

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

Specialized & Efficient

Konkus Corporation Thrives on Bridge-Related Projects

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**Property Management
Diversity Defines
The Shauger Group**

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FOLEY

CAT



I'd like to thank all of our longtime, loyal customers who continue to choose Foley and Caterpillar® as their dealer and brand of choice. I'd also like to welcome and thank our new clients who have joined the "Foley family."

With the support of my brother Ryan, who now is the president of Foley, Inc., our vision of creating customer experiences that create customers for life will remain our main focus in 2015. Our goal is to find the best ways to provide everyone with exceptional service, continuous support and innovative solutions.

In this issue of PayDirt, the feature article is on Konkus Corporation of Chester, N.J. Keith Konkus has been a Foley customer since the inception of his business, and we couldn't be more proud to share his story.

Keith trusted Foley from the beginning, and in return we supported him. Today he has a thriving construction firm specializing in bridge and highway construction.

We also feature the Shauger Group of East Orange, N.J., a diverse property services contracting company. The Shauger Group, run by Lisa and Donald Shauger, is also an incredible story of how they have grown their family business and services over the years, and boast more than 200 pieces of equipment in their fleet today.

Finally, we highlight the Hudson County Schools of Technology and how Anthony D'Alessandro changed operations there for the better.

We look forward to another successful year partnering together. As always, we'd love to hear any suggestions you may have to improve your customer experience or our services. Please email us at: info@foleyinc.com

Sincerely,

Edward J. Foley, IV
Chief Executive Officer
Foley, Incorporated



In It Together

We like to "Stay Connected" with one another at Foley, Inc., as well as with our customers and the community at large.

For example, this past fall, Foley employees banded together to take the ALS ice bucket challenge fund-raising effort to a new level. They rounded up a skid steer, two wheel loaders, two dump trucks and 58 participants, then filled the equipment buckets with icy cold water and ... Splash!

The breath-stopping stunt beneath the Cat-made waterfall raised \$8,000 in donations to the ALS Association. The money will help fund the search for treatments and a cure for amyotrophic lateral sclerosis (ALS).

For more examples of Staying Connected — and an invitation to connect with us — please see Page 15.





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This 924K Cat Wheel Loader is one of the machines The Shauger Group relies on in its successful operation.

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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. *Spring 2015*. Printed in the U.S.A. © 2015 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.



Ryan Foley Promoted to President of Foley, Inc.

Jamie Foley, chief executive officer of Foley, Inc., announced that Ryan Foley, vice president of Foley Rents since 2007, has been promoted to president of the company effective immediately.

Ryan Foley graduated from the University of Vermont in 1996 with a degree in business administration. He began

"This promotion is in recognition of Ryan's strengths and abilities, as well as my desire to have Ryan fully engaged as my partner in running our company."

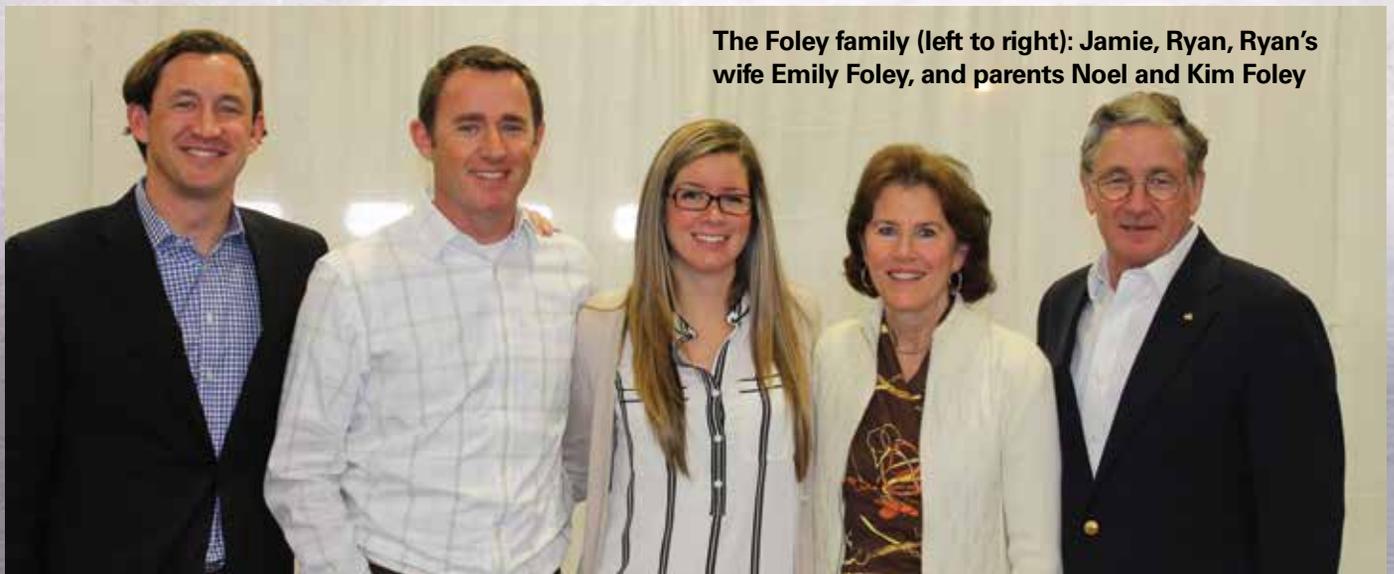
–Jamie Foley, CEO, Foley, Inc.

his career at Foley, Inc. in September 1999, when he assumed the role of customer support representative for the Construction Division. In January 2002, he was promot-

ed to the position of business manager for Foley Express Hydraulics.

During his time as business manager, Ryan oversaw the re-engineering of the hydraulic shop, led the creation of a dedicated hose shop, and increased hydraulic parts and service revenue by 24 percent in two years.

In June 2003, Ryan was promoted to heavy construction sales manager, where he was responsible for all heavy construction transactions. Under his leadership, in 2004 the dealership delivered the most machines in company history. In February 2005, he was promoted to vice president, customer relationships. In this position he helped the organization strengthen customer relationships, better understand customer needs, and ensured that Foley, Inc. continued to do



The Foley family (left to right): Jamie, Ryan, Ryan's wife Emily Foley, and parents Noel and Kim Foley

everything possible to meet those needs.

Jamie Foley stated, "Over the past five years, Ryan and his team have propelled Foley Rents to top-quartile performance among our CAT dealer peers. This promotion is in recognition of Ryan's strengths and abilities, as well as my desire to have Ryan fully engaged as my partner in running our company."

As Foley, Inc. fulfills the company mission of "creat-

ing customer experiences that create customers for life," Ryan will bring an added external focus on customers. "This marks our 57th year as a Caterpillar dealer, a journey that our grandfather began in 1957. It is my sincere belief that, as we strive to continually improve as a company, this move will further ensure our success for future generations to come. I look forward to continuing to strengthen the organization with Ryan by my side," said Jamie Foley.



Ed Gudaitis Promoted to Rental Services Division Manager

Susan Connolly, executive vice president and COO of Foley, Inc., announced that Ed Gudaitis has been promoted to rental services division manager, reporting directly to Connolly.

Gudaitis has been with Foley, Inc. since 1997 when he was hired as a service field dispatcher for the Lift Division. In 1998, he was promoted to service manager of Foley Lift Division in Piscataway, and he became branch manager of the Carlstadt branch of the Lift Division only two years later.

During his time as branch manager, he graduated from the Caterpillar® Flagship Program. In September 2001, Gudaitis was promoted to branch manager of Foley Rents, and then promoted again to operations manager shortly after.

In December 2005, he was promoted to general manager of Foley Rents, where he managed both the Piscataway and the Monroe Township facilities and was responsible for all internal operations for Rental Services.

In August 2013, Gudaitis took over as customer support manager of the Construction Division, where he was responsible for growing the parts and service business while managing three customer support representatives.

In this new position, Gudaitis will assume overall responsibility for the performance of the Foley Rents Division and direct responsibility for the day-to-day management of the sales team.

"We are fortunate that Ed has this type of broad experience, and we welcome him to a new level of leadership within our organization."

– Susan Connolly, executive VP and COO of Foley, Inc.

Additionally, Gudaitis will join Foley's Executive Leadership Team to ensure that the interests and needs of the Rental Services Division continue to be well represented. Connolly commented, "We are fortunate that Ed has this type of broad experience, and we welcome him to a new level of leadership within our organization."

Built for Success

Structured for growth, The Shauger Group smoothly adds services and employees.

The Shauger Group (TSG), a diverse property services contracting company, works out of a 30,000-square-foot building on 4½ acres in East Orange, N.J. The property used to be home to a large Shop-Rite grocery store.

"We would shop there as kids, and I would walk outside when Mom paid the bill because I didn't want people to see my mother paying with food stamps," says Donald Shauger. "We were raised by a single parent and were on welfare then, and now we're one of the largest private employers in East Orange."

"Being in the emergency response business, we need dependable equipment, dependable service and dependable people working with us. Cat stands out. Our salesman, Warren Gonzalez, and Peter Reis of Foley Rents, are there 24/7 for us, whenever we need them."

—Donald Shauger, The Shauger Group

It's been quite a ride. In 1981, just out of high school, Donald threw some supplies and equipment into a small pickup truck, called his business Shauger Contracting, and began knocking on doors, looking for driveway repair jobs. He mostly filled potholes. Not long afterward, he married his longtime girlfriend.

To say things worked out is an understatement. Donald and Lisa Shauger recently celebrated their 29th wedding

anniversary. Together, they own and operate TSG, which employs up to 180 people during the peak season. The company provides a wide range of property services, including indoor work, from cleaning, painting and carpentry, to outdoor work, such as construction, drainage, paving, masonry, snow plowing and street sweeping. There's also emergency response service, including sewer and water main repairs, and fire, flood and storm restoration.

These days, TSG serves about 10,000 townhouses in New Jersey, along with many shopping centers. The company has more than 200 snow blades on skid steers, front-end loaders and trucks. TSG also serves numerous government agencies, such as the New Jersey Department of Transportation, and has helped maintain the George Washington Bridge, the Lincoln Tunnel and two-thirds of the Garden State Parkway.



Lisa and Donald Shauger

COMPANY PROFILE

THE SHAUGER GROUP INC., EAST ORANGE, N.J.

Principals: Lisa Shauger, president/CEO, Donald Shauger, executive vice president

Applications: Property maintenance, cleaning, snow and ice removal, emergency response

Cat Dealer: Foley, Inc.

Equipped and Ready

To enable such wide-ranging services, TSG maintains more than 200 pieces of equipment. The list includes pickups, landscaping trucks with trailers, and 27 street sweepers. For heavy equipment, the company relies on two dozen Cat® machines, including 420 IT backhoe loaders from the D, E and F Series, several wheel loaders and eight compact radius hydraulic excavators, all purchased from the local Cat dealer, Foley, Inc.

As Lisa says, "Cat is Cat. The machines and the people are consistently reliable, which is what we need."

Donald adds, "Being in the emergency response business, we need dependable equipment, dependable service and dependable people working with us. Cat stands out. Our salesman, Warren Gonzalez, and Peter Reis of Foley Rents, are there 24/7 for us, whenever we need them."

As examples, the Shaugers point to the aftermath of Superstorm Sandy, when Foley quickly provided the generators and additional machines necessary for TSG's response efforts. More recently, Donald points out, "Last winter was crazy with all of the storms. We needed more equipment, and Foley got it for us quickly. We bought a big front-end loader and two new backhoes. And Cat offers great financing. Ninety-nine percent of our deals are at zero percent or very low-rate financing."

He adds, "Unequivocally, we're happy dealing with Caterpillar® and Foley. We're getting the job done with them. It's a bright and shiny feeling to have them as part of our team."

Pivotal Turn

Early on, the Shaugers were hired for parking lot maintenance for a large commercial real estate management firm, Gale & Wentworth Company. "They loved our drive and ambition," Lisa recalls, "and offered to make us a service partner if we would be willing to add a few more services. We got into interior construction and landscaping from there."

Donald also recalls that as a turning point. "We were in the maintenance business and moved into the commercial real estate business. We started getting heavily into commercial bidding, and that's where we started doing a lot of earthwork — catch basin repair, broken water main and sewer main repairs. We had to move from digging trenches with our hands to getting our first Cat backhoe loader."

Lisa adds, "It was an evolution of service. One service led to another. Once we proved our competence and our integrity, it grew from there through our networking."

With foresight, TSG was able to handle the growth smoothly. "We knew if we were going to grow, we needed to put in an infrastructure. We put in an accounting department, a human resources department, training



Cat equipment and product support are vital to The Shauger Group.

for our workers. That helped us move forward and keep everything under control."

Valued Relationships

The Shaugers emphasize employee development, with a strong promote-from-within policy.

"Everyone who is in supervision for the cleaning and property divisions started as a laborer," Donald notes.

For example, Mathew Mulligan started as a dump truck driver and is now vice president of operations for the property service division, while Herman Shauger handles all non-government contracts as the long-time vice president of business development. Robert Caccavale, the chief financial officer, has been in construction more than 55 years, and Donald had served as a paperboy for Ada Meacham Ramos, human resources/compliance manager for the past 16 years. The Shaugers credit a relative newcomer, communications specialist Alexandra Gakos, for helping raise the public profile of TSG during her year with the company.

"We're only as good as the people we surround ourselves with," Donald says, though some might say the ongoing success starts with leadership and wise decisions at the top.



Lisa Shauger, Warren Gonzalez of Foley, Inc., Donald Shauger and Tony Moleiro, foreman, The Shauger Group. (Left to right)

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SWEARING AT YOUR FUEL BILLS.

START TALKING TO US ABOUT
CAT® EMSOLUTIONS.



**KNOWLEDGE
IS POWER**

Everybody's talking about fuel prices. We can't print that kind of language, but we can help you manage your equipment to cut your fuel costs. Working with Cat® EMSolutions, we'll provide you with technology services that accurately track fuel burn, help you reduce excess idling, more accurately quote future work and keep your equipment running at peak efficiency.

We also offer other condition monitoring services to help monitor, manage and enhance your operations:

Equipment Management Solutions so you know location, health & efficiency of your equipment

Productivity Solutions that monitor production and increase jobsite efficiency like boosting production with faster cycle times

Safety Solutions to improve processes, operator visibility & site safety practices

Visit www.foleyinc.com or call 732-885-3166 and ask us about the many ways good equipment management can lower your operating costs and build your bottom line.

BUILT FOR IT.

Improving Your Customer Experience

To ensure prompt response time to our customer phone calls, here are two of Foley's phone system's features you should know about when calling our Parts Department.

Call-Back Feature

We encourage you to use this feature to reduce your time spent on hold. When you use the courtesy call back feature, you DO NOT lose your place in the call queue. In fact, it is just like you are still waiting on hold.

How It Works

When prompted, leave your name and number for our parts counter to return your call. That message is immediately delivered to the next available agent. When the agent receives the message, he or she will call you back instantly. This cuts down your time waiting on the phone, allowing you to go about your normal day-to-day business.

Check on Order or Shipping Status

If you are inquiring about an order that was already placed, you should choose the option to "check on order or shipping status." You do not have to wait on the call queue to speak to parts counter personnel to check on this order

How it Works

When prompted, select "Option "1" to check on an order. You will be connected to a parts counter administrator who can easily bring up your order and tell you the status.

Our mission at Foley, Inc. is to "create customer experiences that create customers for life." We hope that sharing these two phone features will make your parts transaction experiences easier, faster and more accurate.

For more information or if you have any questions, please contact:



Lisa Bayous
Foley, Inc. Parts Customer Care Manager
l bayous@foleyinc.com
(732) 885-8157

Corporate Parts (732) 885-3090	Foley Rents (888) 417-6464
Power Systems Service (732) 885-3097	Construction Shop Service (732) 885-3166
Construction Field Service (732) 885-3070	On Highway Service (732) 885-8152

We Heard Our Customers Say...

"Communicate more while my equipment is being repaired"



So, 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 to get started.

Efficient by Choice

Hudson County Schools of Technology make the most of available resources with a versatile, cost-effective Cat 906 Compact Wheel Loader.

Anthony D'Alessandro strives to make the most of his resources as chief engineer for the Hudson County Schools of Technology (HCST) campus in Jersey City, N.J. It's a big job. His staff of 13 full- and part-time workers must maintain the buildings and grounds at the six-acre campus, where 900 students and teachers meet for career and vocational training.

Optimizing the contributions of those employees is a high priority. For example, staffers who don't have the required certifications for operating and maintaining the school's refrigeration system and boilers are sent to classes to obtain the necessary training and credentials. Once certified, the employees can be assigned to different shifts as needed.

"I like to get our staff more hands-on and involved as part of the team," D'Alessandro says. "It's beneficial for the school, puts us in compliance with state regulations, and also helps the employees. They gain valuable knowledge, so they're doing more than just cleaning and assisting with some maintenance."

Seeking Better Tools

When he started working at HCST about 10 years ago, D'Alessandro quickly identified another problem that

held back his team's ability to most efficiently handle one of its large, recurring and highly visible tasks: clearing the campus parking lots and walkways after a New Jersey snowstorm.

The staff relied on a pickup truck equipped with a snowplow and salter. "When you have a couple of inches of snow, a pickup truck is fine," D'Alessandro says. "But when we have eight or 10 or 12 inches of snow, that load puts a lot of stress on a pickup truck and you start beating up the vehicle."

**"I wanted to think outside the box, and Cat and Foley, Inc. offered what I needed."
—Anthony D'Alessandro, HCST**

The staff also used walk-behind snow blowers to clear narrow swaths, making multiple passes in areas where the pickup didn't fit. The process was slow and labor-intensive.

"We definitely needed a piece of equipment other than the pickup," D'Alessandro recalls. He believed a skid steer loader or a small wheel loader would get the work done quicker.

When a new HCST business administrator came on board, D'Alessandro was able to gain serious consideration for his equipment recommendation. "So I called the local Cat® dealer, Foley, Inc., and that got everything rolling," he says.

George Vorreas, a Foley governmental sales representative, discussed the situation with D'Alessandro and the business administrator, then arranged for demonstrations of a Cat 262C Skid Steer Loader and a Cat 906 Compact Wheel Loader. "They brought out those two pieces and left them with us for a week to try on our property to see which one best met our needs," D'Alessandro remembers.

A Clear-Cut Decision

"The 262 skid steer had plenty of horsepower to do what we had to do," D'Alessandro says, but he also considered the ease of training inexperienced operators and the potential safety concerns of working on a crowded campus.



"In my opinion, the wheel loader would be easier for new operators and safer, because in the wheel loader you sit up higher with better visibility," he says. "Plus, there's just a gas pedal and a brake, a steering wheel and a joystick. That made the 906 compact wheel loader a no-brainer to me."

And, he noted, the compact wheel loader came with a quick coupler that could accommodate many work tools that are often used on Cat skid steer loaders and multi-terrain loaders, making the 906 highly versatile.

The business manager agreed with D'Alessandro, and HCST took delivery of its new Cat 906H2 Compact Wheel Loader in April 2013. The machine provides 69 net horsepower from its Cat C3.3B DIT engine. Despite being just 6 feet wide and barely 12,400 pounds, it offers a bucket capacity of 1.18 cubic yards, breakout force of 9,442 pounds and hydraulic lift capacity of 7,194 pounds.

To extend the usefulness of the 906H2, HCST also purchased several work tools, including a power angle snowblade, a snow pusher, a containment broom, pallet forks, a grapple bucket and a hydraulic-driven chain saw that extends from the quick coupler to provide a roughly 25-foot reach.

Vorreas says D'Alessandro didn't jump into the purchase package blindly. "He always wants to improve and do things a better way, and he did his homework before making a decision," Vorreas adds. "He was meticulous and precise, and we matched that with the equipment he would need."

Proven Utility

After more than a year of use — including a hard, snowy winter — the Cat 906 has proven to be a wise investment, according to D'Alessandro.

"The 906 cleans the property in a lot fewer man-hours, and it gets onto more of the property's tight spaces," he says. "It can go on the majority of the school sidewalks, and we have a very small percentage of the property where the guys still need to use snow blowers. We save time, and there's less of the costly wear and tear on our equipment."

The 10-foot-wide snow pusher is a big time-saver, he says. "When we clean the lots, instead of cleaning a 5-foot-wide path with the pickup, we double that to 10 feet with each pass. It's excellent for us."

The 906H2 also has demonstrated its year-round utility. "It's not just designated for snow removal and ends up sitting in a garage waiting for winter to arrive," D'Alessandro says.

He notes that the broom is used to clean the lots



Anthony D'Alessandro of the Hudson County Schools of Technology (top photo) with the Cat 906H2 that helps his crews operate most efficiently.

during spring, summer and fall, the pallet forks help move heavy supplies into the school, and the power saw and grapple bucket have made much easier work of trimming trees that interfere with lights and overhead wires, as well as with cleaning up the limbs and branches afterward.

D'Alessandro is glad to have moved beyond the limitations of the pickup truck. "I wanted to think outside the box, and Caterpillar and Foley, Inc. offered what I needed," he says. "I couldn't ask for anything better, and I'm very happy with the 906 and the service from the people at Foley."



Tom Alfano (left), machine sales account rep for Foley, Inc., and Keith Konkus, owner of Konkus Corporation

Specialized & Recognized

Konkus Corporation excels while focusing on bridge projects.

Some contractors believe that diversifying their construction applications is the route to success because it enables them to compete for a broader range of work.

Keith Konkus, owner of Konkus Corporation of Chester, N.J., is not one of those contractors.

"In my opinion, you specialize in one thing and gear all your personnel toward that. Every job that we do has a bridge in it or related to it. It's what we specialize in, and I don't go after anything else. That's all of my business," he says.

"There aren't many contractors who do only what we do," he adds. "Everybody else does a little bit of this and a little bit of that. But we excel because we do the same thing over and over again.

"If you have people doing the same task over and over again, they excel at it. The more times you do it, the more efficient you get. We're always looking for efficiency."

— Keith Konkus, Konkus Corp.

"For example," he says, "all of my projects involve concrete work. So all of the guys understand how concrete works, how grades work. My guys understand what we're building. They can read the plans, and they can envision what they're building. If you can't envision the end result, it makes the construction so much harder."

According to Konkus, "You can't take a crew that does nothing but bridge work and

concrete work, then send them out to install storm sewers or sanitary sewers. You won't get efficient production. But if you have people doing the same task over and over again, they excel at it. The more times you do it, the more efficient you get. We're always looking for efficiency.

Lessons Learned

Konkus developed his belief in the “one application” approach while building his business from scratch. He remembers starting out in 2002 as a subcontractor with one backhoe. “Basically, I was the guy who came in to do the digging for the basement, the sewer lines and the water lines,” he says.

In 2004, he decided against being a subcontractor and took a shot at a bridge project that came up for public bid. He won the contract, performed well and carved his niche in the construction market. He’s been doing nothing but public bid work ever since.

Konkus Corp. routinely wins contracts from the state of New Jersey and the various counties in the state — more than 50 so far — with projects varying in size from \$1 million to \$15 million. Konkus divides his employees (60 during the peak season) into crews to tackle four to six jobs at any one time.

Early this winter, the work ranged from a \$13 million bridge replacement on Route 7 in Kearny and a \$10 million bridge replacement on Route 31 in Glen Gardener to a \$1.5 million bridge project on Route 57.

The numbers are large, but those public-sector contracts are won with low bids, making efficiency a crucial factor in profitability. The company’s web site points to the training of employees as critical to the success of Konkus Corp., and Konkus has been directly involved in developing efficient crews.

“I’m not really an office guy,” he says. “To this day, I spend every single day outside at one or two of our jobs. I’ve worked alongside everyone who works for me. All of my guys like what they do, and I trust them. My four job supervisors do the jobs the way I would do them.”

Uptime, All the Time

Konkus Corp. also boosts efficiency with high-quality equipment and cutting-edge technology chosen specifically for the company’s bridge-related projects. “We buy only equipment that fits the scope of what we do,” Konkus says.

The company uses Cat® machines exclusively for its heavy construction equipment. The fleet includes two 305, two 314E and three 328 Hydraulic Excavators, three 938 Wheel Loaders, D4 and D5 dozers, a pair of 420 Backhoe Loaders and a 433 roller.

“There aren’t many companies that operate with all



Konkus Corporation crews at work at bridge projects around New Jersey.



Cat machines, but I do. We’re happy with the products and never have any down time. I’m a Cat fan, and I’m going to stick to that,” Konkus says, noting that he also relies on Cat technology to get the most from the machines.

“We have the Cat® software that tells us where a machine is, how much fuel a machine burns and how productive it is. I have that on every one of my machines,” he says. “That’s helps with maintenance, it helps with planning, it helps with logistics, cost analysis and cost-cutting.”

Konkus keeps his Cat machines for a maximum of four years before selling them. “Cat equipment holds its value very well, so the resale price is high. We usually sell it ourselves with no problem,” he says. The sales



Konkus crews quickly adapt to the challenges of any particular bridge project.

help fund his purchase of new replacements.

“Everything we do has to be highly productive, and we count on our machines to work every day, so we depend on new,” he says.

Because even the best equipment needs routine upkeep, Konkus takes advantage of the preventive maintenance program offered by Foley, Inc., to keep his machines in top condition.

“All those things put together help me keep my fleet running all the time. I’m never down,” he says. “That’s important, because if you have a machine that breaks down on a job where you’ve got 10 guys, everything and everybody comes to a standstill. Any down time costs big money.”

"I'm a Cat fan, and I'm going to stick to that."

—Keith Konkus

Konkus supplements the company fleet through equipment rentals from Foley Rents “because you

can’t own everything,” he says. “All the little stuff that we need to do the job — generators, light towers, pumps, man-lifts. The dealership is like a one-stop shop. It’s convenient, and it’s always there. That’s a big help.”

Service Builds Relationships

Armed with the right people and machines, Konkus can focus on the service and relationships — with both his customers and his vendors — that help keep his company operating smoothly year after year.

For example, Konkus notes, a county highway department is likely to have only two to five people who are responsible for maintaining the bridges within their county. “So after you do several jobs for a county, you develop relationships with those people and understand

what they’re looking for from a contractor,” he says, making it easier to meet and exceed their expectations.

Likewise, Konkus values the extraordinary service provided by Foley, Inc. He points out that the dealership performs a lot of my equipment maintenance after hours and on weekends to avoid down time during working hours, “and that’s a big help to us.”

Foley also offers after-hours pickup of rental equipment on nights and weekends. “They’ve done that a lot for me,” Konkus says. “That’s a huge help because a lot of times we have night work, and we need that equipment. Little things like that might not seem like a lot, but without that kind of help it’s harder to get where you want to go as a company.”

He adds, “The people at Foley have always been great to me,” particularly his longtime Foley sales representative, Tom Alfano, who makes sure Konkus Corp. crews receive the equipment and service they need to keep working without interruption. “Anything I want, when I want it, seven days a week, it’s always there without any questions,” Konkus says.

Alfano admires Konkus' achievements. “Keith has worked hard and it's really paid off,” he says. “It's a great feeling to be part of the growth of his business and to know that your input made an impact.”

Konkus has his team focused for long-term success.

COMPANY PROFILE

KONKUS CORP., CHESTER, N.J.

Owner: Keith Konkus

Applications: Bridge projects, including related road construction, concrete and masonry, utility installation, site preparation and demolition

Cat Dealer: Foley, Inc.

Stay Connected with Foley

We work hard and play hard at Foley, Inc. It helps us stay connected with one another, with our customers and with the community at large. We invite you to stay connected with us.

Visit myfoleyinc.com to register or update your email address so we can keep you in the loop. You can also visit foleyinc.com to view the latest news and specials.

Visit myfoleyinc.com to register or update your email address.

By connecting digitally, you'll be able to receive online promotions, place orders online, take

advantage of paperless invoicing, view our used equipment inventory and join us on social media. We look forward to being connected with you during 2015!



Some of Foley's young friends show their Cat loyalty on our Facebook page, and we want your photo, too! Send your jobsite or kid photos to info@foleyinc.com.



Cat equipment helped brighten the scene outside the New York Stock Exchange this past winter. Inside, Jamie Foley, Caterpillar Inc.'s Chairman and CEO Doug Oberhelman, and Ryan Foley (left to right) rang the opening bell as Cat celebrated 85 years on the NYSE.



Foley employees raised \$1,600 for the Marine's Toys for Tots for Central Jersey.



A holiday sweater contest made the season all the more festive.

Stay Connected



Compact Size, Big Productivity

Mini Excavator

A VERSATILE WORKER

On the jobsite, you need every advantage possible to finish the project on time and on budget. Better fuel economy, load-sensing hydraulics and in-cab hydraulic flow control to optimize work tool performance are just a few of the features that put this line of mini excavators in a class of their own. Ask Foley about our current rental, lease or purchase options.

- Small footprint
- Standard load-sensing hydraulics burn less fuel
- Industry-exclusive 200-degree bucket rotation
- Blade float on all models improves the speed and ease of finish grading
- Ground level access with grouped service points reduces maintenance time
- Select operational economy mode to achieve an additional 20% fuel savings

**DEMAND
BIG PERFORMANCE**

**ONE SERIOUS
EXCAVATOR**



We offer preventive maintenance kits that give you everything you need to perform routine maintenance on every machine we offer. Simply stop in and pick one up.

Multi Terrain Loader

A SMOOTH PERFORMER

As a contractor, you rely on machines that are ready to work as hard as you and finish the job on time.

The Cat MTL (Multi Terrain Loader) is just that machine. The MTL is built on the industry exclusive "suspended undercarriage." Standard torsion axles allow independent up/down movement to distribute the load and absorb shocks.

When it comes to your job, count on machines that can complete the job in any terrain.

- Pilot controls are standard equipment on every model
- Anti-stall system maximizes machine power at all times
- Industry-exclusive suspended undercarriage reduces operator fatigue
- Standard load-sensing hydraulics burn less fuel
- Hydraulic fan is far superior to competitive crankshaft-driven fans

**CONTROL
IN ANY TERRAIN**

**ONE SERIOUS
MULTI TERRAIN LOADER**



Industry's best access with grouped service points reduces maintenance time.

“You’re Hired”

Foley, Inc. Launches Apprenticeship Program to Strengthen Service Foundation

By Lauren Stanley

Historically, earning a quality education meant finding an expert to take you under his or her wing, and in exchange your abilities would be stretched. The benefits were learning the trade in practice, building a network of support and gaining respect based on your performance in addition to your schooling.

Foley, Inc. still believes in apprenticeships as the best way to recruit, train and retain the most talented and capable technicians to meet our customer’s needs. With that in mind, the Apprentice Technician Program was created in 2012.

Today shop and field service technicians in Foley’s four divisions make up half of the total 340-plus employee work force. To keep up with the growing demand for technicians, Foley’s Human Resource Department and service managers attend many career fairs during the year. They also



partner with technical schools to develop relationships with interested students and to act as a resource for both the students and the schools.

Joe Dugan, Foley’s corporate service manager, is thrilled with the program and the employees gained. He explains, “We

attend a lot of the career fairs while the students are still in school and form relationships with students who are interested in pursuing a career at Foley. We keep in touch with them throughout their schooling, answer any of their questions and have them get to know Foley as a potential employer. This way they are comfortable and excited to have the apprenticeship when they graduate.”

Highly Qualified Apprentices

Dugan says Foley looks for potential apprentices who have a solid GPA, excellent attendance and are also a good fit with Foley’s customer focused-culture. “Our company’s vision is to ‘Create Customer Experiences That Create Customers for Life,’” Dugan says. “The apprentices we hire don’t need much more experience than technical school, but they must conduct themselves well, show interest in the work and provide the best experiences for our customers.”

The six-month “learn while you earn” initiative consists of 16 weeks of general Cat® product, parts and service training, split between online courses through CatUniversity, and on-the-job training with Foley technicians.

Martin Metz, a machinery apprentice hired last March, was happy to receive the training. “I first went to automotive school and then to a 13-month program at Lincoln Tech, which was more truck-based. So I was eager to learn the machinery side of the business,” he says. “During the apprenticeship program, I spend the mornings taking computer classes — you have to score an 85 percent or better to pass the course — then I’d go to work in the shop.”

The CatUniversity Apprentice program includes subjects covering everything from engine, machine, generator and hydraulic basics to servicing Cat equipment using diagnostic and maintenance systems, advanced technologies and tools. In addition, the program contains PureSafety workplace safety courses for all trainees.

In the afternoons, their knowledge is tested and



Apprentices from Foley, Inc. shared their experiences during a meeting with future apprentice program candidates.

applied by working in the shop with seasoned technicians. Metz credits construction shop Foreman Tyrone Mosely for being a helpful manager who he can talk to, as well Foley technicians in the compact equipment shop, Tom Kusma and Andriy Shevchuk, who also began as an apprentice. They have tenured 17 and two years, respectively.

One-on-One Learning

Metz calls them excellent mentors. "They are great to work with, very knowledgeable and always helpful. If I hadn't worked on a part of that type of machine, they were there to answer my questions and guide me to fix it the right way," he says.

In the Power Systems Division, Tom DiGeronimo met Service Manager Bob Gallery at a Penn College career fair and they kept in touch while he completed school. DiGeronimo was offered a summer internship at Foley, where he began taking the Apprentice Program computer classes and working in the shop. When he graduated school, he continued the apprenticeship program and moved to Foley's field service team, serving customers in the field.

This was a welcome transition through which he was able to engage with customers and experience different challenges. DiGeronimo explains, "My job is interesting because it's not just generators I work on. I could be working on marine or industrial engines; I've worked on equipment from pleasure craft boats down the Jersey shore to rooftops in New York City. The job is always changing and interesting and I'm still learning every day."



Martin Metz (above) and Tom DiGeronimo were enrolled in the apprenticeship program.



Foley communicates to customers that an apprentice will be on the job with an experienced technician as part of the apprenticeship program.

DiGeronimo says the OTJ training was invaluable, being paired with technicians like John Brazinkski, who has been employed at Foley for eight years. "John takes the time to explain what is going on instead of just telling me how to do things, which I appreciate because it is a better way to learn and understand the service," DiGeronimo says. "I like being able to work with a variety of people, different ages, strengths and experiences."

Everyone Wins

To date, 35 apprentice technicians have been hired since the program was established, from schools such as Penn College of Technology, Universal Technical Institute, Ohio Technical School, Lincoln Technical School, and Automotive Training Center, among others.

Most of the apprentices continue to work as Foley technicians, but others have migrated to positions in the company such as dispatchers and service advisors.

Tom Wagenblast, vice president of product support, believes the program has been a huge success and will enable Foley to continue to grow and serve its customers. "Not only are we hiring top-caliber technicians to join our team," he says, "but the learning goes both ways. Apprentices learn how to service the equipment while tapping into the wealth of knowledge and experience from our tenured technicians. In return, they are teaching our technicians some new technologies and methods of doing things they have learned along the way."

Overall the program has been advantageous to the apprentices, technicians and Foley, Inc.'s service team, which benefits customers in the end. The apprentices can gain a solid career with growth opportunities, the Foley technicians pass along their years of experience and invest their time in promising coworkers, and the Foley organization sustains a robust and talented service workforce prepared to serve customers.



The highly qualified apprentices help ensure long-term service satisfaction for customers.

New CT681 Vocational Truck

Cat® has added a second model to its new line of vocationally focused work trucks with the Class 8 CT681 truck, a set-forward axle model designed for customers who prefer a longer wheelbase truck and for those who must comply with restrictive load limitations on bridges and roads. This truck joins the proven CT660, which has a set-back front axle.

The Cat CT681 originally previewed at CONEXPO-CON/AGG 2014, but was launched again Oct. 30 at Caterpillar's Edwards Proving Grounds outside of Peoria,

Ill., to give enhanced details on the new truck while noting it has entered into full production. The CT681 has been put through rigorous testing and has excelled in a variety of applications including snow plow, concrete mixer, water truck, dump and super dump.

"Customers who are hauling heavy loads or working in extreme conditions truly appreciate the CT681's rugged durability and styling, and it gives body-builders more flexibility and room for behind-the-cab installations," says Dave Schmitz, Global On-Highway Truck Product Manager for Cat. "We designed it to work hard and last for years, even in the toughest applications."

Power is provided by Cat's CT Series vocational truck engine family, with ratings from 365 to 430 horsepower available. Schmitz says higher horsepower ratings will be offered, possibly as early as next year, coinciding with the launch of the next Cat truck, the CT680, which will be a stylistic departure from the CT660 and CT681.

The CT681 has already made a move away from the CT660 in terms of appearance. The new truck features a more robust, spartan look without the brushed aluminum grill guard and trim of the CT660. Schmitz says the change accommodates the CT681's new, higher, radiator configuration and simplifies front engine PTO access.

For more information on the Cat CT681, visit: drivecat.com or contact Bobby Daugoy at 732-261-8447.



Features of the Cat CT681 Vocational Truck

- 114-inch bumper-to-back-of-cab
- Optional Cat CX31 automatic transmission
- Optional front frame extension
- Mount attachments such as plows, hose reels, winches and hydraulic pumps designed to work with the front engine PTO
- Vertical tie-in plates mounted behind the cab to simplify mixer installation

The CT681 also shares many features and components with the CT660, including a spacious, ergonomic cab designed to boost driver productivity and safety. It's backed by bumper-to-bumper service at more than 400 Cat dealer locations in North America.





Former U.S. Marine Receives Special Thanks

At a dedication ceremony the morning of Tuesday, Dec. 23, former U.S. Marine Matt Todd received the keys to a newly built townhome in Haskell, N.J., donated to him by the Semper Fi Fund and Greentree Development Group LLC.

Greentree Development Group LLC specializes in working with municipalities to create quality homes and commercial spaces that are sensitive to the host community's needs and to the environment. The company was established in 2011 by several partners who had worked together on past projects.

Parkside at Wanaque (where Todd's new townhome was built) sits on 7.98 acres and is a residential community consisting of 60 townhouses, 10 market-rate condominiums and 18 low-cost condominium units that will comply with the borough's Council on Affordable Housing (COAH) obligations. Lakeside Construction of Hopatcong, N.J., has been performing the site work at Parkside and on this special project.

"Earlier this year at one of our weekly meetings discussing the 88-unit residential community project, Parkside at Wanaque, we came up with the idea to donate a unit to the most deserving people, our wounded veterans," said Rich Hoer, owner of Lakeside Construction.

Shared Commitment

From working for 30 years with Foley, Inc., the Cat® equipment dealer in New Jersey, Hoer has gotten to know the Foley family very well, including Chairman of the Board Kim Foley. He thought of Kim Foley's involvement and dedication to helping wounded warriors for many years, and thought it would be a good fit. His fleet of Cat machines performed the site work to build Parkside at Wanaque.



Matt Todd's new home in Haskell, N.J., is patriotically decorated for a presentation ceremony.



Susan Rocco, senior director of case management for the Semper Fi Fund, veteran Matt Todd and Kim Foley, of Foley, Inc. and a member of the Semper Fi Fund board of trustees, meet inside Todd's new home.



Harms Donation Supports Veterans

George Harms, owner of George Harms Construction Co. of Howell, N.J., donates every year to charities that support United States military veterans. He himself was in the Army. He has donated to the Semper Fi Fund for many years in acknowledgement of his friend, Kim Foley of Foley, Inc., who has supported wounded Marines over the years. Here is one of Harms' trucks, patriotically painted in recognition of all veterans and U.S. Military personnel.



George Harms (at right) meets with Kim Foley to donate to the Semper Fi Fund.

Kim Foley serves on the board of trustees of the Semper Fi Fund, which provides immediate financial assistance and lifetime support for injured and critically ill members of the U.S. Armed Forces and their families.

Kim Foley said, "We were overwhelmed with gratitude and appreciation for Greentree Development's donation of a new condo to the Semper Fi Fund. We are very thankful to have support from generous companies like Greentree, who can truly change someone's life for the better."

When Greentree Development Group brought this donation to the Semper Fi Fund, they knew just whom to give it to.

Bouncing Back

Matt Todd is a former marine who served two tours in Iraq. While stationed there in 2005, Todd sustained an injury resulting in serious damage to his leg and the loss of one of his toes. After recovering, he was redeployed in 2007. Again, he was severely wounded. Discharged, he returned home, suffering from the effects of post-traumatic stress and traumatic brain injury as well as complications from his earlier injuries. Earlier this year, Todd was a homeless veteran. With help from the Semper Fi Fund, Todd began turning his life around. Today, he's working at a car dealership, making great strides.

Greentree Development is proud to donate the home to Matt Todd.

"Our sacrifice is nothing compared to what the Marines do," Hoer said. "We thought this would be a good way of giving back and honoring those who selflessly do so much for us."

In addition to the unit itself, Greentree also will provide a washer and dryer for Todd. And to make this house truly a home, Semper Fi Fund has donated the money for furniture and other household goods.



Marine Cpl. Matt Todd (left) at the dedication ceremony for his new home with Dave Gunia, president of Greentree Development.



Lakeside Construction's Cat equipment, stored nearby, is ready to build the next installment of Parkside condominiums.

Greentree Development Group and the Semper Fi Fund formally presented the home to Matt in the simple ceremony on Dec. 23. Greentree released a statement prior to the event saying, "The presentation is simultaneously an acknowledgement of the debt we owe to the brave men and women who defend our way of life and acknowledgement of the importance a home can make in someone's life."

Many guests as well as some of Todd's fellow injured service members were there by his side to show their support and help make this a Christmas he will never forget.

**Press Inquiries: Lauren Stanley,
732-885-3105 or lstanley@foleyinc.com**

Attach Me If You Can

Work tools can maximize productivity

No matter what the job — from excavating trenches, laying aggregate and setting pipe, to placing traffic control barriers, cleaning ditches and sweeping streets — Foley Rents offers a full line of work tool attachments to do all that and more.

Quick couplers make it easy to switch from one tool to another and from task to task, providing you the ability to do more work with fewer machines.

Renting Attachments Lets You:

- Visit multiple jobs in one day without the hassle of transporting extra machinery
- Change a machine's purpose on the fly
- Keep working all year long with dedicated seasonal work tools
- Avoid paying for numerous machines that only perform one task
- Fulfill short-term needs and supplement your core fleet for customer needs

Making the Right Connection

First, select a machine that allows easy exit and entry and offers good visibility from the operator's seat to the attachment. Its coupler configuration should allow an operator unobstructed access to the seat and a clear view to the attachment.

Second, determine the type of coupler the machine will need. The universal coupler interface and low profile side plates of mechanical quick couplers allow the most tools to match properly while keeping dirt and debris out. Two high-leverage handles serve to engage or disengage the tools.

Hydraulic quick couplers have a rocker switch in the cab that controls two hydraulic cylinders, allowing the operator to change tools while in the cab. Hydraulic cylinders control the vertical wedge pins that lock the tool in place.

High-Flow and Standard-Flow Hydraulics

Hydraulic power provides power to the wheels, and it also operates the loader to enable lifting and tilting and runs the auxiliary circuit, which drives attachments. The criteria for "high-flow" or "standard flow" might differ from one manufacturer to another. High-flow machines designated "XPS" (33 gallons/minute at 4,050 psi) are capable of maintaining maximum pressure regardless of attachment speed or working conditions, at low or high idle. The typical flow for a standard-flow machine is 22 gallons per minute.

Types of Attachments

Attachments fall into two groups: fabricated and hydromechanical. Buckets and forks, which do not have moving parts controlled by the operator, are "fabricated" tools. Hydromechanical attachments include multi-purpose buckets, mulchers, hammers, augers, grapples, rakes and other tools that are powered by the machine's auxiliary hydraulics.

Fabricated attachments are the most universal, and a machine from one manufacturer can attach the buckets or forks made by another manufacturer with very little trouble, as they do not require additional hydraulics to operate.

Hydromechanical attachments have more specific requirements. Therefore, most equipment manufacturers recommend that machines use the hydromechanical attachments from the same manufacturer. Why? Hydraulic hose hook-ups and fittings are of the same strength and brand, ensuring a proper match and tight fit to reduce leaks and loss of pressure.

Attachments to Match

Equipment manufacturers might offer a tool in a variety of configurations. Augers are a good example: direct drive or planetary drive augers are available



for standard hydraulic flow machines. These configurations are designed to maximize the capabilities of the hydraulic circuit and are intended for medium-duty applications.

A high-flow planetary-driven auger on a high-flow hydraulic machine would be appropriate for extreme-duty applications. The high-flow configuration is designed for maximum torque, and the hydraulic hoses and seals are built to withstand the additional pressure and maintain a leak-free connection.

Foley Rents can further advise you:

Call 1-888-417-6464.



Start Your Engines

Whether you work in landscape design & build, irrigation, soil preparation, sod installation, tree installation or nurseries, Foley Rents has the equipment and work tool attachments that provide the versatility to tackle a wider variety of applications, keep your crews working, and grow your business.

With trusted brand names such as Vermeer & Toro, you can be sure you are getting the quality you need to get your projects completed with the quality and timeliness that your customers demand.



TOUGH TOOLS FOR TOUGH MACHINES

CLEARING

Ripping • Grubbing
Breaking • Cutting
Grabbing • Loading

EARTHMOVING

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Drilling • Backfilling
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FINISHING

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Rolling • Sweeping

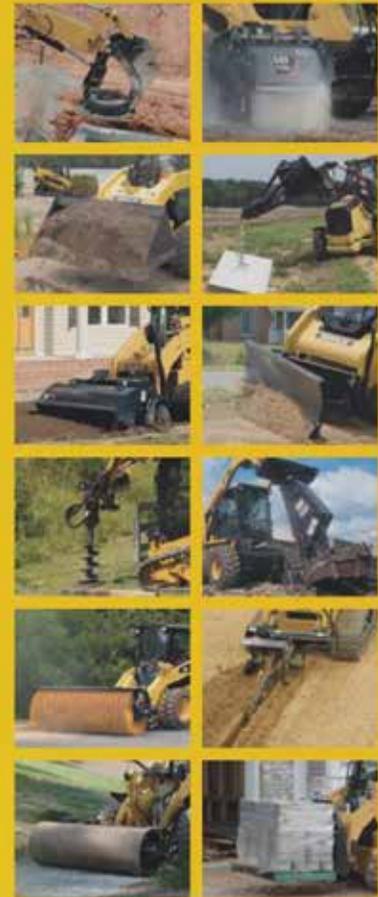
Work Tool Attachments

Cat Work Tool attachments tailor Cat machines to the specific requirements of your working needs. Caterpillar Work Tool attachments enhance the productivity and utility of Caterpillar machines, equipping them for a wide range of tasks and operating requirements, and providing total system solutions for any job application.

CAT WORK TOOLS

- Augers
- Backhoes
- Blades
 - Angle
 - Dozer
- Brooms
- Brushcutters
- Couplers
- Cold Planers
- Forks
 - Pallet
 - Utility
 - Industrial Grapple
 - Utility Grapple
- Hammers
- Buckets
 - General Purpose
 - Multi Purpose
 - Light Material
 - Utility
 - Dirt
 - Ditch Cleaning
 - High Capacity
 - Heavy Duty
 - Side Dump
 - Industrial Grapple
 - Utility Grapple
 - Coral
 - Heavy Duty Rock
 - Soil Excavation
- Landscape Tillers
- Material Handling Arms
- Mulchers
- Rakes
 - Industrial Grapple
 - Landscape
 - Power Box
- Shears
- Snowblowers
- Snow Plow
- Sectional Snow Push
- Stump Grinders
- Thumbs
- Trenchers
- Vibratory Compactors
- Wheel Saws

Visit www.cat.com/attachments to see specifications, photos and videos.



NEW CUSTOMER SPOTLIGHT

Some first-time Cat[®] buyers show off their new equipment!



BVM Construction, based out of East Brunswick, N.J., is putting its new 259 skid steer loader to work right away.



John Napolitani of A&N Powerwash & Snow Removal preps his first Cat machine to be ready for the next winter storm.



Michael Bush (left), owner of Bush Landscaping in Westfield, N.J., meets Account Manager Scott Sarfert at Foley to pick up his first Cat machine.



Equipment Operators at All Seasons Property Maintenance stand with one of the two skid steers the company added to its snow removal fleet.

www.foleyinc.com

FOLEY 

(732) 885-3000