Landscaping Inc. of Oakland, N.J., tackled its biggest project ever — a residential landscaping design/build job with a price tag of more than \$2 million. The work includes 7,000 feet of stonewalls, 15,000 square feet of hardscaping, a large swimming pool and a hot tub that fits 32 people.

"This is a once-in-a-lifetime job," Kayal says. Perhaps, but Terracare is firmly rooted in the premium market. The firm's portfolio includes numerous projects in the \$250,000 to \$500,000 range. And word about Terracare is spreading. In fact, word of mouth is the only way the company gets jobs. Kayal doesn't advertise. Instead, new customers call Terracare thanks to referrals and glowing testimonials from more-than-satisfied past customers posted on the company web site.

## Passion at Work

Terracare offers the full range of landscape services, from creating a concept with the customer, through design, installation and even long-term maintenance.

It starts with Kayal, who radiates passion for his work. "It allows me the most creativity possible in landscaping. I'd do it for free, if I didn't have to earn a living," he says. "It's a lot of fun."

But passion isn't enough. To meet the lofty expectations of customers and himself, Kayal has assembled high-quality resources. His team of 25 employees includes "a guy who is super-talented at stonework. He can design and build anything out of stone. He's an artist," Kayal says. And several key employees are qualified to oversee crews in the field.

## Quality Equipment, Support

Kayal also relies on the best equipment. "I've always been a Cat® guy," he says. "That's always been the most reputable name. It's like buying a Mercedes if you're buying a car. Cat is the Mercedes of the construction world. Plus, the first Cat machine I ever bought, a skid steer loader over 10 years ago, is still unbelievably reliable."

These days, Terracare crews work with a pair of Cat mini excavators, a 304 and 305.5E CR, and two Cat skid steer loaders, a 246 and a 262. "Those machines are the right size for us," Kayal notes. "They're small enough to go anywhere, but large enough to handle most of our work."

Beyond the machines are the people at his Cat dealership, Foley, Inc., whom Kayal counts on for support. For example, when he purchased his second Cat skid steer

loader, he found that it operated differently from his first and worried that the change could disrupt the efficiency of his equipment operators.

"My Foley salesperson, Pat (Togno), reached out to me and took care of it," Kayal remembers. "The folks at Foley came through," modifying the skid steer's onboard computer to make it operate more like the earlier model.

Also, Terracare depends on technicians at Foley, Inc. to maintain his Cat equipment. "They're going to take care of the machines better than any local mechanic could. I know they're going to fix it right," Kayal says. "And every time I take a machine to Foley, I talk with the same person. He stays in touch and lets us know what the problem is and what it will take to resolve it. They have the know-how, and they're ready to do it when I need them."

## Ensuring Satisfaction

Terracare can mobilize up to three crews to work on three separate projects at any one time, and Kayal won't stretch them thin. "We don't take on more projects than we have crews for," he says. "We're on a customer's job every single day until the job is done. Then the crew moves on to another job. It's a win-win for everybody."

The customers see daily progress and know they are getting the full attention they deserve, he says, while Terracare crews benefit from the efficiency and continuity of focusing on one job at a time.

Nor does Kayal cut corners on materials as Terracare installs landscapes, stonework, fencing, decks, pools and lighting. Subcontractors are used only for asphalt paving, irrigation and the pouring and coating of concrete swimming pools.

Although high material costs make proper pricing a key to profitability, Kayal says it's not the only one.

"We start with a great plan and stick to it. Every major element is decided before we begin work. This allows for incredible efficiency and ensures that Terracare and the client are on the exact same page. Changes along the way can compromise the design and slow down the job. And we have great employees who can implement the plan while minimizing mistakes. We very infrequently need to do anything twice," he says.

Managing expectations from the outset is also critical, Kayal adds. "We serve customers who want the job done right the first time. The priority is quality and an amazing job. That's us. It might appear that customers are paying more, but in the end we cost them less because the job gets done right the first time, typically with no problems."

Kayal takes the same approach to operating Terracare. "I don't expect my customers to settle for anything less than the best, so why should I? I buy the best equipment available. For me, Cat is the solution. Why would I settle for anything less?"



A Terracare crew works on one of the landscaping company's high-end projects.



Pat Togno (left) of Foley, Inc. and Gary Kayal, owner of Terracare

## COMPANY PROFILE

Terracare Landscaping Inc., Oakland, N.J.

Principal: Gary Kayal, owner, CEO and design director

Applications: Landscape design, installation and maintenance

Cat Dealer: Foley, Inc.



# Get It Right The First Time, Everytime

## SITECH Machine Guidance: Your Trimble and Accugrade Resource



SITECH Metro Northeast LLC., is Cat® and Foley, Inc.'s partner for authorized Trimble® (branded as Accugrade™ when installed on Cat machines) machine control and guidance provider. They are a one-stop technology solution provider for a contractor's entire fleet of heavy equipment, regardless of machine brand.

### Available Solutions

The products include 2D and 3D grade-control, paving control, site positioning, construction asset management and marine construction systems, as well as supporting infrastructure and data prep solutions. SITECH will work with you to supplement your current system or set up your fleet if you're starting from scratch. The technology is easy to use and SITECH will help you learn how.

These high-tech, hassle-free instruments can help you move material in fewer passes by automatically adjusting the position of the blade to achieve finish grade more quickly and accurately.

The suite of technology includes cross slope, sonic, laser, GPS and ATS. This technology has proven to increase job productivity by up to 40 percent while reducing jobsite costs dramatically.

### Performance Benefits

- Prepare construction sites faster, cheaper and more efficiently
- Improve accuracy in estimating and bidding with topographic maps
- Increase fuel savings and material yields with increases in first-pass accuracy

### For more information, contact:

Foley, Inc., 732-885-3030  
 or SITECH Metro Northeast LLC, 855-748-3241  
[www.sitech-metronortheast.com](http://www.sitech-metronortheast.com)



**REAL JOB SITES.  
TOUGH APPLICATIONS.**



Barbella-Kollasch is using a 5110 B HRD (high reach demolition) machine to dredge the old NASCAR property on the Bayonne side of the Goethals Bridge.



China Construction America rehabilitates the Pulaski Skyway bridge deck, with the goal of keeping the structure operational for another 75 years. (Photos courtesy of Brian Doherty of CCA.)



Control Services LLC., of Jersey City, N.J., added a 349 E high-reach excavator to their fleet this year to perform jobs like taking down this building in Avenel.



Joseph M. Sanzari Inc. performs emergency sewer repairs with new 420 F and 321 DLCR machines.



This 992 D is leaving Foley after being serviced and heading up Interstate 287 to Stavola in Bound Brook, N.J.



After the brutal winter in N.J., J. Fletcher Creamer works to clear out some of the MetLife Stadium parking lot to make way for Giants and Jets fans.



S. Brothers of Manalapan, N.J., repairs damaged asphalt by paving side-streets with their AP 1055 D.

**BUILT FOR IT.**

# Get to Know Foley Rents

Whether you are stopping at Foley Rents to pick up a machine, talking on the phone to a rental coordinator to check availability, or need help finding the right part, we want you to be able to put a face to a name.

Here are the Foley Rents employees who support all of your business needs from the inside. They're shown below with their position titles, time with Foley, Inc., job responsibilities and comments about what they enjoy most about their work.

## LENNY DEJESUS

*Rental Coordinator, 2.5 years*



Serves as customer contact for organizing Cat and allied rentals. **"I enjoy the satisfaction of completing unique jobs and the staff I work with every day."**

## MESSIAS (JR.) LUCAS

*Shop and Field Service Administrator, 1 year*



Coordinates the dispatch of field and shop technicians to customer jobsites. **"I enjoy knowing that I have fulfilled the customers' needs."**

## STEPHEN SARFERT

*Rental Coordinator, 1 year*



Communicates with customers to organize Cat and allied rentals. **"I like being able to help customers out of difficult situations quickly."**

## JASON FROMMER

*General Manager, 10 years*



Manages day-to-day operations of the Foley Rents Division, operations, personnel and customer relations. **"I enjoy the fast pace of the Rents**

**division; the great people in our organization, and getting to know and provide solutions for our customers."**

## GINA MAY

*Sales Coordinator, 18 years*



Orders and receives equipment; generates and invoices sales contracts. **"I enjoy the nonstop change of everyday business and the**

**people I work with."**

## JON SNOW

*Parts Coordinator, 1 year*



Assists customers and shop and field techs in ordering parts for their machines and stocks inventory parts. **"I like the challenge of helping customers**

**find solutions to their toughest problems and getting them back up and running when their equipment is down."**

## KEVIN JONES

*Centralized Trucking Dispatcher, 8 years*



Organizes machine deliveries and pick-ups for Rents and Machinery Divisions and arranges customer machine moves. **"I like working at**

**Foley because of the family-type atmosphere."**

## PAUL MOORE

*Service Manager, 4 years*



Manages both the Service & Parts Departments, including office staff and shop and field technicians. **"For me it's all about**

**the people I work with and support from coworkers. I also like learning about the new equipment we rent and the way the business is run."**

## ANTHONY TOPOROWSKI

*Yard Person, 1 year*



Handles machine pick-ups, drop-offs and inspections with customers; maintains and organizes rental equipment in the yard. **"I like meeting new**

**and interesting customers as well as working with a great people who can have fun and get the job done."**

## JASON LEE

*Branch Manager, 10 years*



Manages centralized trucking, counter sales and rentals, and asset management. **"Both the people I**

**work with and the customers in this industry are what make Foley a great place to work."**

## FRANK PASSE

*Parts and Service Assistant, 6 months*



Parts billing/stocking inventory/assists customers and sets up road repairs for service. **"I like the family**

**atmosphere within the division and the company."**



# Route 35 — Coming Back Stronger

Union Paving helping build new road and vital infrastructure with future storms in mind.

BY LORI LOVELY

When Superstorm Sandy hit the New Jersey shoreline on Oct. 29, 2012, it ravaged many communities with hurricane-force winds, pounding rain and record storm surges along the coast. New Jersey's state highway system along Route 35 from Point Pleasant Beach to Island Beach State Park in Ocean County was particularly devastated.

The storm surge washed entirely across the peninsula. In addition to destroying much of the highway, the storm ruined much of the underground drainage system. Sinkholes formed where the roadway, sidewalk and storm drain inlets collapsed, further disrupting underground utility lines.

"It was pretty devastating," recalls Dan Lemmon, project engineer for Union Paving and Construction Co.

Inc. "Several side streets collapsed, homes were swept away." Sand buried streets and clogged the sanitary sewer system. Bridges were flooded and damaged.

In June 2013, Union Paving bid on the job of rebuilding a four-mile segment of the roadway, one of three contracts to reconstruct a 12.5-mile stretch of Route 35 on the Barnegat Peninsula. Union Paving will reconstruct the roadway from Milepost 0 in Berkeley to MP 4, at a cost of \$80 million.

The New Jersey DOT had already planned improvements to address flooding and pavement degradation related to drainage infrastructure, site characteristics and tidal influence. Sandy shifted the focus to full roadway construction, and the DOT accelerated the project. Work has begun and is scheduled for completion in 2015.



**TOP** Union Paving and its Cat machines will lay down a Route 35 roadbed that is much stronger than the previous surface.



Union Paving crews are using Cat dozers to accomplish much of the work in the rebuilding and strengthening of Route 35 and other infrastructure.



**TOP** From left: Jamie Foley, president & CEO, Foley; Gerard Burdi, co-owner of Union Paving; Warren Gonzalez, Foley account manager; Jeff Merle, Foley VP of machine sales; Dan Lemmon, project engineer; John Paquet, project superintendent, at the Route 35 jobsite.



**RIGHT** Nick Burdi, co-owner of Union Paving.

### Building for the Future

The project calls for a stronger, more resilient roadway, a new and improved drainage system, and Complete Streets features to improve safety for pedestrians and bicyclists.

Improvements to be made on Route 35 include:

- Full-depth pavement replacement for a 50-year design life
- Corridor-wide drainage improvements
- Water quality chambers at all drainage outfalls
- Installation of check valves at all outfall pipes to prevent tidal or storm surge backflow into the drainage system

An all-new underground stormwater drainage system will be installed, with an increased number of inlets to collect roadway runoff. The system is designed to handle drainage needs of Route 35, not local streets. Water quality chambers will be installed on each outfall to improve the quality of water discharged into the Barnegat Bay. "We'll drive piles at the outfalls and secure them with lumber so the pipes don't float away," Lemmon explains.

According to NJDOT, work will be performed along the highway and at nine locations close to the bay, where pump stations for the new drainage system will be built. Temporary trenches will be dug along local streets for pipes connecting the drainage system along Route 35 to the pump stations.

Union Paving will construct five of the nine new underground pump stations. "They will have five 80-horsepower pumps to help keep the streets clean in future floods," Lemmon says, and each pump station will feature an electrical and control panel elevated above the ground to protect the equipment from floods.

### Contracts One, Two, Three

Advanced utility construction and work on drainage and pump systems along side streets for Contract 1 began

in 2013 from Point Pleasant Beach to Brick. Construction on this portion of the contract has already been completed.

Work on the other two contracts began in August. When Union Paving reconstructs the road, it will be replacing the 8-inch-thick concrete with 24-inch-thick material engineered for stability and strength. To accommodate visitors during the busy summer season, crews will implement several pedestrian improvements, such as enhanced crosswalks, curbing and Americans with Disabilities Act-compliant ramps where there is sufficient right of way. Highway shoulders will continue to accommodate vehicle parking and bicycles.

## "The residents care about their community ... Everyone wants to rebuild."

– Dan Lemmon, Union Paving

MV Construction of Colonia, N.J., is responsible for curbs and sidewalks. CJ Hesse Inc. of Atlantic Highlands, N.J., will perform the asphalt work. Because the paving box will be thicker, Lemmon says, crews will excavate about 203,000 cubic yards of material, mostly sand, which will be removed from the site and may be used for local beach replenishment.

To accomplish the road work, Union Paving will use, among other equipment, Cat® 315, 345 and 365 excavators, Cat D4 and D7 dozers, 938 and 950 loaders, and a Cat PM 200 milling machine newly purchased from Foley, Inc.

"We just bought it because there's so much milling on this job," Lemmon says.

In addition to excavation, asphalt and storm sewer work, Union Paving's five crews are working on power line relocation and improvements. When roadwork is finished, the company will landscape with trees and white stone. Because each of the three contracts has a different general contractor, coordination and communication are critical. "We work together where our jobs butt up against one another," Lemmon says, adding that the DOT facilitates coordination between contractors and utility companies.

### Challenges

Appeasing the peninsula's residents requires multifaceted effort. "The residents care about their community," Lemmon says. "They love the beach and are very active." Their concern is sometimes a challenge, he adds, although he sympathizes. "Everyone wants to rebuild, but nobody wants to go through it."

Residents have to endure work right in front of their homes as crews lay pipe 15 to 20 feet deep. "We're becoming their alarm clock," Lemmon commiserates. "The pile driving is pretty loud." Simpson & Brown is doing the pile driving. Crews were working up to 9 to 10 hours a day, six days a week, with 9 or 10 crews, plus subs.

It had to be done to meet deadlines. "The first leg of the project required a large portion to be constructed by May 2014," Lemmon points out. "We can't close roads during the summer tourist season," he says, so they

ramped up during the off-season. During the heavily traveled summer months, all existing travel lanes will remain open to traffic.

The schedule is tight. Restricting work during peak summer months means crews have to endure weather-related issues. For example, digging the deep wells to pump ground water is more difficult during the winter. "You have to watch for leaks and keep it from freezing," Lemmon notes.

Many communities from the Caribbean to New Jersey still struggle with Sandy's aftermath, even today. It takes time to rebuild. As Gov. Cuomo toured the area on the one-year anniversary, he told the New York Daily News, "It is a warning, and I want New Yorkers to remember what we went through. It would be a mistake if we let our guard down. You have to assume it will happen again." Former Mayor Bloomberg, with him on the tour, responded unequivocally that they are prepared for the next one. Carefully planned reconstruction plays a significant role in that preparation.

*(Reprinted courtesy of Construction Equipment Guide.)*

### COMPANY PROFILE

**Union Paving and Construction Co., Inc.**  
**Principals:** Nick Burdi, Gerard Burdi, owners  
**Applications:** Heavy highway and bridge construction  
**Cat Fleet:** More than 80 Cat machines  
**Cat Dealer:** Foley, Inc.

# CAT® VS. COMPETITIVE PARTS:

## Gear Differentiation

The following characteristics separate Caterpillar gears from many aftermarket will-fitters...

**Precise gear tooth crowning:** Caterpillar® gears carry the precise level of crowning matched to the system loads they will experience as dictated by the vehicle design and application. This crowning helps redistribute loads to the middle of the gear tooth face and away from edges which are prone to cracking. Too much crowning results in excessive wear, while little or no crowning can generate edge cracking. Proper crowning reduces pitting and breakage and extends the life of components like transmissions and final drives.

**Designed for reuse:**

When maintained properly, the robust design and durability of Caterpillar gears often allow them to be reused at component rebuild time. This reusability should be considered as it reduces customers repair costs and ultimately lowers owning and operating costs.

**Proper fillet/root geometry:**

Carefully designed gear tooth profile and root shape reduce stresses that can lead to tooth spalling, cracking or breaking. This results in unexpected failure, equipment downtime and higher repair costs for owners. Interference between gear teeth not only reduces the life of gears, but causes excessive noise during operation.



**Heat treatment:** Caterpillar gears undergo a variety of heat treatment processes that are all matched to the application demands they will experience. This careful design and manufacturing consideration provides longer life and greater reusability — saving customers money.

THROUGH HARDENED	CASE HARDENED	NITRIDE HARDENED
• Superior bending strength	• Hard, wear-resistant outer shell • Softer, shock-absorbing core	• High hardness and minimum distortion during heat treat

## Bearing Differentiation

The following characteristics separate Caterpillar bearings from many aftermarket will-fitters...

**Crown on rolling elements:** The key factor in supporting the high stresses generated by the demanding application environment of Cat equipment is the specialized shape of the bearing rolling element. This precisely crowned shape helps reduce pitting and breakage. Proper crown or curvature of rolling elements allows for high load-carrying ability and long system life. This means customers can work their Cat equipment hard and still obtain the maximum life designed into the major systems.



**Debris resistant material:** Caterpillar incorporates proprietary heat treatment processes and uses special materials to achieve a bearing surface that has shown extreme resistance to failures caused by debris in the system. This means that contaminants and metal wear particles circulating through the system are less likely to accelerate the rate of bearing wear. Customers are seeing as much as twice the wear life from this product as industry standard bearings in more demanding applications. Debris-resistant bearings are offered for larger Caterpillar off-highway trucks.

**Application-specific design:** No one understands the application demands of Caterpillar equipment and how that translates into structural and design requirements like Caterpillar. Bearing performance is critical to achieving intended drive train life. Caterpillar specifies the bearing features for its suppliers to meet to ensure critical gears, shafts and carriers properly mate and align as designed. Saving pennies on bearings can result in larger costs later in the form of shorter component life or project related costs resulting from unexpected equipment downtime.

## Hose Replacement That Meets Your Need for Speed

**Fast.  
Convenient.  
Dependable.  
It's how we're built.  
BUILT FOR IT.™**



**New Hose Tags**

Every hydraulic hose Foley, Inc. builds for you will now come with a special tag. It makes it easy to reorder the hose the next time you need to replace it. The tag includes the part number and the phone number to call for ordering.

It's just a tag, but it takes away some of the hassle of reordering and is a simple thing we can do to make sure Foley is your First Choice for replacement hoses.



**Three Easy Ways to Order Cat Hose**

- 1 Order by Phone**  
The only thing we need to build your new replacement hydraulic hose is the Cat® part number, and it's right on the hose label. Order by phone and we can have a replacement hose waiting for you when you arrive. If the hose was a replacement from us, our phone number will be on the label.
- 2 Order Online**  
From a mobile device, scan the QR Code on the hose label. It takes you to cathose.com where you can place an order on Cat PartStore™ Mobile, locate Foley, Inc., or find valuable information about Cat hoses. Or you can go online directly to cathose.com. The URL is printed on the hose label.
- 3 Order at Foley, Inc.**  
Foley's experienced Parts team can answer your questions, help you find the right parts, and always prefer face-to-face visits with our customers.

## George Harms Construction Company, Inc. Receives Key to First 972M Medium Wheel Loader

Earlier this year, George Harms Construction Company, Inc. from Howell, N.J., visited the Caterpillar Aurora facility to receive the key to the first-ever 972M Medium Wheel Loader (MWL). The purchase is among the first Tier 4 final machine sales in Caterpillar history.

The new 972M Wheel Loader replaces the 972K, and has a U.S. EPA Tier 4 Final AC-ERT™ engine equipped with a combination of proven electronic, fuel, air and aftertreatment components.

Harms Construction CEO Rob Harms, Vice President of Operations Kevin Harms and President and COO Tom Hardell represented Harms Construction and received the key to the unit from Earthmoving's MWL Worldwide Product Manager Bob De Lange. De Lange thanked Harms Construction for their loyalty.

Foley, Inc. dealer principal Jamie Foley, Vice President of Machines Sales Jeff Merle and Heavy Equipment Sales Representative Scott Warren also attended the celebration together with the Caterpillar Hartford district office. After the ceremony, Jamie Foley stressed the strong partnership



Rob Harms and an Aurora Visitor Center Tour Guide.

between Caterpillar, Foley, Inc. and Harms Construction. Harms Construction owns more than 60 pieces of Cat equipment and primarily runs machines that are produced in Aurora, 950-988 MWLs. Harms Construction provided positive feedback about Caterpillar, the new M-Series and the VIP visit to Aurora. The customer also gave insight on their business, the increasing environmental issues in New Jersey and business conditions, as well as insights on how Caterpillar can further develop products to help customers like Harms Construction become even more successful.

# 10 Things to Ask Yourself Before You Rent a Telehandler

Telehandlers offer great flexibility, performing multiple duties on a jobsite. They can handle multiple attachments, including jib booms, auger heads and swing carriages. But before you rent one, here are 10 questions you should consider.

## 1 What and how much do you need to lift?

Telehandlers have gone far beyond their original masonry pallet roots and can lift, move framing, be used as a work platform and even do some light earthmoving/ loose material handling. There is a trend toward bigger machines with increased lift capacities and height requirements. Rented telehandler lift capacities at maximum height range from around 3,000 pounds up to 29,000 pounds. Higher capacity machines typically have outriggers that can be used to increase capacity.

## 2 How high do you need to lift?

Maximum lift heights typically range from 13 to 59 feet. Maximum lift heights don't always rise with higher lift capacities, since some machines are designed for heavier lifts at lower heights. Your Foley Rental rep will ask you questions about machine height restrictions to assure the machine can negotiate your work site and move through doors and ramps.

## 3 How far forward do you need to place the materials?

Horizontal reach is also a consideration. Long reach requirements require higher overall capacities and may require outriggers.

**4 Where will the machine be working?** Muddy, rough terrain will typically require machines with outriggers to properly stabilize the machine on soft footing.

## 5 What type of telehandler will be best for your job?

One of the big design differences between telehandlers is the position of the boom pivot pin. The dominant preference is for high boom units in which the operator looks under the boom when transporting materials. Low-pin (or low-profile) designs are prevalent in compact units, with visibility over the top of the boom. These smaller machines are best suited for pallet-sized loads that can be carried lower. General-purpose machines that fit into tight spaces offer many different attachment options. As telehandlers go up in size, they generally take on more capacity and versatility, including moving scaffolding up to four stories high. The larger machines lack the nimbleness of the smaller machines.

## 6 What attachments do you need?

Beyond the standard forks, popular attachments include wider fork carriages, brooms and jib – or truss – booms. However, a wider fork carriage may be too wide to enter restricted openings or may project beyond pallet loads. Buckets help contractors handle loose material or cleanup, but are not a substitute for earthmoving machines. Telehandlers also can convert to an aerial work platform with a manufacturer-approved attachment. But keep in mind that

most attachments will affect the capacity, forward reach and stability of the machine.

## 7 What type of tires do you need?

Pneumatic, foam filled or solid telehandler tires are available. While pneumatic tires provide the most traction, they are susceptible to flats. Foam-filled tires provide more stability and are puncture resistant, but their extra weight puts more wear and tear on the drivetrain. Solid tires, although lacking a cushioned ride, weigh more, perhaps giving you additional weight to reach higher and lift more.

## 8 What options/features do you need?

One example would be a light package for night work. Enclosed

cabs will give your operators more comfort in high and low temperatures. Other options include pintle hitches for towing, brick guards to protect the cab glass, and fenders.

## 9 How will you transport the machine?

Many telehandlers are sized to conform to specific truck and trailer capacities. If you don't use the rental dealer's delivery and pickup service, make sure your truck/trailer combo has the capacity to safely transport the unit.

## 10 Are your operators trained?

OSHA requires telehandler operators to be properly trained. Ask your Foley rep about training and make sure your operators' training is current.

BRANDS WE  
CARRY...



## Aerial Operator Safety Training Provided by Foley Rents

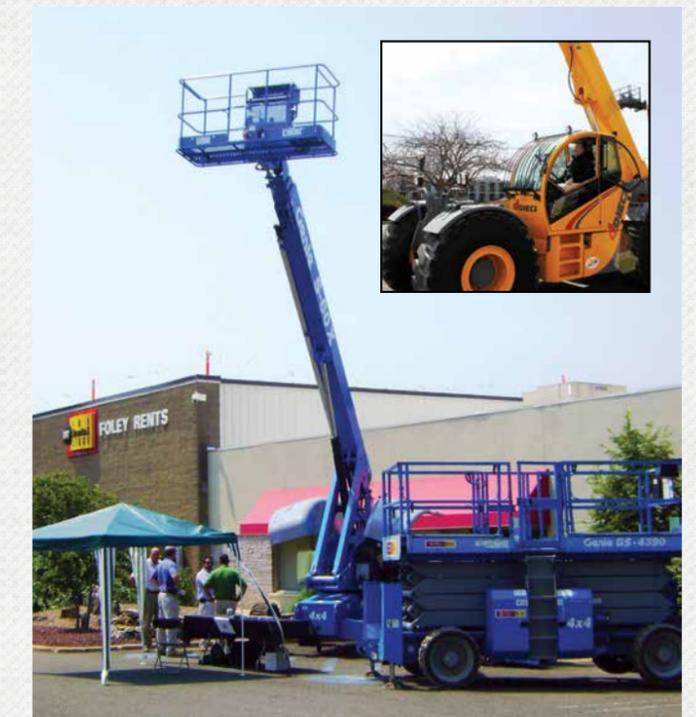
All operators (including seasonal and substitute workers) are required to complete formal classroom training, practical hands-on training and an evaluation before operating aerial equipment. Foley Rents is pleased to provide a training solution. Foley Rents General Manager Jason Frommer explains, "We provide a comprehensive training program for our customers to help their organizations meet and exceed all OSHA standards. We offer specialized training for all aerial equipment makes and models."

Participants will learn:

- Safety procedures
- Regulations
- Record-keeping
- Maintenance
- Special variables in material handling/load capacities (if applicable)
- Regulations
- Practical hands-on operation

The training can be conducted at Foley Rents in Piscataway, N.J., or at the customer's location. Participants must pass a written exam and a hands-on skills test with 70 percent or better to receive a certificate of completion.

To learn more about training for your company, contact our Foley Rents Service Department at 888-417-6464.



**Per federal regulation, OSHA standard 1910.17: Operators of powered industrial trucks including telehandlers, boom lifts, articulating lifts, or scissor lifts, must be fully trained and certified.**

# We've Heard the Voice of the Customer

Foley has received over 1,000 surveys from our customers across all divisions this year. Thank you! Here is what we heard, and the solutions we are providing:

We value your comments. Most importantly, we are making changes in order to improve your experience with us.



*"Communicate more while my equipment is being repaired"*

All Foley Service Divisions have committed to a new communication process as of June 1st.

- **Field Service** will communicate with the customer contact minimally 3 times:
  - ◆ Before, during and after the repair.
- **Shop Service** will communicate with the customer contact daily.
  - ◆ Depending on the progress of the work, we will also provide photo updates.
  - ◆ **Let us know your preference of communication: email, phone, text, etc.**

Additionally, our online tool, **Service Log** is available to all customers. This exclusive Foley tool allows you to view each step of the repair to stay informed when it is convenient for you. Available 24/7, you can view work orders, services performed, job status, commitment dates, and completion dates. You can also read our service team comments, add comments, and subscribe to automatic email alerts.

Sign up at [www.myfoleyinc.com/plus](http://www.myfoleyinc.com/plus) to get started.



*"Add More Resources"*

In 2013, we increased our workforce by 10%, and we plan on increasing it the same amount or more in 2014 to meet your needs. This includes hiring additional key positions to increase communication and quality of repairs. You may have noticed more manpower in the following areas:

- Foley Rents Service Counter Staff
- Power Systems and Construction Service Advisors & Dispatchers
- Technicians & Sales People
- And many more!



*"When I call in, I'm on hold too long"*

We have updated our phone systems and implemented the industry's best technology available, in order to give our customers improved coverage and much higher response rates.

- When your call comes in, it is **automatically routed** to the first available Foley representative, no matter how busy the lines may be, or whether a particular representative is away from their phone or helping another customer. This has decreased the wait time on hold and allowed us to increase staff during peak times.
- With the **courtesy call back feature**, instead of waiting on hold, you can send a voice message immediately to the next available agent. Your message will keep your place 'in line' while you go about your day.
- We have also added more trained and skilled staff to answer the calls in each department, and all agents answering the calls have **immediate access to all account information**, previous transactions, service/shop log and notes on the account. This provides the background and context to field your call.

## Main Department Phone Numbers

**Corporate Parts**  
732-885-3090

**Construction Field Service**  
732-885-3070

**Construction Shop Service**  
732-885-3166

**Foley Rents**  
888-417-6464

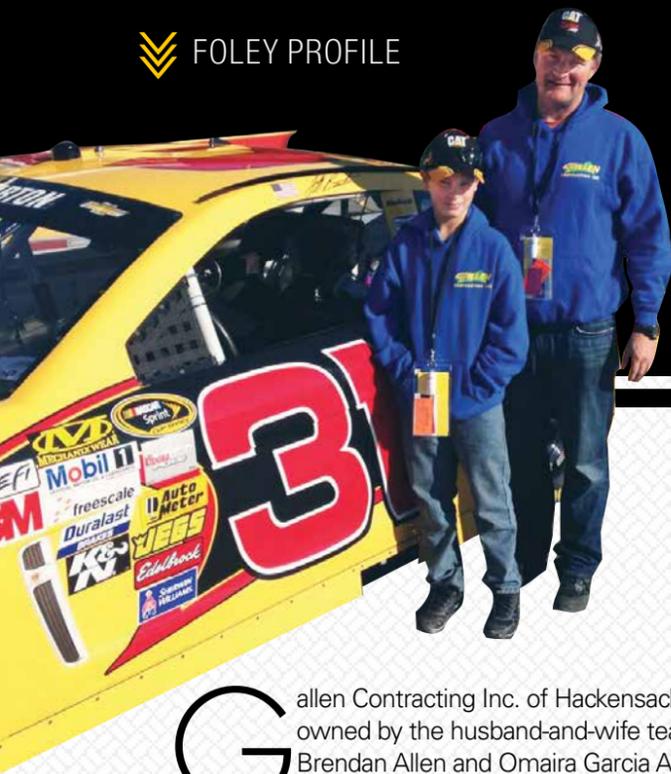
**On Highway Service**  
732-885-8152

**Power Systems Service**  
732-885-3097



*Thank you for your continued loyalty and support.*

If you have additional feedback or need more information please contact: [info@foleyinc.com](mailto:info@foleyinc.com)



# Ensuring a WINNING EDGE

Gallen Contracting trusts EMSolutions as a key to maintaining an equipment advantage and sustainable success.

**G**allen Contracting Inc. of Hackensack, N.J., owned by the husband-and-wife team of Brendan Allen and Omaira Garcia Allen, has established and nourished relationships with people — family members, suppliers and customers — who can be counted on for the long run.

And the Allens believe that some outlays are wise investments, not just costs, particularly when it comes to acquiring critical equipment and adopting advanced technology that significantly improves performance and profitability.

## Ensuring Reliability

To help keep Gallen Contracting strong, the Allens turned to their Cat® dealer, Foley, Inc., for a combination of equipment maintenance and technology improvements rolled into a package called Equipment Management Solutions. The EMSolutions package includes: Product Link® machine monitoring technology, S.O.S.™ fluid sampling, and a Customer Service Agreement (CSA) that outlines equipment maintenance to be done by Foley.

Product Link electronically monitors and reports on a machine's location, productivity and systems health. Gallen has installed Product Link on eight of its Cat machines and plans to add it to at least nine more.

The ability to monitor the machines is extremely valuable because it can help prolong service life, Brendan Allen notes. "Product Link lets us know when there is a problem or potential problem with a machine. We can address the problem before it becomes major, and we can also project our overhead costs and control our budget based on this information."

**ABOVE** Gallen Contracting owner Brendan Allen and his son Nicholas Allen at the Dover Raceway in September. They met with the driver, visited the Cat access pit and watched the race.

Likewise with the S.O.S. program. Allen says, "It lets us put a magnifying glass on what our expenses could potentially be and helps us keep those costs to a minimum. And we know we're getting accurate readings from the samples tested by Foley technicians and an in-house S.O.S. coordinator."

The Customer Service Agreement also adds efficiency. "The folks at Foley keep tabs on our equipment, and when they come out and do all of the preventative maintenance, they do any needed repairs at the same time," Allen says. "They do high-quality work, so we know our equipment is ready to go."

Allen differs from contractors who might consider EMSolutions an unnecessary expense. "I don't see this as a cost, I see it as an insurance policy," he says. "It's 100 percent for the protection of our equipment. It's another tool in our arsenal that enables us to be competitive and productive."

## Building a Foundation

Brendan Allen started operating machinery at age 10, and by 1989 he and several brothers were working for the family company, DT Allen Contracting. The firm handled a wide range of projects, from demolition, roadwork and site development to environmental remediation. Allen gained a hands-on, broad understanding of the industry.

Eventually, Allen and one of his brothers formed their own company, Dakota Excavating. They specialized in ballfield installations, which helped set them apart from other firms. In 2003, Brendan and Omaira Allen founded Gallen Contracting (the company name combines the "G" from Garcia with "Allen"), which focuses primarily on heavy construction and commercial site development. One of the company's first jobs was the Hudson & Bergen light rail project, which provided work for about 2½ years.

In 2006, they tackled a 240-unit housing project in Lyndhurst, N.J., for Avalon Bay, a leading development company. Allen recalls, "We excavated about 30,000 yards of material and turned their site into buildable property in just 3½ months. Our work enabled the developer to expedite his project. That set us up as a go-to contractor for Avalon Bay." Gallen continues working with Avalon today.

## Long-Lasting Trust

At age 42 and with Gallen well established throughout northern New Jersey, Allen points to key factors in the company's continuing success.

Trusting relationships are fundamental, and they start with Allen's brothers, who now operate their own construction firms. "We're always helping each other, whether it's loaning equipment, giving advice or whatever," he says.

The people at Foley are another dependable resource. "The Foley dealership is a family-owned business," Allen says. "Our relationship with them goes back to when we started in business. They were always very helpful in diag-

**"I don't see this as a cost, I see it as an insurance policy. It's 100 percent for the protection of our equipment."**

— Brendan Allen, Gallen Contracting, on EMSolutions

nosing an equipment problem or accommodating us with financing. Their people were able to help us through some of the hard, challenging times."

Allen often works with Foley Customer Support Representative Eric Cliff. "He has an excellent working knowledge of all of the equipment," Allen says, "and he can be the go-between for us with anyone at the dealership if we need help."

Cliff describes Gallen Contracting as a knowledgeable partner. "Brendan would let our techs thoroughly inspect a machine, and Foley would offer recommendations along with a quotation for repairs. He and I would go over every



Eric Cliff (left) of Foley, Inc., and Brendan Allen, owner of Gallen Contracting, at a jobsite.

item on our list, then come up with a plan for repairs and execute that plan with a completion date as well as financing."

## An Equipment Edge

Gallen operates a fleet of Cat equipment that includes excavators, dozers, a backhoe, a wheel loader, numerous skid steer loaders and a multi terrain loader. And the Allens invested in advanced Caterpillar® technology for their machines, a move that quickly paid off.

When the Allens delved into public sector work, "There was a decent number of ballfields to be done, so we started digging those fields," Allen recalls. "That changed the nature of our work. We wanted equipment capable of meeting the very tight tolerances."

They invested in the Cat AccuGrade grading system for their dozers. The system helps ensure the slope and crown of a field to within the desired eighth of an inch on a 10-by-10-foot area, Allen says. "With AccuGrade, you don't have any high spots or low spots or humps or bumps where they shouldn't be."

Gallen used Cat dozers with AccuGrade to install synthetic turf football and soccer fields at Randolph High School two years ago.

"Allen remembers, "School officials were ecstatic with the way things went. That helped us build a strong reputation. The superintendent said he'd write a letter of recommendation for us anytime."

With EMSolutions keeping its equipment in top condition, Gallen Contracting stands ready to deliver high-quality results for both long-time customers and new ones.

## COMPANY PROFILE

**Gallen Contracting Inc., Hackensack, NJ**

**Principals:** Omaira Garcia Allen, president; Brendan Allen, vice president

**Applications:** Site development, specializing in athletic field installation

**Cat Dealer:** Foley, Inc.

# ON THE **JOB** | *with* **FOLEY** CUSTOMER SUPPORT REPRESENTATIVES

Rick Lombardo of Lombardo Environmental puts his 308C CR to work in Saddle Brook, N.J., where he is excavating contaminated soil from alongside and under a home. The 30-by-20 foot hole is 20 feet deep. That is a Cat 308C CR down in the hole and Cat 314D LCR topside.



Joe Chesla (left) and Jason Chesla of Alpine Construction pause for a photo in front of their 928G before taking it out on the jobsite for the day.

Cruz Contractors is on standby with its Cat excavator at a ground-breaking ceremony for an infrastructure project in Queens, N.Y., near Citi Field, home of the N.Y. Mets.



All American Recycling, in Jersey City, N.J., has this 904B running double shifts, six days a week. With 13,000 hours and counting, this workhorse doesn't have a problem getting a little dirt (or paper) on its tires. Or anywhere else for that matter.



732.885.3166 | [www.foleyinc.com](http://www.foleyinc.com)

