



A publication for and about Kirby-Smith Machinery, Inc. customers

Connection

D&E DOZER SERVICE

Drumright, Okla., family business continues to succeed through four generations

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(L-R) Owners Michael Eversole and Mike Matherly and Field Superintendent Brad Matherly



MESSAGE FROM THE PRESIDENT



Ed Kirby

**Helping you
reduce costs
through greater
efficiency**



Dear Valued Customer

In this edition of your Kirby-Smith *Connection*, I want to emphasize the importance that I put on Kirby-Smith providing genuine customer care. Interviews from our division managers in the area of sales and service demonstrate how similar each manager's philosophy is on customer care. With more than 10 locations and 300-plus employees, it's difficult to measure how well we are taking care of our customers. That's why in May of 2012 we developed a "Customer Care Center," which measures each brand in post-delivery of equipment and service. Take a moment to read how this division is making huge strides for Kirby-Smith in areas of better serving end users.

We also work to serve you by helping you find ways to reduce costs through greater efficiency. We do that in several ways, including hosting an annual paving seminar that offers tips and techniques for better production with less labor and lower fuel costs. You can read about our most recent seminar in this edition of the Kirby-Smith *Connection*, which has other interesting features on paving, cranes and general construction products.

It seems every year the construction season gets longer and, for many of you, is now year-round. That can bring more frequent service intervals and faster wear to your machinery as the hour meter climbs. Our goal is to keep your owning and operating costs low, so you keep more of your hard-earned dollars.

Working more hours throughout the year also presents the challenge of finding a convenient time to do needed maintenance and repairs. We can help by offering you cost-effective solutions to meet these critical needs, including scheduling downtime after hours and at your location. Our technicians are trained to do the work efficiently to maximize uptime. Staying on top of scheduled preventive maintenance will keep your machinery running longer and more productively.

As always, if there's anything we can do for you, please call or stop by one of our branch locations.

Sincerely,
KIRBY-SMITH MACHINERY, INC.

Ed Kirby,
President



Connection

THE PRODUCTS PLUS THE PEOPLE TO SERVE YOU!

IN THIS ISSUE...

D&E DOZER SERVICE

See how this Drumright, Okla., family business has continued to succeed through four generations.

CITY OF ARLINGTON

Learn why this Public Works Operations has found the Komatsu WA320-6 to be a good multitasking tool.

IDLE TALK

Discover Komatsu's easy solution to saving money — by reducing idling time.

NEW PRODUCTS

See how Komatsu's versatile new WA270-7 and WA320-7 wheel loaders provide the benefits of two machines in one.

CRANE TALK

Read the articles about Grove's all-terrain cranes, which offer excellent mobility and lift capacity.

NEW PAVING PRODUCTS

Searching for a versatile concrete slipform paver? Kirby-Smith now carries the Wirtgen SP 80i series.

PROFITABLE PAVING

Here's a recap of Kirby-Smith's second annual Texas paving seminar.

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D&E DOZER SERVICE

Drumright, Okla., family business continues to succeed through four generations

CONSTRUCTION

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Go online or scan this QR code using an app on your smart phone to watch video of D&E Dozer Service machines at work.

The leadership team at D&E Dozer Service includes third-generation family member Mike Matherly (center), his son, Brad (right), and his nephew Mike Eversole. The Drumright, Okla., company provides earthwork services for a variety of customers throughout Oklahoma.

When Mike Matherly joined D&E Dozer Service full time in the mid-1970s, he represented the third generation to go into the family earthwork business. During his tenure, the company has changed, grown and added a fourth generation.

Matherly took over leadership of the company several years ago, as his father, Dean, and his grandfather Everett transitioned out of the business they incorporated in 1974. Matherly's son, Brad, and his nephew Michael Eversole work alongside him, with Eversole joining the business about two years ago and buying an ownership share.

"My father and grandfather had me working in the field at a young age, so Michael and Brad sort of followed in the footsteps," said Mike Matherly, noting that both have key roles as Field Superintendents. "When Michael approached us a couple years ago about coming back and being part of the business after working elsewhere, we couldn't have been happier. It's helped us expand and gain an even stronger foothold."

Family involvement doesn't stop there. Matherly's wife, Sheri, is also involved and helps out with another business the couple owns — Oak Hill Cemetery. Their daughter, Kim Jackson, is D&E's secretary and bookkeeper. Both work at the company's office in Drumright, Okla.

D&E Dozer Service has been firmly planted in Drumright since its inception, but its roots stretch back to the 1950s when Everett and Dean began providing earthwork services in the area. The father-son team offered land clearing and preparation, pond clean-outs and new construction for farmers and ranchers, as well as pads for oil-field locations.

"Those types of projects are still a major focus for us," said Eversole. "But, we've expanded on that by offering additional services in the oil fields, such as installing pipe, rocking the pad, setting up tank batteries and anything else associated with earthwork, including reclamation when a well site is closed down."

"When it comes to earthwork, there's not much we won't do," added Brad Matherly. "We continued to add services and versatility to the mix, which has taken us well beyond just farm and oil-field work. A good portion of our projects now falls into the residential, industrial, commercial and governmental markets."

Expanded services

D&E Dozer Service's governmental work includes installation of city and county sewer and water systems. It often digs trenches for utility companies to lay new lines, which makes up part of its industrial customer work.

"We get further into the industrial markets with site work on industrial buildings, which we also offer to our commercial and residential





▶ VIDEO

D&E Dozer Service gets versatility from its Komatsu PC160LC-8 excavator equipped with a thumb for land clearing and digging. "It's great for digging pipeline trenches, but it works equally as well for mass excavations, such as ponds and for land clearing," said Field Superintendent Mike Eversole.

clients," said Mike Matherly. "From the latter standpoint, we also offer septic systems and house-pad construction. Versatility plays a key role in our success, because as markets go up and down, we can adjust to that."

While versatility has played a key role, he says the biggest factor in D&E Dozer Service's success has come from a philosophy his father and grandfather passed on to him. "They always believed in giving the customer an honest day's work and living up to your word. Every day started at 5 or 5:30 in the morning and ended at 5 in the afternoon, whether it was blowing snow or 105 degrees out. They gave 110-percent effort and a focus on quality."

"Mike has passed those values on to us, and that focus on customer satisfaction continues to pay off," said Eversole. "The largest share of our business comes from customers who the family has repeatedly worked with for 40 years or more, but at the same time, we're always gaining new ones. It's all based on reputation and word-of-mouth-referral."

"We're willing to do whatever it takes to make a customer happy, and that includes traveling for them, if necessary," said Brad. "Our territory is the state of Oklahoma, but we've done work



▶ VIDEO

in Texas at the request of some of oil companies. The fact that they specifically want us to do the work says a lot."

D&E Dozer Service generally has four or five projects going at one time and about a dozen full-time and part-time workers. "We have people who have worked here for decades," said Mike Matherly. "In our mind, they're a part of the family, and they deserve credit for the company's success too."

Adding Komatsu equipment

D&E Dozer Service's continued growth has fueled the need for additional equipment, especially excavators. Working with Kirby-Smith Territory Manager Peyton Chatham, the company recently added a Komatsu PC160LC-8 and a compact PC45MR-3.

Continued . . .

Customer-first attitude builds positive reputation

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CONSTRUCTION

"I ran Komatsu while working for another company, and my experience was always positive, so when I approached Mike and Brad about joining D&E and adding new excavators, I suggested we go with Komatsu," said Eversole. "They have excellent power and don't break down. For example, we rented the PC160 at first, and when Kirby-Smith brought it out to us it had four hours on it. Of course, we bought it and it now has about 2,200 hours without any issues. It's great for digging pipeline trenches, but works equally well for mass excavations, such as ponds, and for land clearing. We had Kirby-Smith install a thumb for the latter."

Kirby-Smith also installed a thumb on the 10,573-pound PC45, which D&E uses for a variety of tasks as well. "For its size, it's a very productive machine," said Brad. "We do quite a lot of digging inside of tank batteries during oil field work. It works very well for that because we can get up close to the side without worrying about a large counterweight swinging into it."

(L-R) D&E Dozer Service's Michael Eversole, Mike Matherly and Brad Matherly meet with Kirby-Smith Machinery Territory Manager Peyton Chatham and Parts & Service Sales Rep Larry Hollen. "Larry, Peyton and Kirby-Smith as a whole have been excellent at ensuring our needs are met," said Mike Matherly.



D&E Dozer Service uses a Komatsu PC45MR-3 excavator for a variety of tasks, including digging utility trenches and working inside of tank batteries in the oil fields.



That's the case when we're working close to a house or other building in the city. It works equally as well for more open projects, such as digging footings."

D&E Dozer Service is also impressed with the service it gets from Kirby-Smith Machinery. "The excavator purchases are relatively recent, but our relationship with Kirby-Smith goes back a long way, including renting machines as needed," said Mike Matherly. "We've worked with Parts & Service Sales Rep Larry Hollen for a long time, and have had undercarriage work done on competitive equipment. We appreciate that if they're going to be in the area, they give us a call ahead of time to see if we need anything they can bring us. Larry, Peyton and Kirby-Smith as a whole have been excellent at ensuring our needs are met. They have parts in stock when we need them for maintenance, and occasionally we'll call them to do service. They've always responded quickly, even during the odd hours we sometimes keep."

A proud tradition

Long hours are something the Matherlys and Eversole have come to embrace as part of running D&E Dozer Service. They don't plan on changing that.

"It's the nature of the business, and we love it," declared Mike Matherly. "That is what built the business and will continue to build it into the future. At some point, I'll transition out of the company, although I'm not ready to do that anytime soon. But when I do, I know that it's in good hands with Brad and Mike. They understand the value of giving customers more than they expect."

"D&E Dozer has been built the right way, with slow and steady growth," observed Eversole. "We expect to continue growing, and as long as we keep the same customer-first attitude, I don't see why that can't happen. Of course, we don't want to grow too big or too fast because we don't want to lose our ability to take care of the customer."

"In addition, we have young kids ourselves," Brad added. "Our goal is for the business to be here for them, if that's what they want to do. A fifth generation someday carrying on the tradition of D&E Dozer Service would make us very proud." ■

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CITY OF ARLINGTON

Public Works Operations finds WA320-6 a good multitasking tool

About this time last year, a tornado tore through Arlington, Texas, leaving a wide path of destruction across the Dallas suburb that's home to more than 360,000 people. Tasked with cleanup was the City of Arlington Public Works Operations, which also handles maintenance of nearly 5,000 lane miles of roadway.

"When something like that happens, we have to mobilize swiftly to assess the damage and any inherent danger that comes along with it," said Mike Norton, City of Arlington Public Works Operations Supervisor, North. "Some of that danger comes from debris that's left on the streets, sidewalks and other places. Getting that cleaned up as quickly as possible is essential."

As soon as the twister had passed, City of Arlington Public Works crews set to work. While it already had a vast number of pieces of equipment it uses for day-to-day operations at its disposal, the storm forced the city to augment its fleet. It turned to Kirby-Smith Machinery for rental wheel loaders to work alongside the Komatsu WA320-6 loader it had purchased a few months earlier.

"Kirby-Smith had equipment to us in short order, and that made a huge difference in speeding up our efforts," said Norton. "We already knew what Komatsu loaders could do because prior to the storm we'd had the WA320 for few months. It worked great for the cleanup, but it's also been an ideal machine for us due to its versatility."

Working with Kirby-Smith Texas Governmental Sales Manager Sol Geiser, the City of Arlington rented the WA320 when it was looking to replace an old loader. The city demonstrated several brands before deciding on Komatsu.

Continued . . .



Richard Carmichael, City of Arlington Public Works Operations Supervisor, South (left), and his counterpart for the North, Mike Norton (right), met up with Kirby-Smith Machinery Texas Governmental Sales Manager Sol Geiser at Kirby-Smith's Paving Seminar.

One main use of the City of Arlington's WA320-6 loader is asphalt zipping. "It takes quite a bit of force to keep it in a straight line," said Richard Carmichael, Public Works Operations Superintendent, South, of the asphalt zipper. "That's not a problem with the Komatsu loader. We attach the zipper to a bucket and away it goes."



Go online or scan this QR code using an app on your smart phone to watch video of City of Arlington Public Works Operations machines at work.

www.KirbySmithConnection.com

CONSTRUCTION

▶ VIDEO

Versatility is advantage of WA320-6 loader

... continued

"Sol and Kirby-Smith were excellent about ensuring that the loader was the right fit for us," said Norton. "We have worked with them on other machinery purchases, including a paver and compactors, as well as Komatsu equipment, so we knew they would stand behind it with good parts and service support."

"It was definitely the loader of choice among our operators," said Richard Carmichael, Public Works Operations Supervisor, South. "One application where it really stood out was milling projects, which we do nearly every day. We have an asphalt zipper for removing small patches, and it takes quite a bit of force to keep it in a straight line. That's not a problem with the Komatsu loader. We attach the zipper to a bucket and away it goes."

A 'Swiss Army Knife'

The City of Arlington uses its WA320 for much more than zipping asphalt. Equipped

with a quick-attach system, operators can easily switch from buckets to a wide array of attachments.

"It's a true multitasker, and it gives us the advantage of cost savings, as we have one machine that can handle the work of three, four or five machines," said Carmichael. "In addition to buckets, we have forks, a material handler, telescopic boom, brush grapple and a friction broom. We wanted a loader we could use daily to handle a myriad of jobs, and with the Komatsu WA320 we have that in a versatile package."

"When we were looking for a new loader, we told ourselves we wanted more than a simple pocket knife," said Norton. "With the Komatsu loader and its ability to run a variety of attachments, we got what we were looking for. We got the Swiss Army Knife of loaders." ■

City of Arlington Public Works Operations Supervisors Mike Norton and Richard Carmichael consider the Komatsu WA320-6 a true multitasking tool because it's equipped to run a variety of attachments, including forks, a brush grapple, buckets and a telescopic boom. "With the Komatsu loader and its ability to run a variety of attachments, we got what we were looking for. We got the Swiss Army Knife of loaders," said Norton.



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AN EASY WAY TO SAVE MONEY

For a better bottom line, Komatsu says shut your machine off rather than idle it

CONSTRUCTION

Have you ever heard an operator say, “It costs more to shut my machine down and restart it than it does to just keep it running.”? It’s a common misconception that actually costs machine owners in terms of fuel and excessive machine wear.

“Idling is often a habit that’s been part of the equipment user’s culture for years,” said Ken Calvert, Komatsu Director of Product Support Systems. “Komatsu wants to change that culture, so for nearly two years we’ve worked to raise awareness of the costs and consequences associated with excessive idling. In nearly every case, it would be better to shut the machine down when it’s not in production.”

Here’s an example. Studies show the industry average idle time is almost 40 percent. That means if a machine is traded in at 10,000 hours, the owner really only got 6,000 hours of actual production from that unit. If the machine hadn’t idled those other 4,000 hours away, the owner could have continued to use it for another two years or so, or could have gotten a much better trade-in price at 6,000 hours rather than 10,000.

To counteract that waste, Komatsu launched a wide-ranging “No Idle Initiative” in 2012, working with about 1,200 Komatsu users to show them tangible ways to lower idle time.

“Much of the program was geared toward operators, because they are on the front lines when it comes to how much a machine idles,” said Bob Post, Director of Marketing. “We wanted to raise their awareness so they understand excessive idling can be detrimental in several ways. It puts unnecessary hours on a machine, which means faster service intervals, increased wear and tear, and warranty hours that expire faster. Excess idling can ultimately lower resale value because a machine may have hundreds even thousands of extra hours on it.”

Aiming for 20-percent reduction

The main goal of the No Idle Initiative was a 20-percent reduction compared to participants’ previously measured idle times. Each participant received promotional materials, such as hats and key-chain tags, to raise awareness of the campaign.

Using KOMTRAX remote machine-monitoring technology on Tier 3 and Tier 4 Interim machines, Komatsu tracked overall hours and idle time. Monthly reports showed participants’ progress during the four-month campaign.

“KOMTRAX provides a host of valuable information, such as fuel consumption, machine location and functions,” said Calvert. “Those are all very good tools to help customers track their equipment, but one indicator that’s often underutilized is productive versus nonproductive hours. KOMTRAX shows equipment owners their machine hours and the percentage of those hours at idle. Owners can use that information to train operators in practices that will lower unproductive hours.”

Komatsu recognized 284 of the 1,200 participants as “Most Improved” for showing a 20-percent or

No Idling

To help equipment users save money and get more from their equipment, Komatsu launched a “No Idle Initiative” that encouraged equipment users to shut their machines off when they’re not producing.



more reduction from their baseline idling rate for at least two months. Of those, Komatsu named a "Top 20" for showing the highest percentage reduction in idling. In another category, 69 participants achieved "Best of the Best" by reducing their overall idle time to 15 percent or less. Winners in the Top 20 and Best of the Best were invited to a special Demo Days event at Komatsu's Training & Demonstration Center in Cartersville, Ga. They were honored during a special ceremony and invited to be part of a panel discussion about their experiences and success in reducing idle time.

"We consider this 'socially responsible marketing,'" said Post. "What that means is showing customers ways they can save money and put more dollars in their pockets. At the same time, it raises a level of awareness when it comes to the environment. Less idle time means less fuel used, resulting in lower emissions."

Calvert added, "The reaction to and result of the No Idle Initiative exceeded our expectations. We experienced success from an awareness standpoint, but more important, most participants saw tangible results. It was really a story of empowerment and economic benefit for equipment users. They took control of reducing idle time, and greatly helped their bottom lines."

A goal of less than 10 percent

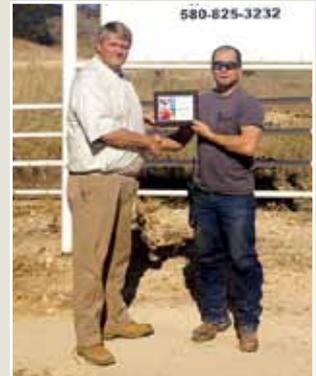
Like the participants in the No Idle Initiative, other Komatsu users with Tier 3 and Tier 4 Interim machines can receive a complimentary, detailed, monthly report with easy-to-read charts and graphs. Included are key items, such as how a machine's idle time compares with the average of all machines Komatsu tracks.

"A simple graph shows owners if their machines are above, below or average, compared to the national average," said Calvert. "Zero idle time is probably unrealistic, because there are situations, such as cold-weather work and machine start-up, that require it. But, even those times can be drastically cut. Ultimately, we want users to have less than 10-percent idle time. A proactive approach and vigilance in tracking machines using technology such as KOMTRAX can easily achieve that goal." ■

No Idle Initiative results in positive change for Hoskins Gypsum

In late 2010, Hoskins Gypsum opened a new quarry in Longdale, Okla., quickly ramping up to more than 100,000 tons of material within the first few months. Hoskins was able to do that by working double shifts, drilling, blasting and moving overburden up to 15 feet deep to reach the gypsum seam.

It also used several pieces of Komatsu equipment, including Tier 4 Interim PC490LC-10 excavators purchased from Kirby-Smith machinery. Working at a quick pace to increase production meant little time to consider items such as idle time, according to Quarry Manager Alan Robinette. "Our main goal was increasing production and maintaining our machines. Idle time wasn't a major focus."



Kirby-Smith Product Support Representative Casey Beasley (left) presents Hoskins Quarry Manager Alan Robinette with a "Best of the Best" award for reducing idle times to 15 percent or less as part of Komatsu's No Idle Initiative.

That changed last year when Komatsu approached Hoskins Gypsum with an offer to participate in its No Idle Initiative, which it designed to bring awareness to excessive idling and increased costs associated with it. "Hitting the gypsum seam allowed us to reach a more steady level, which means there are times when a machine isn't constantly in production mode," Robinette explained. "Komatsu's No Idle made perfect sense, and we were on board right away. It made us look at shutting machines down when not in use, and that saved fuel, reduced hours on the machine, and overall lowered our costs. Komatsu tracked our idle time through KOMTRAX and Kirby-Smith worked with us to reduce it."

Hoskins received a "Best of the Best" award from Komatsu for reducing overall idle time to 15 percent or less during the four-month initiative. "It certainly changed the way we approach idle time, and it made a significant difference in our fuel, maintenance and operating costs," noted Robinette.

David Baker, Kirby-Smith Machinery's Vice President of Product Support, said the No Idle Initiative was a great way to increase awareness of the costs of excessive idling. "This initiative really put a spotlight on Komatsu's mission to cut idle times down to a minimum. At Kirby-Smith, we want to be a part of that as an overall effort to lower ownership costs. Using KOMTRAX on Tier 3 and Tier 4 machines, we can generate complimentary reports that show customers their idle times. If they're interested, they can contact me, one of our service managers, a product support representative or a territory manager."

No Idle Initiative Award Winners

- Can Fer *
- Hoskins Trucking * ♦
- K M Dirt Services *
- Ranch And Oilfield *
- Tri-Dal Ltd *

* Most Improved

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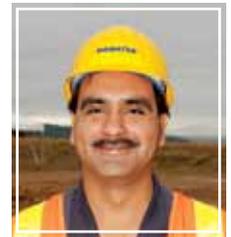
VERSATILE NEW WHEEL LOADERS

With standard parallel linkage, WA270-7 and WA320-7 provide benefits of two machines in one

Having one machine that offers the capacity and capabilities of two is a distinct advantage on construction sites. Komatsu's new WA270-7 and WA320-7 wheel loaders provide that, along with improved fuel efficiency compared to their predecessors.

"The Parallel Z-bar linkage of the previous PZ models is now standard on the new WA270-7 and WA320-7, so they replace both the previous Dash-6 models," explained Product Manager Armando Najera. "The

linkage provides an increase of up to 10-percent lift force compared to the older PZ models. Combined with that increased lift force is a significant increase in bucket breakout force, which greatly improves digging performance. The new loaders have all the advantages of the previous models in a more efficient package that meets Tier 4 Interim requirements."



Armando Najera,
Product Manager

Continued . . .

Brief Specs on the Komatsu WA270-7 and WA320-7

Model	Net Horsepower	Operating Weight	Bucket Capacity
WA270-7	149 hp	28,836 lbs.	2.5-3.5 cu. yds.
WA320-7	165 hp	33,731-33,984 lbs.	3.7-4.2 cu. yds.

The new Komatsu WA270-7 and WA320-7 (shown here) wheel loaders feature Komatsu's SmartLoader Logic, which provides optimal engine torque in all applications, as well as hydrostatic transmissions and automatic traction-control that virtually eliminate brake and tire wear.



New features maximize productivity

... continued

Smart features reduce brake, tire wear

Like other Tier 4 Interim loaders, the new wheel loaders have Komatsu's SmartLoader Logic, which functions automatically, providing optimal engine torque in all applications. SmartLoader Logic decreases engine torque when the loader isn't working hard, providing greater fuel savings.

"The WA270-7 and WA320-7 have hydrostatic transmissions (HST)," said Najera. "The HST drivetrain delivers dynamic braking, meaning it slows the loader down when the accelerator is released, so brake wear is virtually eliminated. That makes them ideal in start-and-stop types of work, such as material transport in sewer and water and construction jobsites, as well as for pallet loading."

Additional improvements include an automatic traction-control setting, which adjusts

traction to ground conditions, virtually eliminating slipping in slick conditions, saving tire wear and making it simpler for the operator. An S-mode setting is also available for very slippery conditions, such as snow removal.

Improved cabs

Komatsu improved the operator platforms with lower front glass and a redesigned dashboard for better visibility, and added a standard, rearview camera for increased awareness. Machine features with function-mode settings can be set from the comfort of the operator's seat through the large monitor panel.

"Operators can also adjust third-spool hydraulic flow to attachments through the LCD monitor panel," said Najera. "Because these machines replace previous standard and PZ models, running a variety of attachments, such as different buckets, lift and hay forks, sweepers and many others, will be commonplace. The biggest difference between the two new models is really in terms of the lifting capacity needed, as well as how much space the user has at the jobsite.

"Komatsu designed these loaders with features to maximize productivity," he added. "Another way we do that in our Tier 4 Interim machines is by backing them with Komatsu CARE, which provides complimentary service for the first three years or 2,000 hours by trained distributor technicians.

We encourage anyone who's considering good all-around loaders, to test the WA270-7 and WA320-7. We believe users will find them the most productive and efficient in their size classes." ■



Komatsu's new WA270-7 loader and its big brother, the WA320-7, do the work of two machines in one, using standard parallel linkage that makes them ideal for a variety of applications.

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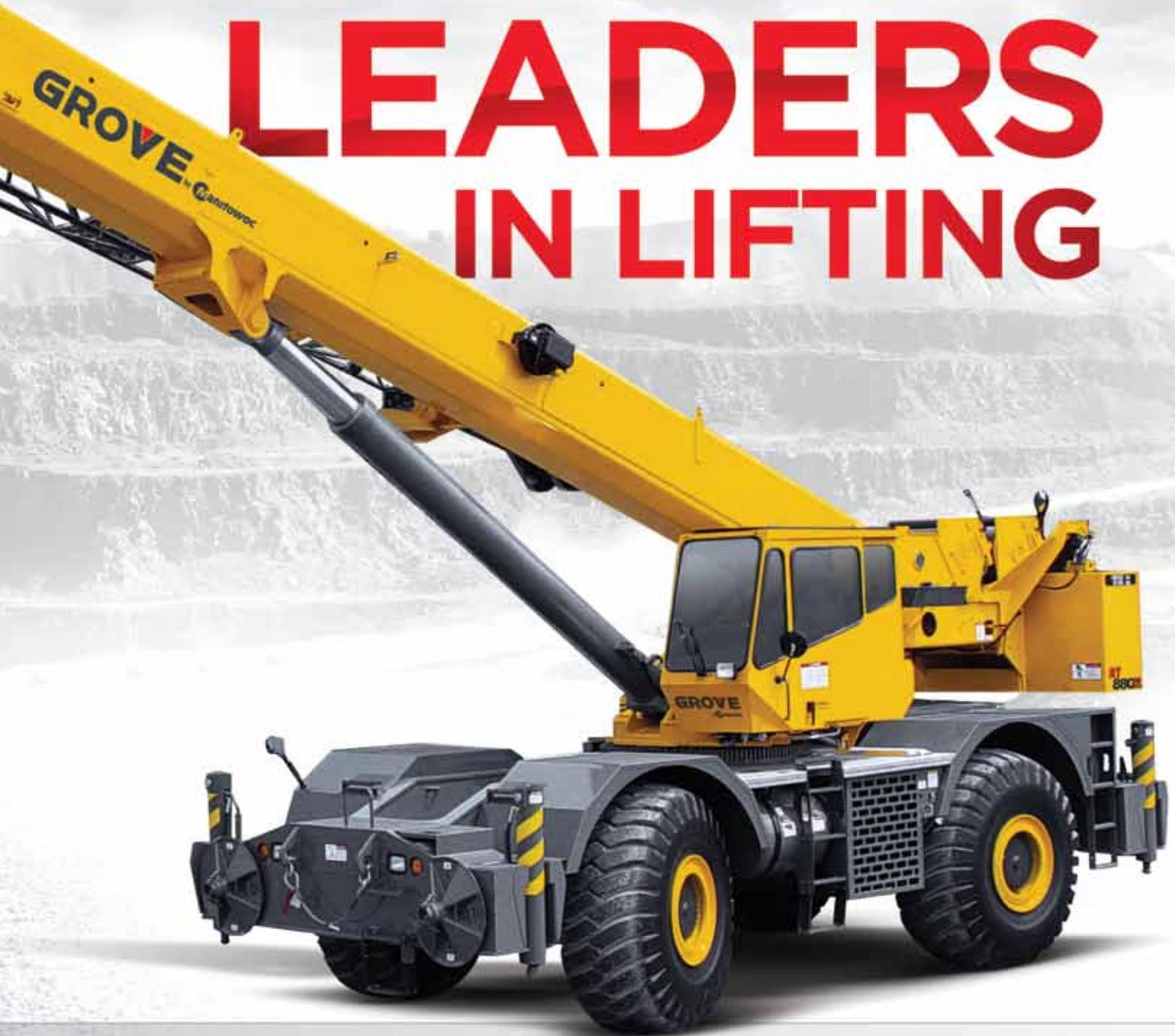
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ALL-TERRAIN CRANES

Grove GMK models offer mobility, strong lift capacity, maneuverability and more to oil and gas sector

In the 24/7/365 world of the oil and gas industry, a solid crane that provides excellent mobility, strong lifting capacity and maneuverability on the job site is a necessity. Companies in Oklahoma increasingly are turning to Grove all-terrain cranes because they offer all those attributes and more.

“The boom in oil and gas means companies need the lift capacity to put rigs in place and then move quickly to another site. Grove all-terrain cranes really stand out from that perspective,” said Jeff Cavaness, Kirby-Smith Machinery Crane Territory Manager for Oklahoma. “As opposed to a rough-terrain crane, which usually requires hauling with multiple trucks, all-terrain cranes can travel from site to site with a top speed of close to 55 miles per hour. Instead of multiple trucks, most users need only one to haul additional counterweight, slings, rigging and other items. So, mobilization is much more efficient.”

Four Grove all-terrain models are especially popular among Oklahoma oil and gas companies, according to Cavaness. The most commonly used is the 135-ton GMK5135, and other models are the GMK5165 (165-ton), GMK5225 (225-ton) and GMK5275 (275-ton).

As the name implies, the cranes can be used in all types of conditions. “All-terrain cranes easily move from highway to gravel and other types of roads with little or no problem,” Cavaness said. “That’s significant, because many of the oil and gas sites are in remote locations that aren’t easily accessed. If ground conditions are an issue, the all-terrains handle those very well.”

One reason, according to Grove Senior Regional Business Manager Bruce Peterson, is

Grove’s patented MEGATRAK™ independent suspension that eliminates axles. “Traditional suspensions may raise the body of the crane, but there is still an axle in play, so ground clearance is still an issue,” said Peterson. “MEGATRAK eliminates that with struts, so the suspension can be raised or lowered, both front and back and side to side, from the cab. It’s especially advantageous in rough conditions because the crane can be lifted for that additional ground clearance.

“It allows the use of a deeper carrier cross section, which improves the overall torsional strength of the crane,” Peterson added. “Another advantage of the MEGATRAK all-wheel steering system is that it keeps each wheel on the ground at all times. It provides excellent driver comfort too.”

Continued . . .

The Grove GMK5135 is the most commonly used all-terrain model among Oklahoma oil and gas companies.



Ben Graham,
Kirby-Smith VP
& Crane Division
Manager



Jeff Cavaness,
Kirby-Smith Crane
Territory Manager
for Oklahoma

CRANES



24/7 crane support from Kirby-Smith

... continued

Booms, jibs offer excellent lift capacity

Integrated attached booms are part of the cranes and travel with them, making setup more convenient and efficient. MegaWing Lift™ provides self-rigging, reducing transportation and erection costs and can be installed without the need for an auxiliary crane. Multiple counterweight configurations are available.

“The GMKs have a four-section boom with one extend cylinder that allows operators to push out only the section or sections they want, with a twin-lock pinning system that provides hold,” explained Cavaness.

This Grove GMK5275 is one of four all-terrain models popular among oil and gas companies.



“There are fewer cables, cylinders and other accessories compared to other types of systems. That helps decrease the boom weight compared to older cranes, giving them greater lift capacity.”

The all-terrain models also feature an integrated, heavy-duty jib with increased capacity for two-hook operations; increased radius for working under a roof or other obstruction; flexible use with hydraulic adjustment; and included taxi configurations. Additionally, a hydraulic luffing jib can be offset to luff under load from zero to 40 degrees. It is controlled from the cab and can be used with any boom and jib configuration.

An Electronic Crane Operating System (ECOS) controls the entire crane’s principal operations with simple lift planning and carrier functions. Cabs have plenty of glass all around and tilt up to 20 degrees for excellent visibility of the pick.

Backed by Kirby-Smith’s local parts and service

A sturdy design reduces maintenance of the Grove GMK all-terrain cranes, but if necessary, Kirby-Smith Machinery is available around the clock. “We have technicians specialized in cranes, so we offer the advantage of having people who know how to quickly diagnose and fix an issue,” said Ben Graham, Vice President & Crane Division Manager. “We recognize that time is money, so we’re available 24 hours a day, seven days a week, 365 days a year with fully equipped service trucks to take care of nearly any need in the field. In addition, we pride ourselves on being a parts and service leader, with parts available locally. That sets us apart, as many manufacturers don’t offer that at the distributor level.

“We encourage crane users looking for the advantages of an all-terrain crane to contact us and explore what Grove offers,” said Graham. “We can help them determine which model would be right for their type of work, even if it’s not in the oil and gas sector, as these models are great for other types of applications as well.” ■

NEW GROVE GMK6400

Larger all-terrain crane provides increased lifting capacity in a highly mobile unit

Want greater lifting capacity and mobility in a larger all-terrain crane? You can get it with Grove's new GMK6400 model that offers an industry-leading, 450-ton capacity and is now available from Kirby-Smith Machinery's Oklahoma and Missouri locations.

"The GMK6400 gives users added versatility because it can do the work of a 200-ton to 450-ton crane," said Bruce Peterson, Senior Regional Business Manager for Manitowoc Corporation, noting the GMK6400 replaces the 6350 model.

Like other Grove all-terrain models, the GMK6400's mobility is unmatched, with the ability to drive over nearly any surface, including highways, with a Tier 4i engine that provides speeds up to 55 mph. The new MegaDrive™ uses two hydrostatically driven axles that automatically activate in slow speeds for a smoother ride and better traction on the jobsite, even in adverse conditions. The all-wheel steering system keeps each wheel on the ground at all times, providing great driver comfort.

The GMK6400 also has MEGATRAK™, which provides exceptional ground clearance and allows operators to raise and lower the suspension, both front to back and side to side, from the comfortable cab that's wider and has better ergonomic instrumentation. It's also designed to reduce noise and tilts to 20 degrees for better pick visibility.

A five-section MEGAFORM™ boom with TWIN-LOCK™ pinning reaches from 51 to 197 feet, with a maximum tip height of 206 feet. A new, patented, self-rigging MegaWingLift™ system can be installed without the help of an auxiliary crane, reducing transportation

and erection costs. Optional luffing (82-foot to 259-foot) and offsettable (39-foot to 210-foot) fixed jibs are available, taking the maximum tip height to 448 feet.

"All-terrain users fall into several industries, including oil and gas and construction, among others," said Ben Graham, Vice President & Crane Division Manager for Kirby-Smith Machinery. "They're all looking for cranes that will allow more lift capacity without the cost of multiple trucks needed to move rough-terrain cranes. The GMK6400 provides that in an efficient package, backed by Kirby-Smith's skilled technicians and local parts and service capabilities. This is an excellent addition to nearly any fleet." ■

Grove's new 450-ton GMK6400 crane provides mobility and increased lifting capacity, compared to the model 6350 it replaced, and is a good fit in several market segments, including construction and oil and gas.



Ben Graham,
Kirby-Smith VP
& Crane Division
Manager



Bruce Peterson,
Senior Regional
Business Manager,
Manitowoc Corporation

CRANES



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NEW CONCRETE PAVERS

Kirby-Smith now offers Wirtgen's new, versatile SP 80i series concrete slipform pavers

Already "The Paving Authority" when it comes to asphalt, Kirby-Smith Machinery now extends its paving leadership in Oklahoma and northern and western Texas with the addition of concrete slipform pavers from Wirtgen.

The new SP 80i series modular design offers three configurations. The SP 81i offset paver features a wide choice of poured-in-place concrete profiles. The SP 82i operates as an inset paver with two tracks, and the SP 84i has an inset, four-track configuration for use on very large sections. The "i" designates these pavers as having "intelligent" power and emissions-control systems.

"The unprecedented accuracy of the SP 80i series leads to higher production and less hand finishing, and their flexibility meets changing jobsite requirements," said Jim Holland, District Sales Manager for Wirtgen.

The SP 81i has a highly flexible, offset-mold system that gives the user choices of poured-in-place concrete profiles with standard heights of 7.5 feet or standard widths of up to 10 feet. The offset-mold suspension can be mounted on either side of the machine.

The fully modular, inset-mold system on the SP 82i and SP 84i permits paving of concrete slabs with central crowns from 12 to 26 feet wide. A spreading plow or auger can be used to spread concrete, and the pavers can accommodate up to 24 electric or hydraulic vibrators. A high-performance belt conveyor or auger conveyor with adjustment options feeds concrete.

In addition to flexibility, the SP 80i series pavers have excellent maneuverability with a small turning radius for easy paving in tight areas. Four steering modes are available: crab, coordinated, backstraight and rotate. The tried-and-tested, computer-controlled Ackermann steering system

provides precise driving and maximum accuracy. Users can control the pavers with or without a stringline.

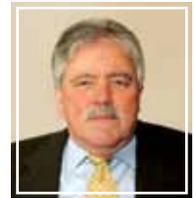
An Eco-Mode system automatically matches engine output to maximize efficiency, reduce fuel consumption and minimize noise. Controls regulate machine performance, and advanced diagnostics interface for quick, targeted service when necessary.

"Anyone who uses Wirtgen milling machines and soil stabilizers knows they are industry leaders in innovation, technology, productivity and efficiency," said Gary Corley, Texas Paving Manager for Kirby-Smith. "That extends to other Wirtgen Group products, such as the Vögele asphalt pavers that we already carry. Adding the Wirtgen SP 80i series concrete slipform pavers rounds out our offerings from a paving standpoint. We're excited to offer these to our paving customers." ■

Kirby-Smith Machinery now carries Wirtgen SP 80i series slipform pavers, including the offset SP 81i, which offers choices of poured-in-place concrete profiles with standard heights of 7.5 feet or standard widths of up to 10 feet.



Jim Holland,
Wirtgen District
Sales Manager



Gary Corley,
Kirby-Smith Texas
Paving Manager



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YOUR “PAVING AUTHORITY”

Second annual Texas Paving Seminar draws a larger crowd, displays more equipment

Kirby-Smith Machinery’s Second Annual Texas Paving Seminar saw an increase in participation with more than 500 people attending the event, which focuses on best paving practices that improve efficiency and productivity. Like last year, it was held at the Arlington Convention Center.

“Our goal is to provide information that helps paving companies and governmental entities that do paving, learn about and employ techniques that make them more effective,” said Glen Townsend, Kirby-Smith Vice President and General Manager. “The focus of the Paving Seminar is not sales. It’s an educational forum.”

Industry professionals offered insights into best practices in milling, soil stabilization, compaction and paving. On hand were representatives of the Wirtgen Group (Wirtgen, Hamm, Vögele), Komatsu and other manufacturers that Kirby-Smith Machinery represents. Sessions included advancements in paving technology; hot-mix designs with recycled asphalt pavement; tamper screed and jet spray in cold-in-place recycling; and paver and milling grade control.

“This is a great way for those who pave or are interested in paving to gain valuable knowledge they can put to direct use,” said Jim Holland, District Sales Manager for Wirtgen, whose territory includes areas covered by Kirby-Smith Machinery. “We believe it’s a forum that promotes best practices that make companies and governmental entities more effective and allows them to extend their budget dollars. That’s why we continue to participate as a partner to Kirby-Smith and its customers.”

Continued . . .



East meets west as Gilbert Aguilar (left), Director of Street Service for Dallas and Stan Phillips (right), Street Superintendent for Fort Worth posed for a picture with Kirby-Smith Machinery Texas Governmental Sales Manager Sol Geiser.



Go online or scan this QR code using an app on your smart phone to watch video from the Texas Paving Seminar.

www.KirbySmithConnection.com

PAVING

Territory Manager Kris Phillips (right) and other Kirby-Smith Machinery personnel were on hand to talk with paving seminar attendees and answer questions.



▶ VIDEO

Paving Seminar shows commitment to customers

... continued

Educational forums conducted by industry professionals, such as Wirtgen's Jim Holland, provided information on techniques and best practices for increasing efficiency.



Medal of Honor recipient speaks

More than \$10 million in equipment was on display in the center's 30,000-square-foot indoor exhibit space, including products from Komatsu, Wirtgen, Gehl, Manitou, Ledwell and Gradall. "Kirby-Smith is aligned with some of the top manufacturers in the equipment industry, all of which offer products that can be used in paving," said Townsend. "The seminar allows each manufacturer to display its capabilities and show attendees how its equipment fits into particular applications. We appreciate those manufacturers participating in and helping us put on the seminar."

Kirby-Smith Machinery provided both breakfast and lunch, and during the latter, attendees heard a speech by Congressional Medal of Honor recipient Sammy L. Davis. A question-and-answer session followed.

"We believe the Paving Seminar provides an excellent benefit to our customers, and that's why we do it," said Townsend. "Kirby-Smith Machinery sets the bar in terms of paving products in Texas, as well as Oklahoma, and part of the reason is our commitment to helping our customers improve their bottom line. We can do that by providing opportunities such as this, as well having the best products and parts and service capabilities to support them." ■



Kirby-Smith Paving Product Specialist James McDonnell (right) answers questions about the equipment at the Paving Seminar. Kirby-Smith displayed machinery from the Wirtgen Group (Wirtgen, Vögele, Hamm) as well as Komatsu, Manitou, Gehl, Ledwell and Gradall.

Attendees had opportunities to check out some of the equipment offerings from Kirby-Smith Machinery during the Paving Seminar held at the Arlington Convention Center.



A highlight of the Kirby-Smith Paving Seminar was a luncheon speech by Medal of Honor recipient Sammy L. Davis. A question-and-answer session followed.



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▶ VIDEO

Ed Kirby,
President

The following comes from question-and-answer sessions with key Kirby-Smith Machinery personnel about their philosophies regarding topics important to the company and its customers.

As President of Kirby-Smith Machinery, Ed Kirby has built one of the most well-respected equipment distributorships in the industry. Started in 1983 as a small used-equipment dealership in Oklahoma City, its footprint in Texas, Oklahoma, Kansas, Missouri and Illinois now includes 10 locations that carry top construction, paving, crane and other products for sale, as well as one of the largest rental fleets available in those markets.

“We’re only successful if our customers are successful, and I believe Kirby-Smith can play a vital role in helping them achieve their goals,” said Kirby. “We do that by building relationships on trust and a commitment to offering solutions that help support their

business needs, whether it’s equipment, parts, service or finance options.”

QUESTION: What’s your philosophy of customer service and has it changed through the years?

ANSWER: It really hasn’t changed. It’s still the most important aspect of this business. Anybody can sell a piece of equipment the first time. What you do after that determines whether the customer comes back. We consider ourselves partners in our customers’ businesses, from the initial sale through the life of their machinery, by having the right equipment and financing to acquire it, and the support to maximize uptime.

QUESTION: You mentioned the right equipment. How do you choose the manufacturers you represent?

ANSWER: I believe in having top-tier manufacturers in each product category — construction, cranes, paving and others — that provide quality products with outstanding support. Several years ago, we sold a number of units for a brand we carried, and for each unit we sold, we received a customer complaint about the product, so we dropped it. That’s not the type of product we want to represent.

QUESTION: Kirby-Smith is involved in several industry associations. Why?

ANSWER: It goes back to supporting customers and being partners with them. Many of our customers are involved in the same organizations, such as AGC, which pushes for and supports legislation that benefits the construction industry. Lobbying Congress on transportation and infrastructure needs, for example. We want our customers to know we stand with them by investing our time, efforts and resources in those organizations.

Go online or scan this QR code using an app on your smart phone to watch parts of the interviews with Kirby-Smith personnel.



www.KirbySmithConnection.com

Kirby-Smith Machinery recently added a new branch in Odessa, Texas, to better serve customers in the Permian Basin, including oil and gas operations.





▶ VIDEO

Glen Townsend,
Vice President &
General Manager

Vice President and General Manager Glen Townsend has been instrumental in developing the company's "customer first" philosophy. He says the company takes a proactive approach to finding ways to help customers with their sales, rental, parts and maintenance needs.

"Many people say, 'You can talk the talk, but can you walk the walk?'" said Townsend. "At Kirby-Smith, we're dedicated to walking the walk by having topnotch product lines backed by knowledgeable and skilled employees to support them at every level."

QUESTION: Kirby-Smith invests heavily in training. Why is that so important, and how does Kirby-Smith approach it?

ANSWER: Today's equipment is much more technical, and in order to keep up with the changes and minimize our customers' downtime, initial and ongoing training is absolutely critical.

We approach training in a number of ways. One is that we're working to send as many young people as possible through the vocational technical school at Oklahoma State-Okmulgee. The two-year program provides classroom and hands-on training that speeds up the process of learning to work on a machine compared to older "shade tree" methods. When completed, they have an associate's degree, tools and a guaranteed job with Kirby-Smith.

We also believe in ongoing training at the manufacturer level. Right here at Kirby-Smith, we have a full-time trainer on staff. Several years ago, we started a program for our service and parts personnel, known as the Kirby-Smith Guild. Those employees study and take exams, with high scores needed to achieve Guild status.

Kirby-Smith believes training is a win-win-win situation as it benefits individual technicians, Kirby-Smith and customers. Training makes technicians better at their jobs; Kirby-Smith gains because it gives us highly skilled people who are the top in the industry; and customers



Kirby-Smith invests heavily in training and "specialization" so technicians can more efficiently diagnose and fix machinery. Each technician specializes in a particular type of product, such as excavators, dozers or cranes.

are assured that when they call on us, we're supporting their equipment with people who know how to efficiently address their needs.

QUESTION: Does Kirby-Smith provide educational opportunities for customers as well?

ANSWER: Absolutely. An example is our paving seminar, where we invite customers to come see the latest in paving-product innovations and techniques designed to maximize their productivity. During the seminar, industry experts and manufacturer representatives lead educational sessions, providing valuable insights into doing projects more efficiently, safely and profitably.

QUESTION: What's next for Kirby-Smith from a customer-service standpoint?

ANSWER: We realize that no one's perfect, but we strive to be. We constantly assess ourselves and work to find better ways to help our customers. For example, we recently hired a full-time, customer-service administrator whose task is to follow up with customers who bought machinery to get feedback on their experience and how we can improve. We're working to expand that to other areas of the business as well. ■

QUESTION: What is the future of the markets you represent?

ANSWER: We see strong highway and paving sectors now and in the long term, especially in Texas and Oklahoma. The energy markets are somewhat mixed. Oil drilling will be good for a long time. Gas drilling is going to have some ups and downs, but will likely be good in the long term as well. The housing market is

showing encouraging signs, and we certainly hope that continues.

We're here to help customers in all segments and markets, now and in the future. For instance, we recently expanded again with a new branch location in Odessa. That allows us to better serve those customers in the Permian Basin, and we'll continue to look for opportunities like that. ■

*Turn to next page
for an interview
with Ben Graham.*

Serving the crane market

... continued



▶ VIDEO

Ben Graham,
Vice President &
Crane Division
Manager

Kirby-Smith Machinery's roots are in the crane industry, and since its founding in the 1980s, it has become one of the Midwest's most respected crane dealerships. During that time, Kirby-Smith has expanded from Oklahoma to surrounding states, as well as southern Illinois. As Vice President & Crane Division Manager, longtime employee Ben Graham has seen the growth first-hand. The company represents the Manitowoc Group of products, which includes Manitowoc crawler cranes, Grove rough-terrain cranes and National boom trucks.



Kirby-Smith carries crane products, such as Manitowoc crawlers, Grove rough-terrain cranes and National boom trucks. "Manitowoc has a 110-year history behind it, and its sole focus is cranes," said Ben Graham, Vice President & Crane Division Manager. "We believe Manitowoc has the best engineers, training and product support in the industry."

"We continue to invest heavily in inventory, for both sales and rental," said Graham, noting that Kirby-Smith has one of the largest crane-rental inventories serving its markets. "Our focus is more of a consultative role rather than strictly sales."

QUESTION: What do you offer crane customers that other dealers might not provide?

ANSWER: First, we offer what we believe are the best products in the industry and we keep a good inventory. Second, we fully support them in many ways, such as maintaining a multimillion-dollar parts inventory and having trained technicians who are dedicated solely to cranes. Field technicians have fully equipped service trucks and are available 24/7. We offer customer training and annual OSHA inspection. Many of our customers want their cranes customized, and through a strategic alliance, we're able to do that. We offer rental-purchase options, which is something few dealers have available for cranes. Additionally, we apportion all of our cranes, allowing users to move from state to state freely.

QUESTION: Your inventory is built around the Manitowoc Group. Why?

ANSWER: When crane users make a pick, they have to be confident that the machine they're using is going to make it in a safe, efficient manner, and that the crane will handle what's it's meant to from a load standpoint. Manitowoc has a 110-year history behind it, and its sole focus is cranes. That means all its resources go into building quality products that get the job done. We believe Manitowoc has the best engineers, training and product support in the industry.

QUESTION: What does the future of the crane industry hold, and how are you preparing for it?

ANSWER: Many of our customers work in remote locations, so even though we have good coverage in our areas, we can't always get to them immediately. What we're finding is that customers are asking for more and more training, especially for their maintenance people, so they can troubleshoot and fix simple issues. We are working to provide that training through different means, such as webinars, and are investing heavily in that area. ■



Vice President of Product Support David Baker says Kirby-Smith differentiates itself by being available when customers need something — day or night. Parts departments are open late and customers can call technical communicators for help.



▶ VIDEO

David Baker,
Vice President of
Product Support

Vice President of Product Support David Baker believes service after the sale is just as important as the machinery Kirby-Smith carries. His efforts with Kirby-Smith have led to specialization of service technicians and training programs to make them the most well prepared and effective in the

markets the company represents.

“As machine technology continues to evolve, it’s crucial to provide ongoing training to meet the changes,” said Baker. “That prepares us to minimize downtime, and, in turn, raise productivity and profitability.”

QUESTION: How are you able to ensure quality service when Kirby-Smith carries such an extensive lineup of products?

ANSWER: We want to make sure that customers believe Kirby-Smith provides the best sales support of anybody in the industry, and counter the old adage of being a ‘jack of all trades and master of none.’ One way we do that is by specializing our technicians to best maximize their talents. Within each branch, we have up to four service managers, each with a group of field and shop technicians that specialize in a particular product line or type of equipment. Their training is geared toward that one specific product or type. The idea is for each to be an expert in one specialty, so our technicians can more efficiently diagnose and fix a machine.

We believe training is invaluable, so we invest heavily in sending our technicians through hours of manufacturer classroom and hands-on educational opportunities. We also offer training at our Kirby-Smith locations, and we have an internal guild that gives technicians opportunities to build their skills.

QUESTION: How else does Kirby-Smith differentiate itself from the competition?

ANSWER: One way we’re different is that our service technicians are available 24/7. Our parts departments are open late and we have technical communicators customers can call directly to get technical advice. Those communicators are also available to our technicians, which helps them in diagnosing and fixing issues more quickly.

QUESTION: Many changes in equipment have been made throughout the years, especially regarding machine technology. How does Kirby-Smith prepare for those advances from a service standpoint?

ANSWER: We embrace technology because we believe it’s making a big difference in terms of uptime. Manitowoc and Komatsu, for example, have technology that tracks machine functions and other critical data, such as hours and idle time. That data can be used to help customers better utilize and maintain their machines. By logging on and seeing a machine’s hours, users can schedule services proactively to ensure maintenance is done on time. Knowing idle time can help an owner address excessive idle and educate operators so they cut down on unproductive hours, save fuel and reduce engine wear. ■

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DON PLEU

New Customer Service Administrator measures satisfaction, identifies areas to improve

Don Pleu has been involved in customer service from both sides of the fence. As a manufacturer representative, he worked with users of the brands he represented. As an employee of a major energy company, he was on the customer side, dealing with manufacturers and distributors.

“Having both perspectives is a real benefit, because I understand where each side comes from regarding quality customer service,” said Pleu, who joined Kirby-Smith Machinery last year in the newly created position of Customer Service Administrator. “I use that knowledge in this position to come up with ways we can evaluate what we do as a dealer, and ultimately use that information to implement improvements.”

Drawing on his nearly 40 years in the industry, Pleu designed an evaluation to measure Kirby-Smith’s machinery sales and service processes. It involves a follow-up survey of customers, who recently purchased a machine, to ensure their level of satisfaction. He uses it to generate reports that the company uses to identify areas that could be improved.

“I call customers on the phone and ask them to grade us, so to speak,” said Pleu, noting that the survey takes about five minutes. “I ask questions such as: Did we provide enough information about the machine? Did we explain warranties? If the machine has telematics, did we explain how they work? Did we provide the right manuals? Did we follow up to make sure the equipment’s working the way you expected? It’s a brief survey, but comprehensive, and shows customers that we’re committed to making their needs a priority.”

Pleu said he’s pleased with the number of customers willing to take the time to complete

the survey. “The response has been fantastic, and I think it shows that customers are very receptive to providing important feedback to us. Kirby-Smith approaches customers as a partner in their businesses, and I believe customers see this as a way to have a voice in how their partner goes about taking care of them. Results of the surveys show we’re doing a good job overall of taking care of their needs from a sales standpoint.

“But sales is only one piece of the puzzle,” Pleu added. “We want to get a picture of how we’re doing in supporting the customer after the sale. Backing equipment with service and parts is vital, so I’m working on ways to measure Kirby-Smith in those areas as well. We also want to look at customers’ rental experiences.”

Based in Tulsa, Pleu and his wife, Kathy, will celebrate 20 years of marriage in December. A native New Yorker, he enjoys shooting and fishing for striped bass and other large fish. ■

New Customer Service Administrator Don Pleu conducts a phone survey he developed to measure customer satisfaction with Kirby-Smith’s sales process. He’s working on expanding ways to measure satisfaction in parts, service and rentals.



Don Pleu,
Customer Service
Administrator



EXCELLENCE RECOGNIZED

Kirby-Smith honors outstanding parts and service staff at annual Guild Program awards dinners

- Guild Excellence Winners**
- Construction Category**
1st: Ron Hagood
2nd: Paul Cheeks
3rd: Steve Barboza
- Parts Category**
1st (tie): Gary Cox & Mark Foster
2nd: David Harris
- Crane Category**
1st: Dale Schmidt



Kirby-Smith managers and staff gathered in Dallas to recognize Guild Award winners. Some of those attending were (L-R, *designates winners) Jay VanDuzer, JD Berryhill, David Baker, Steve Barboza*, Paul Cheek*, David Cooper, Don Simmers* and Mike Culpepper*.

Kirby-Smith Machinery has long stood for excellence — both in the machinery it offers and in the service it provides to customers. One way of supporting that excellence is through its exclusive Guild Program, which the company established in 2004 to reward individuals in parts and service for excellence. To become a member of the Guild, a participant must attend a minimum of 40 hours of technical training each year and score 100 percent on quarterly exams.

“Equipment has become more complex than in the past,” said Glen Townsend, Kirby-Smith Vice President/General Manager. “The Guild Program encourages our parts and service staff to strive for excellence in order to better serve our customers.”

To recognize superior achievement by Guild members, Kirby-Smith awarded more than \$15,000 in cash and prizes during its 2012 Guild recognition banquets held in March in Dallas, Tulsa, Oklahoma City and St. Louis. Guild Excellence winners were singled out for their top performance in Construction, Parts and Crane categories. ■



Attending the Guild Awards dinner in Tulsa were (L-R, *designates winners) Roger Figg*, Brandon Godsey*, Joe Howsden*, Ron Free*, Rowe McCarthy*, Mark Simms*, Jay VanDuzer, Bruce Taylor, Cash Still*, Ron Nichols and Jeff Ray*.



St. Louis Guild Award winner Dale Schmidt (third from left) was honored by Kirby-Smith managers (L-R) Tim Carothers, Jay VanDuzer and Ray Jost.



The Oklahoma City, Guild Awards dinner attendees included (L-R, *designates winners) David Baker, Jay VanDuzer, Ron Hagood*, Darren Gourley, Robert Rodriguez*, Dave Harris*, Mark Foster*, Gary Cox*, Ron Morgan*, Bob Williams and John Martin.

Kirby-Smith Guild Program Award Winners

Steve Barboza	DAL	Service	Travis Bolden	TUL	Service
Paul Cheek	DAL	Service	Jason Cagle	TUL	Service
Mike Culpepper	DAL	Service	George Cross	TUL	Service
Don Kozlovsky	DAL	Service	Roger Figg	TUL	Service
Don Simmers	DAL	Service	Ronald Free	TUL	Service
Vince DeDominicis	DAL	Service	Brandon Godsey	TUL	Service
Gary Cox	OKC	Parts	Keith Graham	TUL	Service
Mark Foster	OKC	Parts	Joe Howsden	TUL	Service
David Harris	OKC	Parts	Roger Jorgensen	TUL	Service
Ronnie Morgan	OKC	Parts	Chris Malone	TUL	Service
Robert Odom	OKC	Parts	John Martin Jr.	TUL	Service
William Thomas	OKC	Parts	Kurt Maxwell	TUL	Service
Bob Weaver	OKC	Parts	Rowe McCarthy	TUL	Service
Ron Hagood	OKC	Service	Jeff Ray	TUL	Service
Eliud Montes	OKC	Service	Patrick Reed	TUL	Service
Robert Rodriguez	OKC	Service	Jason Rogers	TUL	Service
Dale Schmidt	STL	Service	Mark Sims	TUL	Service
			Cash Still	TUL	Service

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Go online or scan this QR code using an app on your smart phone to watch video of Pruss Excavation machines at work.

Pruss Excavation is a third-generation family business that does all types of site work, grading and land leveling, including building and capping landfills. Much of its work also centers around water and how to control it.

“My dad started the business in 1968, and I came on-board in 1972,” Jim Pruss recalled. “At the time, we did mostly ag-related work, basically making land more farmable through improved drainage and soil-conservation practices. We continue to do farm work, but through the years we’ve branched out considerably.”

“Today, we still perform many drainage-type jobs, building lagoons, wetlands, and dams,” said his son, Matt, who

Pruss Excavation uses Topcon GPS grading equipment and Komatsu dozers as part of its levee rebuilding projects. “We’re longtime proponents of Topcon GPS grading because it’s proven to us to be the best technology in the marketplace,” said Vice President Matt Pruss. “On these levee jobs, it’s probably saved us weeks, if not months of time.”

joined his dad full time in 2001. “Recently, we’ve done a substantial amount of levee work for the Corps of Engineers.”

Recent Corps projects to rebuild and strengthen the levee system along the Missouri River following flood damage in 2011 have been the company’s main focus during the past two years. Pruss Excavation completed a three-mile section earlier this year and is currently building two one-mile-long stretches, moving about 1 million yards of material in the process.

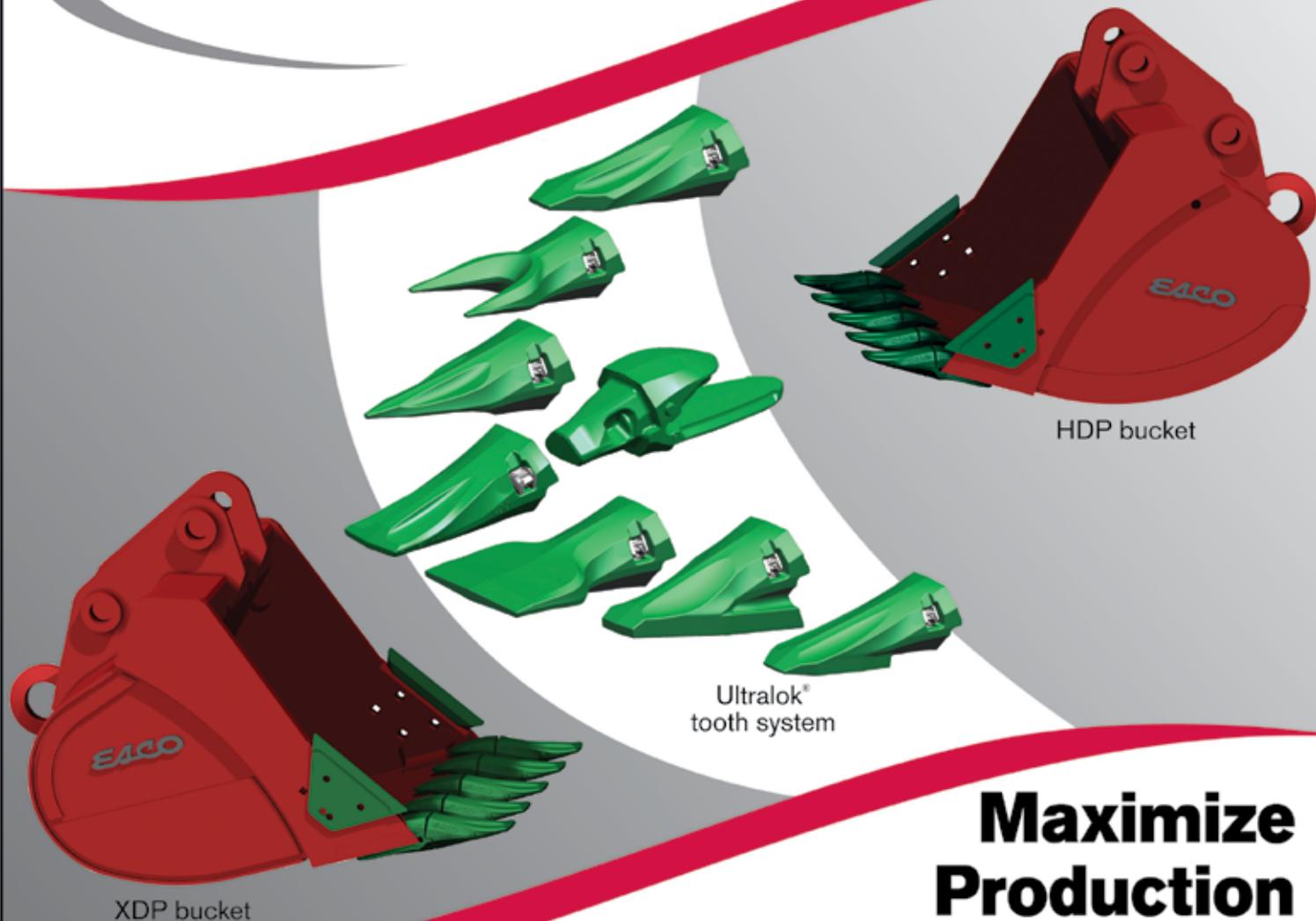
To complete the levee projects, Pruss Excavation added manpower and equipment. Pruss turned to its local Komatsu distributor to augment its fleet with several rented Komatsu machines and Topcon 3D-MC² GPS units, including Tier 4 Interim D65PX-17 and D65WX-17 dozers, which come plug-and-play ready for GPS grading technology.

“We’re longtime proponents of Topcon GPS grading, because it’s proven to us to be the best technology in the marketplace,” said Matt Pruss, noting that Pruss Excavation uses a twin antenna system with its Topcon grading units. “We’ve used GPS grading for more than a decade, starting with another brand before switching to Topcon several years ago. It’s very user-friendly and a time and money saver. In most cases it cuts finish-grading time in half. On these levee jobs, it’s probably saved us weeks, if not months of time.”

“It’s excellent,” stated Operator Tavis Trujillo. “I’ve been grading with Topcon for about five years, and it’s very easy to use. I like that I can quickly manipulate the model in the field, if necessary. Topcon certainly makes a difference when it comes to speed and accuracy.” ■

▶ VIDEO





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MILE MARKER MILESTONES

Lincoln Highway, Federal Highway Program hit century mark

This year marks a milestone in U.S. road transportation history with the 100th anniversary of the Lincoln Highway. Formally dedicated in October of 1913, the Lincoln Highway was not only the nation’s first cross-country automobile road, but the first national memorial to President Abraham Lincoln.

The Lincoln Highway became known as “The Main Street of America” as it spanned across the United States, running east to west from Times Square in New York to Lincoln Park in San Francisco. Though its route has been changed numerous times throughout the past 100 years, the Lincoln Highway has passed through more than 700 cities and towns in 14 states. Counting its original route and realignments through the years, the Highway has totaled 5,869 miles.

This year marks the 100th anniversary of the Lincoln Highway, which was the first east-west, cross-country automobile road. It ran from Times Square in New York to Lincoln Park in San Francisco and was an inspiration for the future Interstate highway system.

The century mark of the Lincoln Highway comes just a year after the Federal Highway Program reached its 100th year. It was established in August of 1912 by President William Taft when he signed the Post Office Appropriations Act, creating the first federal-aid post road program. The Act allocated \$500,000 to improve roads for mail delivery, and became a model for the Federal Aid Road Act of 1916, which officially established the federal highway program.

Inspired by the Good Roads Movement of the time, which advocated for better transportation systems than dirt and gravel roads, The Lincoln Highway proved so successful that it in turn inspired other road development. Cities and businesses along the Lincoln Highway saw great economic benefits, leading others to seek new roads in their areas. Subsequent routes included the Yellowstone Trail, the Dixie Highway, Jefferson Highway and Victory Highway.

All became well-known, but probably none more so than the famous Route 66. Immortalized in song by the likes of The Rolling Stones, Chuck Berry and others, and portrayed in a popular television show in the early 1960s, Route 66 has also been dubbed “The Main Street of America” and “Mother Road.”

Established in 1926 and covering nearly 2,500 miles from Chicago to Los Angeles, Route 66 passed through Illinois, Missouri, Oklahoma, Texas, New Mexico, Arizona and California. Those along its path also saw economic benefit, even during the Dust Bowl and Great Depression of the 1930s.

Spark for Interstate system

Perhaps the Lincoln Highway’s greatest inspiration though was sparking the idea





The nation's Federal Highway Program turned 100 last year, and the U.S. continues to work to rehab, rebuild and construct new roads. Today's annual spending on such projects is near what the entire Interstate system cost to build.

of the nation's Interstate highway system that covers more than 46,000 miles. Not long after the Lincoln Highway was established, a Lt. Col. named Dwight Eisenhower set off west from Washington, D.C., as part of the Army Transcontinental Motor Convoy in 1919. It connected with the Lincoln Highway in, of all places, Gettysburg, Pa., in July.

While the highway was an improvement on older roads, it still wasn't anywhere close to the standards of roads that have been built during the past century. Those who traversed the Lincoln Highway in its early days could attest to its potential perils and pitfalls. A 1916 written guide suggested it might take up to a month to drive the entire route, and without many services along the way, camping equipment was recommended. Gas stations were few and far between, and it was recommended that motorists carry shovels, chains and various other items. If they encountered water in an area where there was no bridge, the guide suggested wading in to determine its depth before driving through.

Eisenhower and the Army convoy faced those obstacles as well as others. After two months of tough going, the convoy finally reached its destination in San Francisco. Along the way,

heavy military vehicles got stuck in the mud and broke through bridge decks. Tales of the experience helped spur county bond issues in some places that supported better highway construction.

The trip also convinced Eisenhower that a better national highway system was necessary, although it would be many years before his vision would come to fruition. When he saw Germany's Autobahn during World War II, he realized what the U.S. needed, and eventually pushed for the Interstate system during his presidential campaign in 1952.

"The obsolescence of the nation's highways presents an appalling problem of waste, danger and death," said Eisenhower during the campaign. "A network of modern roads is as necessary to defense as it is to our national economy and personal safety."

Two years into his second term as President, he signed into law the Federal-Aid Highway Act that would lead to what's now known as the Dwight D. Eisenhower National System of Interstate and Defense Highways. It turns 57 this year.

The first contract awarded was for work on Route 66, which would become Interstate 44.

Continued . . .

Miles added, taken away during the past century

... continued

Final cost estimates, done in 1991, put total construction of the Interstate system at close to \$130 billion, with 90 percent of the funds coming from the federal government.

Annual spending now near entire Interstate total

Today, annual spending on road construction is in the billions. The latest highway bill, MAP-21 (Moving Ahead for Progress in the

21st Century), passed and signed into law last summer, invests \$40 billion for the current fiscal year, and another \$41 billion in the next, which begins October 1 and ends September 30, 2014.

MAP-21 includes \$12 million each year that supports new pavement technologies, sustainable pavement and improvement in pavement design, maintenance and construction. It replaces the previous highway bill that expired in 2009, leading Congress to fund road and bridge construction through short-term continuing resolutions.

Moving forward, Congress is already working to craft the next bill that funds highway construction. In addition to federal dollars, revenue streams such as private investment are being encouraged. That's how the Lincoln Highway got its original funding.

Contributors included Theodore Roosevelt and Thomas Edison, both friends of Carl Fisher, an "automobile entrepreneur" who envisioned a transcontinental highway. He wanted a coast-to-coast rock highway to be completed by May of 1915, estimating the cost to be about \$10 million and began pushing for it in 1912. In July of 1913, the Lincoln Highway Association was established to further promote funding. The organization still exists.

Celebrations planned

The first section of the Lincoln Highway — from Newark, N.J., to Jersey City, N.J. — was completed and dedicated in December of 1913. Of course, thousands of miles have been added during the last 100 years, and hundreds of miles have been removed during improvements.

Roads also became numbered, dropping names such as the Lincoln Highway and Dixie Highway. Much of the Lincoln Highway became U.S. Highway 30, and portions of Interstate 80 now follow the path of the Lincoln Highway.

This summer, the Lincoln Highway Association plans to celebrate the 100th anniversary with a tour. Groups will start in New York and San Francisco, meeting at the route's midpoint in Kearney, Neb. An international motor tour featuring classic cars is also planned for this summer. ■



Today's Interstates and other highways are vast improvements over the Lincoln Highway and other early roads designed for automobiles. Passed in 1956, the Dwight D. Eisenhower National System of Interstate and Defense Highways turns 57 this year.

Portions of Interstate 80, which ends near the west end of the Bay Bridge in San Francisco, follow the path of the Lincoln Highway.



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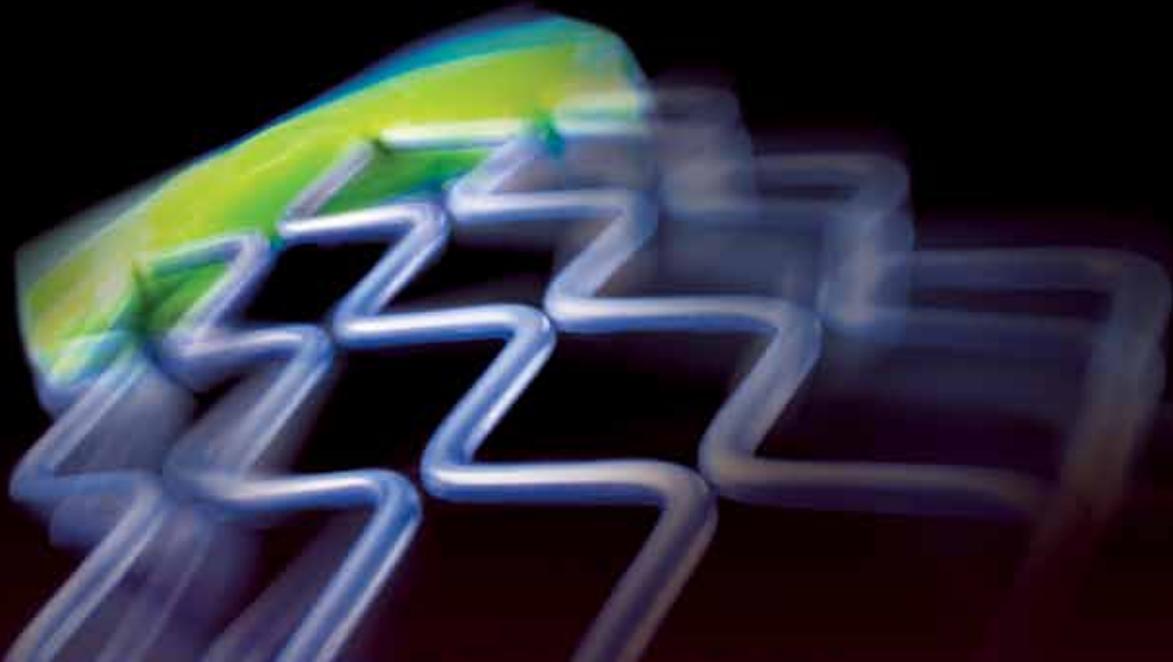
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1981 Grove RT58A, EQ0018364 \$20,000



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2005 Komatsu D65EX-15, OROPS, SEMI-U DB,
 EQ0013510, 4,007 hrs. \$100,000

Year	Make/Model	Description	Unit #	Hrs.	Price
HYDRAULIC EXCAVATORS					
2007	Komatsu PC200LC-8	w/ hyd thumb	EQ0017286	2,190	\$127,900
2008	Komatsu PC200LC-8	w/ hammer, rental	EQ0018534	2,826	\$150,000
2009	John Deere 200D		EQ0018361		\$110,700
2001	Komatsu PC228		EQ0019140	20,853	\$32,530
2007	Komatsu PC220LC-8	no bkt	EQ0012559	2,919	\$119,500
2011	Komatsu PC270LC-8		EQ0018234	2,034	\$162,650
2006	Komatsu PC300HD-7		EQ0013795	6,435	\$132,530
2004	Komatsu PC300LC-7		EQ0019440	10,085	\$60,241
2007	Komatsu PC300LC-7	new U/C	EQ0012985	4,305	\$142,000
2004	Komatsu PC400LC-7L		EQ0019325	8,804	\$144,600
2006	Komatsu PC400LC-7E0	as is	EQ0018536	5,736	\$145,000

Year	Make/Model	Description	Unit #	Hrs.	Price
PAVING & COMPACTION					
2005	Hamm 3307P	low hours	EQ0012615	1,555	\$49,990
2007	Hamm 3307P		EQ0013801	443	\$55,100
2009	Hamm 3410		EQ0019433	360	\$74,699
2005	Bomag BW11RH		EQ0013976	241	\$47,500
2009	Lee Boy 8510		EQ0019388	3,990	\$50,000

Year	Make/Model	Description	Unit #	Hrs.	Price
CRAWLER DOZERS					
2004	Komatsu D41E-6C	as is	EQ0018537	3,725	\$30,000
2005	John Deere 700H		EQ0018729	6,540	\$60,000
2005	Komatsu D37EX-21	EROPS, PAT	EQ0013985	1,907	\$55,500
2008	Komatsu D51EX-22		EQ0019394	4,204	\$95,000
1997	Komatsu D65EX-12		EQ0019446	9,740	\$50,602
2004	Komatsu D65EX-15	EROPS, SEMI-U, RIP	EQ0011992	6,265	\$116,000
2005	Komatsu D65EX-15	OROPS, SEMI-U DB	EQ0013510	4,007	\$100,000
2006	Komatsu D65EX-15E0		EQ0019345	4,750	\$90,000
2008	Komatsu D65EX-15	EROPS, SEMI-U, RIP	EQ0017724	4,302	\$150,600
2006	Komatsu D155AX-5B	EROPS, SEMI-U, SSR	EQ0012311	4,291	\$265,000

Year	Make/Model	Description	Unit #	Hrs.	Price
TRUCKS/TRAILERS					
2003	Trail King TKT24		EQ0014431	NA	\$6,000
2006	WITZGO RG-35		EQ0012522	NA	\$25,000
1974	Utility 42' VAN	as is	EQ0002989	NA	\$2,100
2008	Lonestar 4.5-cu.-yd. mixer	Sterling chasis	EQ0013979	1,808 mi	\$59,500

Year	Make/Model	Description	Unit #	Hrs.	Price
RECYCLERS/PLANERS					
1994	Cat SM350		EQ0017474	NA	\$34,500
2008	Bomag MPH364R-2	low hours	EQ0013564	227	\$215,000

Year	Make/Model	Description	Unit #	Hrs.	Price
LOADERS					
2005	Komatsu WA200L-5	as is	EQ0018533		\$65,000
2011	Komatsu WA250		EQ0018251	8,117	\$72,300
2007	Komatsu WA320-5L		EQ0012530	6,417	\$89,500
2008	Komatsu WA380-6	new rubber	KMU08409	3,724	\$141,500
2006	Komatsu WA450-5L		EQ0018476	45,834	\$60,250

Year	Make/Model	Description	Unit #	Hrs.	Price
SKID LOADERS					
2006	Komatsu SK820-5		EQ0009893	1,111	\$23,500
2011	Case SV300		EQ0015019	500	\$39,900

Year	Make/Model	Description	Unit #	Hrs.	Price
CRANES					
2005	Broderson IC200F	16' jib	EQ0012690	3,355	\$120,500
1981	Grove RT58A		EQ0018364	NA	\$20,000
1996	National 1195		EQ0019340		\$90,000
2010	National 9103AWL	2011 Pete 367	EQ0018651	3,174	\$235,000
2011	National 9125AWL	Pete 367	EQ0018653	1,000	\$343,000
2011	National 9125AWL	Pete 367	EQ0018652	3,200	\$266,000



2008 Lonestar 4.5-cu.-yd. mixer, Sterling chasis, EQ0013979, 1,808 mi.....\$59,500



2009 Lee Boy 8510, EQ0019388,
 3,990 hrs. \$50,000



2011 Komatsu WA250, EQ0018251,
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