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60 Years of Service



Josh Stivison



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Dear Valued Customer:

Sixty years ago, my grandfather Bill Early founded Columbus Equipment Company amidst humble beginnings. Building on a simple philosophy of giving the customer a fair deal every time, Columbus Equipment has grown over the years to become one of the most well-respected equipment distributors in the U.S. with 10 locations throughout Ohio.

Some things have changed over the decades. Our lineup of equipment is one example. We have been fortunate to form partnerships with companies—Komatsu, Dynapac, Atlas Copco and Link-Belt to name a few—making the most reliable, innovative and well-engineered equipment available. We have also broadened the kinds of equipment we offer to meet the needs of our customers throughout the state. Some of our more recent additions include products offered by our Environmental Division, such as Morbark, McCloskey International and Kompotech. We have also added compact equipment from Takeuchi and Kubota into the mix because our customers find this equipment highly versatile, and complementary to larger machinery.

Despite the inevitable flux of being in business for over 60 years, some things remain the same. We continue to operate out of 50 E. Kingston Ave. in Columbus where Bill Early started the company. And we are still focused on giving every customer a fair deal and exceptional product support. We do this by investing in staff training and state-of-the-art technology and tools. We are fortunate in that our staff is also highly invested in the mission and works hard to make sure customers get the product and service they deserve. Our entire staff—from front-line technicians and salespeople to receptionists and warehouse workers—deserves a lot of credit for our success, and we thank them.

I'd also like to thank you, our valued customer, for continuing to put your faith in Columbus Equipment Company. That means a lot to us, and we are committed to continuing to earn and deliver on that trust with each opportunity we have to work together. You have helped drive 60 years of success, and we look forward to strengthening our relationship in the future.

Sincerely,

Josh Stivison, President

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COLUMBUS EQUIPMENT COMPANY PERSONNEL

COLUMBUS CORPORATE OFFICE

RICHARD EARLY, Chairman
 JOSH STIVISON, President
 MIKE SARREY, CFO
 ERNIE POTTER, Vice President Rental
 TIM ALBRIGHT, Vice President of Sales & Marketing
 BOB WEBER, Vice President of Product Support
 SHERMAN MARCUM, General Parts Manager
 RAY FRASE, General Service Manager
 JEFF REICHERT, Finance Manager
 CORRINE SULLIVAN, Human Resources Manager
 JASON CRAIN, Compact Equipment Manager
 JON ST. JULIAN, Used Equipment Manager
 RICHARD YOUNG, Used Equipment Sales
 TIM SMITH, Environmental Division Sales Manager
 RON DUPEROW, Environmental Sales
 BOB STEWART, Environmental Sales
 JEFF BRACKETT, Product Support - Major Accounts
 JOEL CRAMBLETT, Product Support - Major Accounts
 KYLE HOOD, Product Support - Major Accounts
 MIKE MONTGOMERY, Trainer
 CINDY HYLAND, Credit Manager
 KEN CARR, Controller
 TOM BRASSER, Sales Administration Manager
 JEFF RICHARDS, Marketing

COLUMBUS BRANCH

AL ALLEN, Branch Manager
 BILL SETTY, Service Manager
 JASON DEEDS, Parts Manager
 STEVE SCOTT, Machine Sales
 MIKE SAMMONS, Inside Sales

JOHN EDWARDS, Product Support
 RICHARD DURST, Compact Equipment Sales

TOLEDO BRANCH

DAVID SARREY, Branch Manager
 SPENCER WALL, Rental Coordinator/
 Prep-shop Foreman
 LUKE MATHESON, Machine Sales
 TED MARSH, Product Support - Major Accounts
 NEIL EHRHARDT, Lead Parts Counter
 SAM RANTUCCI, Compact Equipment Sales

CINCINNATI BRANCH

JEFF MCVEY, Branch Manager
 RANDY CALHOUN, Service Manager
 AL SHEPHERD, Parts Manager
 FRED WAHL, Machine Sales
 ROGER REESE, Machine Sales
 ART DAVIDSON, Product Support

RICHFIELD BRANCH

JEFF BADNER, Branch Manager
 BRYAN COX, Service Manager
 JEFF THORNBURG, Parts Manager
 DOUG DVORAK, Machine Sales
 MIKE SWAN, Machine Sales
 TODD HORNAK, Machine Sales
 TIM KRESOWATY, Machine Sales
 DEREK OBERLANDER, Inside Sales
 MIKE CRONLOTAC, Product Support
 JOEY HIRSCH, Product Support/Sales

CADIZ BRANCH

DAN MINNIS, Branch Manager
 DON FOGLE, Service Manager

RICK FERRI, Parts Manager
 JOE MOORE, Machine Sales
 CHRIS TAYLOR, Product Support
 ALAN COPE, Lead Parts Counter

DAYTON BRANCH

PATTY DAVIDSON, Parts Manager
 MIKE EARLY, Machine Sales
 TIM EARLY, Machine Sales
 ART DAVIDSON, Product Support

CANTON BRANCH

DAN MINNIS, Branch Manager
 JOE DRAGAN, Service Manager
 PAUL STEVENS, Machine Sales
 CHRIS TAYLOR, Product Support
 JIM HENRY, Lead Parts Counter

ZANESVILLE BRANCH

DAN MINNIS, Branch Manager
 CRAIG WEST, Drill Division Parts Manager
 TERRY WARNE, Drill Division Technical Coordinator
 FRED TRUBISKY, Lead Parts Counter Person

PAINESVILLE BRANCH

JIM HYDE, Customer Service Representative
 TODD HORNAK, Machine Sales
 JOEY HIRSCH, Product Support

PIKETON BRANCH

CHESTER GOWEN, Branch Manager/Sales
 BUTCH MCCALED, Sales/Product Support
 RON BIXLER, Product Support



Post-WWII To Today ... THE 60-YEAR JOURNEY

Life experiences shape not only who we are and what we do—but also the legacy we leave. Bill Early grew up on a farm in Lima, Ohio, where he learned the value of hard work. He went on to serve as a bomber pilot in WWII. His plane was shot down over Nazi Germany and Bill spent two months as a prisoner of war before being released. Those who knew Bill well knew a very determined man who had the drive to cut his own path.

After the war, Bill returned home and earned his MBA from The Ohio State University. A chance taxi ride would then set his career path in motion: Bill shared the cab with a passenger who worked for Euclid Road Machine. Following their conversation during that ride, Bill secured an interview and went on to work for Euclid in Columbus. In 1950, he moved up to regional manager in Boston. Based on his industry knowledge, he could see a roadway boom coming and

decided to head home to Ohio where he took his next step. He moved back to Columbus and initially formed a joint venture with Carroll & Edwards, a heavy equipment dealer out of Cincinnati.



Bill Early (second right) with (left to right) Bedel, Carroll and Edwards.

Origin - October 31, 1951
Founder, Bill Early, joined Carroll & Edwards as a heavy construction equipment salesman at the Columbus branch at 50 E. Kingston Ave.

1953
ESCO buckets and Infer-O-Therm asphalt heaters added.

1954
Became Detroit Diesel distributor (later dealer).

1956
Toledo branch established.

1963
Separate clean and paint shop added at Columbus.

1965
Grove cranes added.

1969
RayGo rollers added statewide and Inslay backhoes.

1971
Toledo and Cincinnati branches renewed and expanded. Allied Steel & Tractor line added in Toledo territory.

1951

1952

1953

1954

1955

1956

1961

1963

1964

1965

1967

1969

1970

1971

April 1, 1952
Columbus Equipment Company officially formed and incorporated with Bill Early as president and treasurer. headquarters were at 50 E. Kingston Ave., the company's current headquarters. Lima cranes and Trojan loaders represented.

1955
LeTourneau Westinghouse (WABCO) scrapers and Adam graders added. Columbus headquarters facility doubled in size.

1961
Blaw-Knox pavers added statewide, also Madsen asphalt plants by Baldwin-Lima-Hamilton.

1964
Cincinnati branch established.

1967
Cleveland branch added at Richfield.

1970
Main Columbus building expanded.

1952: A Line Of Credit ... And A Vision

The partner in Cincinnati wanted Bill's operation to be used as an outlet for trade-in equipment. However, Bill envisioned greater potential in selling new machines so he decided to raise the necessary capital to buy out his partners. In 1952, Bill founded Columbus Equipment Company. He secured a line of credit from Ohio National

A chance taxi ride would then set his career path in motion: Bill shared the cab with a passenger who worked for Euclid Road Machine.

Bank and went straight to work. Lima Crane was the first major line represented, followed by LeTourneau-Westinghouse. In the early 1950s, the company supported customers in mining, utility, and roadway construction.

In 1959, the construction industry in Ohio hit a rough patch: An extremely wet spring production season was followed by an economic recession—a one-two

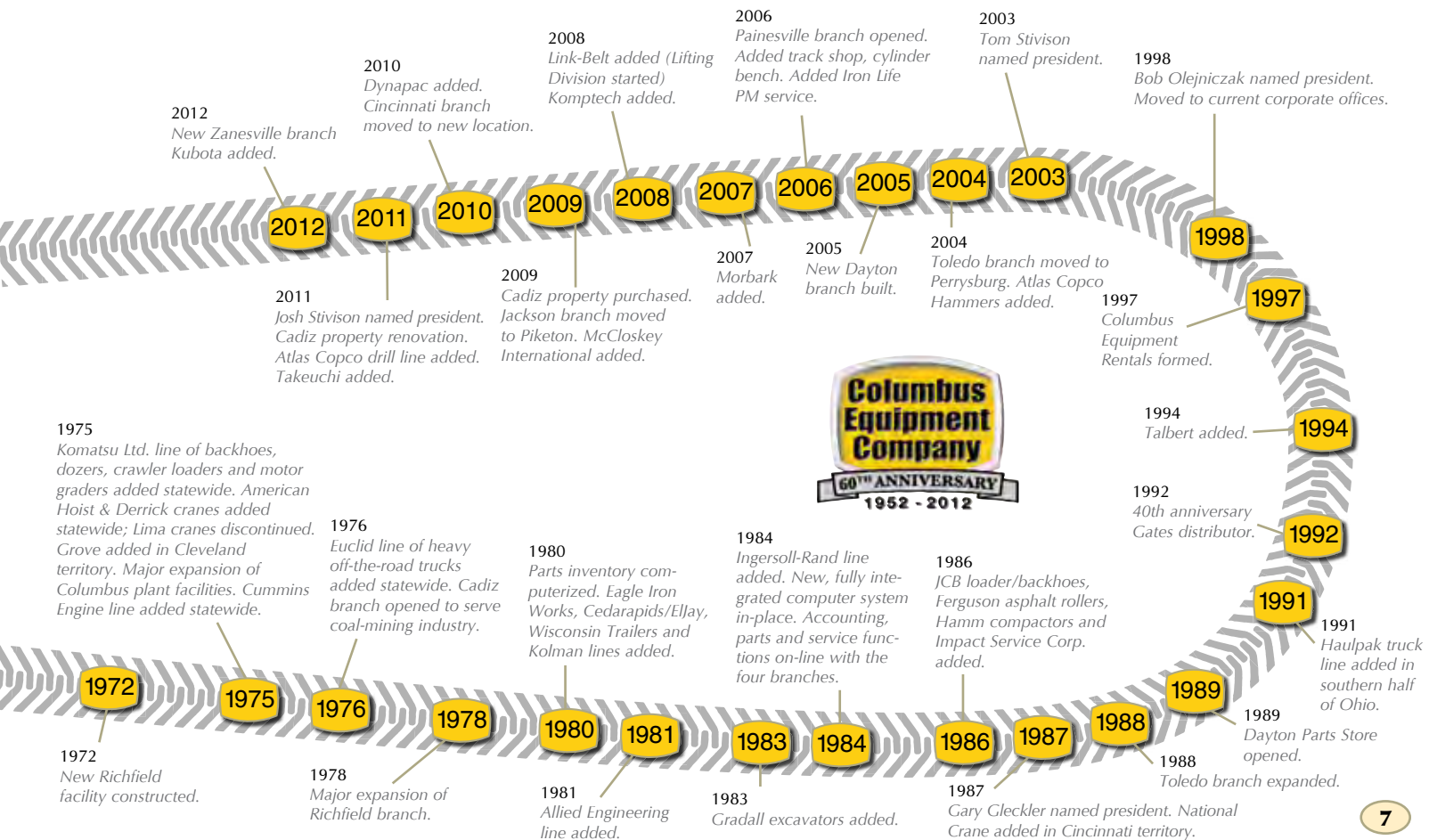


Columbus Equipment Company is a new Komatsu dealer in Ohio. Completing arrangements above are (left to right): Chuck Sowers, Komatsu America Corp. eastern regional sales manager; N. Murai, Komatsu America Corp. vice president and eastern regional manager; Willis F. "Bill" Early, Columbus Equipment president and T. Asari, Komatsu America Corp. president.

punch that almost drove the company to bankruptcy. With too much inventory on hand and too few customers in the financial position to buy, Bill pioneered the rental-purchase agreement whereby Columbus Equipment worked with customers to apply the amount paid in rent to the purchase price of a machine. This program helped ease the immediate pressure and reduce the company's debt load.

Columbus Equipment Chairman and Bill's son, Richard Early, remembers his father's famous quote, "The best thing that can happen to a businessman is for him to go broke--almost." My dad always taught us there was a lesson to learn in every challenge," Early said.

In the early 1960s, Columbus Equipment sold a





Bill learned from his mistakes and trials. He had too much invested in the company's large rental machines, without a broad enough market to absorb the cost, so he started to focus on smaller equipment—scrapers in particular—which proved effective. In the

Bill pioneered the rental-purchase agreement whereby Columbus Equipment worked with customers to apply the amount paid in rent to the purchase price of a machine.

large inventory of machines for use on a major project on the St. Lawrence Seaway. With new sales and rental activity, the company was slowly coming out of the slump. Again, Early remembered his father's wit: "When times were tough, he managed to keep things in perspective: 'At least I don't have anyone shooting at me,' he used to say. My dad embraced the notion that things could always be worse," Early said. "Because he had lived through much worse."

mid- to late 1960s, a self-loading scraper hit the market and changed the way contractors looked at productivity; Columbus Equipment sold many for use on roadway projects.

The Arrival Of Komatsu

It was 1964 and The Beatles burst onto the American music scene, Ford Motor Company unveiled the Mustang

Atlas Copco congratulates Columbus Equipment Company For 60 years of industry leadership



We congratulate Columbus Equipment Company on an impressive 60 years of service to Ohio and the rest of their growing sales and service region, and we wish them continued success in their next 60 years! We're happy to back them up with our own 139 years of service to the mining and construction industries.

Columbus Equipment Company is a full-line Atlas Copco hydraulic attachment and silent demolition tools dealer. "Ohio's Dependable Dealer" also sells and services Atlas Copco blasthole drills and rock drilling tools such as hammers and bits.

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Sustainable Productivity





“It was always Bill’s goal to grow the business statewide, to add manufacturers and serve customers who had operations across Ohio.”

Mike Sarrey; Chief Financial Officer, Columbus Equipment Company.

and roadway projects were keeping Ohioans working. From the mid-1960s to early 1970s, Grove hydraulic cranes were the company’s best-selling equipment until the Komatsu line was added in 1975. Blaw-Knox paving was also a market leader when major roadway projects, such as the Ohio Turnpike, were in full swing—and Columbus Equipment sold and serviced them all over the state, which fueled the expansion to a statewide footprint.

The company would sell more than 700 machines to Nations Rent for distribution across the entire country.

“It was always Bill’s goal to grow the business statewide, to add manufacturers and serve customers who had operations across Ohio,” said Mike Sarrey, Columbus Equipment’s chief financial officer. “Bill was unique in that he had an excellent command of accounting and finance, but also of marketing and sales. That experience and knowledge is what positioned him to successfully open branch offices at the right time and in the right markets.”

In the late 1970s and early 1980s, Ohio’s coal mining industry was in its heyday, big dozers were selling like crazy and Columbus Equipment could barely keep them in stock. Komatsu was making a name for itself as a manufacturer of powerful and reliable equipment. More and more contractors were viewing the brand as a good alternative to Caterpillar. Then the economic

tables turned: Another recession hit in the early 1980s with unemployment and inflation rates soaring nationwide. Sales at the company dropped 40 percent over a four-year period.

In 1987, Bill was unexpectedly diagnosed with cancer. “Many private companies would have been sold at that point,” said Sarrey. “But despite the challenging economy, Bill had steered the company and left it on strong financial footing. He had also trained management to continue to operate the business based on his founding principles—to survive in this cyclical industry.” Bill passed away in August of 1988.

The Komatsu line kept business running strong. Blaw-Knox, Euclid Truck and Grove cranes all continued to sell well through the late 1980s. “Then Iraq invaded Kuwait in 1990, the stock market crashed and credit was cut off,” Early recalled. “Development came to a standstill.” But thankfully the rut was short-lived: Columbus Equipment navigated the lean years through 1992, emerging strong throughout the 1990s.

Changing Industry Trends

In the late 1990s, the U.S. experienced a rental market boom. “At this time, contractors began renting heavy equipment from huge rental companies like Nations Rent, Sunbelt and Atlas,” Early said. Komatsu required its dealers to work with these rental giants. Nations Rent selected Columbus Equipment as their dealer. The company would sell more than 700 machines to Nations Rent for distribution across the entire country.

The new millennium arrived with the advent of the dot-com bubble. After rampant internet speculation, the U.S. economy experienced a sharp decline. Large equipment companies—particularly big rental companies—were holding a lot of inventory: Most couldn't rent or sell it and many dealers were negatively impacted, or went out of business.

Columbus Equipment navigated this challenging period by focusing on serving customers in its core industries—paving, highway construction and development. A residential housing boom exploded and builders all across the

“At this time, Tom was nurturing a plan to diversify the business.”

Richard Early; Chairman, Columbus Equipment Company

state were working overtime yet could barely keep up with demand. Columbus Equipment continued to sell Komatsu as its primary line. “At this time, Komatsu had dropped some of its smaller machines,” explained Early. That said, business was still very healthy since the larger, workhorse machines were being used to drive the infrastructure and development work.

The Great Recession And Adapting To A “New Normal”

Then, in 2008, residential and commercial construction came to an abrupt halt with *The Great Recession*. Heavy highway construction, however, survived and Columbus Equipment was well positioned to continue servicing contractors in the industry. “At this time, Tom was nurturing a plan to diversify the business,” Early said. “Fortunately, by the time the housing market reached its lowest point, the wheels were already in motion—it wasn't a reaction to a failing housing market but rather, a proactive business approach that helped us better serve our customers by opening the door to new product lines.” Stivison worked in conjunction with Columbus Equipment's Compact Equipment Manager Jason Crain to push back into the compact machine market. “Tim Albright and Josh Stivison were also instrumental in helping add more compact equipment,” Early recalled. “This move helped keep the company profitable.”

Between 2007 and 2010, Columbus Equipment also added several new equipment lines: Link-Belt cranes, Morbark chippers and grinders, and Dynapac vibratory rollers and asphalt pavers. After weathering the construction crisis and the economic slump, there was hope in what



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Continuing on the diversification trend, Columbus Equipment added Takeuchi rubber track skid steers in 2011 and Kubota Construction Equipment in 2012.

these new machines represented for Ohio industry, according to Early.



Continuing on the diversification trend, Columbus Equipment added Takeuchi rubber track skid steers in

2011 and Kubota Construction Equipment in 2012. "I remember being at ConExpo with Tom last year and visiting the Takeuchi booth," Early said. "He did his homework. He knew about the quality and productivity that the Takeuchi machines offered—he believed in them. Tom wanted to meet Mr. Takeuchi himself and seal the deal to offer these machines to our customers." That was the type of guy Tom Stivison was—as comfortable talking to a CEO as he was a field operator. "In this business, that balance is essential," Early said.

Columbus Equipment Company has long embodied that kind of everyday accessibility and sensibility. It's rarely clear what the next year will bring, let alone the next 60 years. That said, rest assured the values and philosophies that have served the company well since 1952 will be along for the ride.

TAKEUCHI

Those in the know, know Takeuchi

**Happy 60th Anniversary
Columbus Equipment
Company!**

YOU HAVE TO EXPERIENCE IT. The Takeuchi difference isn't always noticeable from a distance but once you get behind the controls you'll see why Takeuchi equipment gets the job done faster. The superior performance and uptime of Takeuchi equipment help you get more done in less time. With Takeuchi, you'll get the reliable daily duty you need and the maintenance ease you want.

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- Craig Mercier, CEO & President
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Sixty Years In Business: TEN LOCATIONS, ONE OVERRIDING GOAL

From day one, Columbus Equipment Company founder Bill Early worked to serve the customer. Six decades later, the company maintains that same focus, working and growing alongside its customers. Expanding from one facility on Kingston Avenue in Columbus to 10 branch locations statewide, the branches' collective stories reflect Bill's customer-driven legacy. In highlighted sections throughout this issue, you will read of each location's history.



The first and the largest Columbus Equipment Company location—the Columbus branch—has served customers for 60 years from the same facility.

Columbus Branch, 1952

The first and the largest Columbus Equipment location—the Columbus branch—has served customers for 60 years from the same facility. “While the original building has seen additions and improvements over the years, the charge remains unchanged,” said Branch Manager Al Allen.

Since becoming a Komatsu distributor in 1975, Columbus Equipment has maintained a strong relationship with the manufacturer—becoming the second ranked U.S. Komatsu dealer in 2011—supplying customers with reliable construction and mining equipment, and professional service and support. The Columbus branch also represents Link-Belt cranes, environmental products by Morbark and Barko, material processing and handling products by Komptech and McCloskey International, Dynapac pavers and rollers, Takeuchi and Kubota compact equipment, and a full

range of attachments.

An ability to adapt to industry needs has kept the Columbus location moving forward. The branch serves a statewide network of branches and their customers by performing track repairs, hydraulic cylinder disassembly and assembly, equipment painting, nightly parts cross-dock functions ensuring early parts delivery to all branches, and equipment trucking.

While the markets continue to change, the Columbus branch is always ready to respond through a dedicated staff including 11 parts department support personnel, 18 service technicians (six field, two PM, 10 shop) and six sales and rental personnel. “We are proud of our heritage—as the company’s founding location in 1952—and look forward to an exciting future in the markets we serve,” added Allen.

“Komatsu is an engineering powerhouse. It manufactures the market’s most efficient and dependable machines ... period.”

Tim Albright, Vice President of Sales & Marketing, Columbus Equipment Company



Raising The Bar On CUSTOMER EXPECTATIONS



From some of the state's largest earth-moving and infrastructure construction companies to smaller contractors who dig basements or install hardscapes, Columbus Equipment Company has been the dealership of choice for decades. "The construction business is, and always has been, our core business," said Tim Albright, vice president of sales and marketing.

The goal is always to meet the needs of customers by providing them with durable, reliable equipment so they can complete projects in the most efficient and profitable manner possible.

The company has handled heavy construction equipment from the start, building its reputation by backing industry-leading brands with state-of-the-art technology and the best support network in the region. The goal is always to meet the needs of customers by providing them with durable, reliable equipment so they can complete projects in the most efficient and profitable manner possible. That goal continues to be front and center for all divisions, including heavy con-

struction equipment, compact equipment and mining.

Columbus Equipment has been a Komatsu dealer since 1975, selling and servicing the entire line of Komatsu construction equipment. "Komatsu is an engineering powerhouse. It manufactures the market's most efficient and dependable machines ... period. That translates into fuel efficiency as well as dependability, reliability and durability," Albright said.

"One of the narratives we share with the end-user is that selling price is important, but what's more important is the operating cost. Komatsu's efficiency in fuel usage—one of the largest variables in operating costs—results in lower operating costs," he added. "Through a joint initiative involving Komatsu and Columbus Equipment, we work with customers to give them the tools they need to reduce fuel consumption." Along with the manufacturer's fuel-efficient designs, Komatsu equipment also comes equipped with the KOMTRAX vehicle monitoring system, allowing users to manage idle time to control fuel use.

In addition, no matter the size of the equipment, "Product support is the not-so-secret key ingredient. It is truly the value-added that Columbus Equipment brings to all the brands we sell. Anyone in sales will tell you that while we may simply sell the first machine, the second machine is usually sold on the merits of our product support capability," Albright observed.

John Igel, president of George J. Igel & Co., Inc.,



“What makes the difference is the service that the dealership provides, and how they treat you when things don’t go so right. We’ve taken the long view on that, and that is one reason we are happy to do business with Columbus Equipment Company.”

John Igel; President, George J. Igel & Co., Inc.

echoes that sentiment. The Columbus-based contractor has been buying Komatsu excavators from Columbus Equipment since the ‘70s. “What makes the difference is the service that the dealership provides, and how they treat you when things don’t go so right. We’ve taken the long view on that, and that is one reason we are happy to do business with Columbus Equipment Company.”

Compact Equipment

In the last several years, Columbus Equipment has also seen a growing demand for compact, or utility, construction equipment. “Driving this growth trend is the fact you can do so much and be so productive with a compact machine like a skid steer, track loader or mini excavator,” added Compact Equipment Manager Jason Crain.

To give customers the widest choice of compact machines, Columbus Equipment offers up to three different lines at its stores—Takeuchi and Komatsu, and the recent addition of Kubota Construction Equipment to the Columbus, Toledo and Dayton locations. Morbark’s

tree care line of chippers and stump grinders rounds out the utility offering.

Adding Kubota “gives us another way to meet the needs of customers,” Albright added, comparing the concept to a mega car dealership where you can shop for more than one brand within the same dealership. “We are really excited about this. We believe by bringing to market another power brand—Kubota—and supporting it, we are enhancing customer value by providing additional options by which customers can run their businesses more efficiently and more profitably.”

Mining Equipment

At the other end of the equipment scale, Columbus Equipment’s Mining Division handles Komatsu’s large haul trucks, dozers and mining excavators, Atlas Copco drills and McCloskey screens for mining and quarry applications.

“Our customers operate in four core categories: surface coal mining, quarries, power-generating plants that move large amounts of coal, and large construction



companies that use the equipment for large earthmoving jobs,” said Dan Minnis, branch manager for Canton, Cadiz and Zanesville.

“We have put Komatsu products in the field that have proven to be highly productive. Komatsus are second-to-none in giving customers their best production and lowest cost of operation. Our entire Komatsu fleet has performed admirably in both production and fuel savings,” Minnis said. “The Atlas Copco drill line is the number one drill line in the world. It offers a definitive competitive edge with the technology Atlas Copco offers and the great user experience.”

“Komatsus are second-to-none in giving customers their best production and lowest cost of operation.”

Dan Minnis; Cadiz, Canton, Zanesville Branch Manager
Columbus Equipment Company

“Mining is a very labor- and parts-intensive business. Customers are running their machines 100 hours a week,” he noted. Columbus Equipment is committed to meeting the needs of those customers. “The key to the success of our mining division has been our product support representatives, our service techs and our parts department.”

That said, the company continues to add to its support capabilities. For example, to support Atlas

Copco and other drill customers, Columbus Equipment recently created a Drill Division within the Mining Division. “We brought on experienced help in our parts and service area—including Craig West with 24 years in the industry and Terry Warne with 23—from the previous Atlas Copco dealer. We have purchased tooling and

“The Atlas Copco drill line is the number one drill line in the world.”

Dan Minnis; Cadiz, Canton, Zanesville Branch Manager
Columbus Equipment Company

components and are remanufacturing components. These initiatives, along with a large inventory of parts, ensure that our customers will experience less downtime. We are ready to support our existing drill lines plus anything we sell in the future,” Minnis added.

The drill division, housed in the new Zanesville branch, will also offer drill bit audits. “Drill bits are a high-priced wear part, and these audits will help customers get the most life and productivity out of them,” Minnis said. “We have very experienced service techs who can work on mining equipment beyond Komatsu and Atlas Copco. In fact, we work on other brands every day.”

A Shelly Company crew, led by Foreman Mike Wiley, operates a Dynapac F1000T paver on a Route 42 project in Union County, Ohio.



Serving Ohio's Road DEVELOPERS SINCE 1953



Columbus Equipment Company has been meeting the needs of road developers in Ohio since 1953—the days when the Ohio Turnpike was being built. “Paving and compaction are in our DNA. We know what it means when a customer has a paver down. It’s an all-hands-on-deck situation, on both the product support side and even on the sales side. We know we need to do whatever is necessary to get that paver operation up and running,” said Tim Albright, vice president of sales and marketing.

“Paving and compaction are in our DNA.”

Tim Albright, Vice President of Sales and Marketing
Columbus Equipment Company

Customers sense that the company not only understands their predicament but shares their sense of urgency in rectifying the situation. “Columbus Equipment does a good job of standing behind what they sell. If you call them, they’re here and they find a way to get you going again,” said Dave Forsythe, a shop super-

intendent for The Shelly Company. He recalled one service call where a Columbus Equipment technician worked side-by-side with a Shelly Company employee in a pouring rain storm to get an old paver up and running. “That means a lot, them working like that so it was up and ready to go the next day when the rain stopped.”

The technician on that particular service call was Chuck Amnah, who has been working on pavers at Columbus Equipment for more than two decades. These days, Amnah is the paving product support specialist for the company. He does everything from demoing Dynapac and Carlson equipment for customers interested in new equipment, to performing paver audits for owners who want to make sure their current machinery is well-maintained and ready for the next paving season.

He also works closely with the service departments at each Columbus Equipment Company store around Ohio, functioning as a resource to ensure paver issues are resolved as quickly as possible. “We try to have a technician at each branch who specializes in pavers so we can effectively service each of the areas. I assist

60 Years of Service



them in things such as warranty problems or ongoing issues where two heads together can better figure out what the problem is," he said.

To meet the need for new paving machinery, Columbus Equipment represents two of the world's best manufacturers in the segment—Dynapac highway-class pavers and compaction equipment, and Carlson screeds and commercial-grade pavers. "The Dynapac/Carlson combination allows us to meet the needs of most paving and compaction customers," Albright said.

simple, like the Blaw-Knox, because pavers operate in a unique environment. We're talking about a machine that pushes dump trucks and handles asphalt with a temperature of several hundred degrees. That requires a reliable tractor." Amnah gave Dynapac insight into maintenance issues that he had encountered in other machines.

The designers paid attention to all those concerns. The resulting Dynapac paver features a proven Carlson screed with outboard augers and does not require any material maintenance add-ons to prevent material segregation.

"The Dynapac F1000 paver, created specifically for the North American market, features a robust but simple tractor system that equates to impressive reliability."

Tim Albright; Vice President of Sales and Marketing, Columbus Equipment Company

"The Dynapac F1000 paver, created specifically for the North American market, features a robust but simple tractor system that equates to impressive reliability," Albright said. When the manufacturer consulted Columbus Equipment for recommendations while designing the F1000, "we told them to make the tractor

The new Carlson CP-90 paver also has a unique feature—it is the first rebuildable, commercial-grade paver available. "Carlson is taking the highway-class concept of rebuilding a paver and taking the idea to the commercial grade. It is a very robust commercial paver that we can give a second life," allowing paving

Columbus Equipment Company—60 years of service

Customers have been depending on Columbus Equipment Company for the best available equipment backed by the best technical support for 60 years now. At Dynapac, we're happy to bring our 75 years of innovation in road construction equipment to the table as we look forward to celebrating many more anniversaries with "Ohio's Dependable Dealer."



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Columbus Equipment Company has proudly served paving customers since 1953. Chuck Amnah (above) has been a central part of this effort for the past 22 years.

customers to substantially prolong the life of their equipment, Albright noted.

The new Carlson CP-90 paver also has a unique feature—it is the first rebuildable, commercial-grade paver available.

Columbus Equipment Company offers a complete range of high-quality, heavy compaction machines, as well as reliable light construction and concrete equipment. Dynapac is also working on the next generation of milling machines and material transfer machines, and Columbus Equipment will handle these as well as the rest of the full line, Albright said.



TOLEDO BRANCH, 1956

The Toledo branch was established in 1956 to service contractors building the Ohio Turnpike—the biggest construction project in state history, with over 10,000 employees, more than 2,300 bulldozers, graders, loaders and other machines, completed over 38 months. By the end of that contract, Columbus Equipment had established itself as a trusted resource in Northwest Ohio, and has continued to serve its customers in the area ever since.

In 2004, the branch moved from Reynolds Road to the current facility in Perrysburg. The move proved beneficial from every angle: “It sounds like a simple change, but customers really appreciated the easier access for moving heavy equipment,” said Branch Manager David Sarrey. “Those small details make a big impact.” The move also gave staff the room to expand operations into areas such as managing winter rebuild work. Helping customers optimize their equipment during traditionally slower months, Columbus Equipment also reviews each customer’s equipment fleet, performs machine audits and inspections and then manages work over the winter season to keep customers running strong all year long.

Toledo’s customer-first philosophy is driven by a well-rounded team—Neil Ehrhardt (Lead Parts Counter and 27 years of experience), Mike Fritsch (Parts Counter), Ted Marsh (Product Support Representative), Luke Matheson (Equipment Representative) and Branch Manager David Sarrey—and is backed by the additional experience of Rental Coordinator and Prep-Shop Foreman Spencer Wall (26 years of service) and Technician Jeffrey Miller (28 years).

Toledo also remains heavily involved in supporting customers’ paving needs. For years—in the late 1980s through early 2000s—it was known for selling, servicing, and rebuilding the Blaw-Knox paver. Today, the Toledo branch represents Columbus Equipment Company’s full range of manufacturer lines, including the Dynapac paving line, the Carlson CP-90 paver, as well as Komatsu, the Takeuchi and Kubota compact equipment lines, and Morbark’s tree care line of chippers.

R.B. Jergens Contractors,
Inc. Owner and President
Bill Jergens pictured with the
company's Link-Belt 138 HSL
lattice crawler crane.



Built On Expertise AND EXPERIENCE

Of all the equipment Columbus Equipment sells, cranes have the longest working lives and, therefore, an even greater emphasis is placed on continuing support. With a pedigree in this segment that stretches all the way back to 1952, Columbus Equipment truly is *Ohio's Dependable Dealer* for cranes.

"Our last purchase with Columbus Equipment was an 80-ton crane," recalled Jim Fox, vice president of operations for Great Lakes Construction. "We hadn't bought a brand new crane since the early 1970s, and it was not an easy process on our end. Columbus Equipment's Lifting Division did a great job of answering all our questions. They were very patient and happy to get us as much information as we needed to make the right decision. It was a comforting experience dealing with those guys and getting a crane—a Link-Belt 138—that will be an asset to our company for 30 or 40 years."

Great Lakes Construction has been a Columbus Equipment customer for decades, Fox noted. "We can count on them. Whenever we need something, Columbus Equipment gets it to us, whether it is a rental or a part."

"We hadn't bought a brand new crane since the early 1970s, and it was not an easy process on our end."

Jim Fox; Vice President of Operations, Great Lakes Construction

At its founding, Columbus Equipment represented Lima cranes. Since then, the company has sold and serviced a variety of crane brands.

"When we became a Link-Belt crane dealer in 2008, we acquired the most complete lineup of cranes we'd ever had," said Bob Weber, vice president of product support. Link-Belt offers rough terrain cranes, telescopic crawler cranes, lattice boom crawler cranes, hydraulic truck cranes, lattice boom truck cranes and all-terrain cranes.

With that lineup, Columbus Equipment is able to meet the varied needs of contractors who use cranes for construction, demolition and bridge building, as well as for refineries, factories, ports and railroads that use cranes for maintenance and material-handling operations.

"Link-Belt's headquarters is close by, in Lexington,

Kentucky, and the main parts distributions facility is there too. Link-Belt has been able to offer us outstanding product support in parts and services," Weber said. Link-Belt customers have access to a variety of online services as well, such as a program to simulate lifts in 3-D. Customers also have access to parts books, service



(From left to right): David Gibson, Chet Gibson, Shawn Hill and Brian Gibson of Capital City Group—one of the 100 largest crane rental houses in the world.



CINCINNATI BRANCH, 1964

Listening and responding to its customers is what has kept Columbus Equipment's Cincinnati branch office moving forward for nearly five decades. The location has grown to serve Greater Cincinnati and three counties in Kentucky. The branch moved to new facilities in 2010 adding 35% more space, with drive-through bays for greater service access. Services cover heavy-highway and residential contractors, aggregate quarry operations, pipe and utility contractors, paving contractors, bridge contractors—and according to Branch Manager Jeff McVey, he has the team in place to do it well: Cincinnati has a wealth of industry experience and knowledge with the parts department collectively offering more than 98 years of industry service. “Working our parts counter, Ed Hollstegge began his career with the company in 1974 and Don Mortimer has been in the industry for 37 years and with us since 1997,” McVey said. “That kind of experience is hard to beat.”

The Cincinnati branch is home to many company firsts: In November 2009, it introduced the world's first hybrid excavator—the Komatsu Hybrid PC200LC-8—into the U.S. market. John R. Jurgensen Companies was the first contractor in Ohio to demo the hybrid machine shortly thereafter. In 2011, Cincinnati sold its first WA800-3 to Kinder Morgan. The WA800-3 is a 100,000-lb.-class wheel loader, which has a 15-cubic-yard bucket and is used to load taconite into railcars. Over the past five years, Columbus Equipment has added Link-Belt cranes, Morbark grinders and Takeuchi mini excavators and crawler loaders to continue to provide customers with best-in-class equipment for every application. Again, the Cincinnati branch offers experience where it counts: Service writer Bill Napier and salesman Fred Wahl have been with Columbus Equipment since 1984.

“In this market, environmental clean-up and remediation projects have been on the rise; and demolition projects are increasing, which attracts an influx of out-of-state contractors,” McVey said. To respond to that volume of work, the Cincinnati branch runs four service trucks and a lube truck and is planning on adding a fifth service truck in 2013 to meet growing demand.

manuals and technical data for their cranes through *Link-Belt Preferred*.

Columbus Equipment has deep experience in servicing cranes. “We have five master technicians who have been

“It was a comforting experience dealing with those guys and getting a crane— a Link-Belt 138—that will be an asset to our company for 30 or 40 years.”

Jim Fox, Vice President of Operations
Great Lakes Construction

through Link-Belt's master technician program and another four who are currently in the program. We have ongoing education on the new machines, and the factory routinely

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comes in and puts on classes about new products or training in specific problem areas," said Ray Frase, general service manager.

"Columbus Equipment is really good to work with," said Brian Gibson, manager at Capital City

owners receive a detailed estimate and a recommended time frame for those repairs. Other services range from regular preventive maintenance of working machines, to modernization updates or rebuilds of older units for much less than the cost of a new crane.

"When we became a Link-Belt crane dealer in 2008, we acquired the most complete lineup of cranes we've ever had."

Bob Weber; Vice President of Product Support, Columbus Equipment Company

Crane Rental. "We have our own technicians, but if it gets to a point where our techs can't handle an issue, they can call Columbus Equipment to get the issue resolved. They go out of the way to help us whenever we need anything."

Support services are designed to meet customers' needs. For example, Columbus Equipment Company offers 138-point crane inspections that satisfy all OSHA requirements for annual inspections. If repairs are needed,

Columbus Equipment also handles a variety of crane accessories, including Hirschmann crane electronics and Gunnebo Johnson lifting accessories such as swivels, wire rope products, J-latches, shackles and scrap handling blocks. Rest assured, Columbus Equipment Company's Lifting Division has your crane needs covered, whatever they may be.

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In October 2007, Columbus Equipment Company started its Environmental Division with one product line—Morbark—and one salesman. In just five years, the company has expanded to five best-in-class manufacturers, and serves customers across Ohio, West Virginia, Kentucky and Indiana. The division offers expertise in serving the needs of customers involved in alternative energy/biomass; waste management/diversion; recycling; compost, mulch and topsoil processing; forestry; tree care; and aggregates.

Like so many aspects of Columbus Equipment, the division owes its roots to Tom Stivison's vision and understanding of the industry. "Tom Stivison had a real passion for the logging industry, and loggers. He used to call on these guys when he was selling Komatsu," said Tim Smith, Environmental Division sales manager. "Tom saw an opportunity with Morbark and envisioned a strong partnership between the two companies." Morbark manufactures Wood Hog horizontal grinders, tub grinders, chippers and other equipment to harvest and process timber into fuel, mulch or other useable products.

Once the company started calling on potential Morbark customers, it found there was a need for com-

plementary specialized equipment for the industries involved. Soon the Komptech and Komatsu Forest product lines were added to accommodate the needs of these customers.

Like so many aspects of Columbus Equipment, the division owes its roots to Tom Stivison's vision and understanding of the industry.

Komptech specializes in the manufacture of equipment for applications ranging from waste management to composting. Komptech's state-of-the-art machinery includes giant shredders—used to substantially reduce the volume of waste in a landfill—and compost turners that help speed the process of turning waste into high-quality compost. Komatsu Forest—formerly Valmet—is a pioneer in mechanized forestry equipment.

Its wheeled and tracked harvesters, feller bunchers and other equipment allow loggers to increase speed, precision and production.

“From there, our strength started to evolve, and we added Barko loaders and McCloskey International,” Smith said. Barko’s knuckleboom loaders combine fuel efficiency and mobility, resulting in faster production for loggers at a lower cost. McCloskey International is a leading manufacturer of screeners, stacking conveyors and crushers for applications ranging from aggregates to topsoil screening. The company’s innovative Trommel screeners are ideally suited for high-output applications.

Along with having access to best-in-class equipment for diverse industries, customers enjoy additional benefits in working with the Environmental Division.

The division also added a second sales rep, then a third, to better service customers throughout the territory. Ron Duperow serves clients south of I-70 while Bob Stewart works north of I-70.

Along with having access to best-in-class equipment for diverse industries, customers enjoy additional benefits in working with the Environmental Division. “We have a large inventory of equipment in stock, and availability is always good,” Smith noted. “Columbus Equipment has the ability to fuel and support the growth of this division, and the company’s financial strength and expertise in servicing what we sell sets us apart from other dealers. We have hands-down the best support available, including overnight parts availability, multiple trained technicians at ten different locations throughout Ohio, and product support reps as well as sales people to assist our customers.”

Beau Gibney, owner of Green Vision Materials in Newberry, which makes and distributes mulch, compost and topsoil, has been a customer of the Environmental Division since it opened. “The Environmental staff is very knowledgeable about the machinery they sell. They take the time to understand the process in question and what we are looking to do. Knowing how to pair the right machine with the material being produced, means we get the end product we need.”

Gibney, who recently purchased his second Morbark grinder from Columbus Equipment, said he has received “good support both before and after





RICHFIELD BRANCH, 1967

Mirroring the ever-changing industrial market in Cleveland, Akron and Youngstown, the Richfield branch has changed with the times to meet the various needs of contractors in Northeast Ohio. "In the early days when steel mill production was strong here, the company serviced the mills with haul trucks and excavators," said Branch Manager Jeff Badner. In the late 1990s through early 2006, it supported the residential housing boom, supplying wheel loaders and excavators to keep pace with housing starts. Today, it supports customers in scrap and recycling operations, commercial construction, paving, highway and infrastructure construction, and demolition work.

Servicing contractors on both ends of the paving spectrum, the Richfield branch sells and services the Dynapac F1000 paver for major roadway projects, and the Carlson CP-90 paver used on smaller commercial jobs. Over the past 10 years, the Cleveland area has seen a host of major bridge reconstruction work. To do the job right, Columbus Equipment sources Komatsu tight-tail-swing excavators. "For these jobs, we've steered away from the traditional and bulkier counterweight models for a smaller, more compact machine that works well in tight spaces," Badner explained.

It is the company's ability to adapt to specific customer needs and the changing landscape in Greater Cleveland that has helped the Richfield branch thrive. The branch underwent a major expansion in 1978, but other than that facility improvement, the pieces that matter have remained unchanged: Longevity and service are hallmarks of the Richfield branch with Mechanic Jeff Frase logging more than 40 years of service; General Service Manager Ray Frase at 35 years; Curtis Bircze in customer service for 25 years; and most of the remaining employees accruing at least five to 15 years as part of the team.

Looking ahead, the Richfield branch plans to add a second PM lube truck. Providing on-site routine maintenance for customers, the additional lube truck will offer customers excellent response time, and evening service hours for no downtime and greater productivity.



A McCloskey International R155 crushing mixed aggregates.

the sale. Parts availability is good, and the parts staff is highly knowledgeable. I feel like Columbus Equipment works hard to help its customers be successful."

Customers also benefit from the ability to get both specialized and general construction equipment from one source. For many companies, the overlap was useful from the start. Longtime Komatsu buyer Kilbarger Construction, for example, uses a massive Komptech Terminator it purchased from Columbus Equipment at its Athens-Hocking landfill. The Terminator shreds everything to the size of a two-liter bottle, reducing waste volume by up to 50 percent. Other longtime Komatsu buyers are "finding out that we now have

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the specialized equipment to meet their needs that we didn't have in the past. We have become a one-stop shop for them," Smith said. It works the other way,

"I feel like Columbus Equipment works hard to help its customers be successful."

Beau Gibney; Owner, Green Vision Materials

as well. Customers who come specifically for the environmental products are finding that Columbus Equipment can support their general, material-handling needs. "There is a synergy that is core to our success."

Recently, the division has also seen increasing interest in the alternatively-energy-sourced equipment options it provides. Movement to electric, or hybrid, power systems is taking greater hold as customers realize significant operational cost savings compared to those associated with traditional fuel sources, as well as the added benefit of reducing their carbon footprint. Ohio Mulch, for example, installed a dedicated power station for an electric Morbark 4600XL Wood Hog at its Columbus, Ohio location.

One of the more impressive aspects of the



As president of Green Vision Materials, Beau Gibney's focus is on consistently delivering high-quality, competitive products.

Environmental Division's early-stage growth is that it has occurred during one of the worst recessions the nation has ever seen. "The need for green energy, and for society to ramp up its recycling efforts, have stimulated the division's growth even in a challenging economy," Smith said. "These are market segments that are in growth mode despite economic conditions. Companies are realizing these segments offer growth opportunities, and that they need the equipment. That's where we come in. We are here to provide the most cost-efficient, state-of-the-art solutions available on the

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Environmental Division Sales Manager Tim Smith discusses material processing with attendees at a forestry trade show.

Division is more than just impressive inventory,” Smith noted. “A territory-wide infrastructure of parts and service departments, as well as a fleet of industry-leading field service trucks—manned by highly-trained technicians—stand ready to support customers.”

One of the more impressive aspects of the Environmental Division’s early-stage growth is that it has occurred during one of the worst recessions the nation has ever seen.

market today.”

“We are definitely excited and challenged by the growth of this division. We’re constantly mindful of ways to better serve our customer base, and strive to move in those directions.”

“Columbus Equipment Company’s Environmental

“It really is a whole-company effort. For every success, there are a lot of dedicated people behind the scenes making a lot of things happen ... every day. Customers are on the front lines. They deserve dependable, high-quality support and we are driven to deliver,” Smith noted.

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Product Support: A WINDOW INTO AN EQUIPMENT DEALERSHIP'S METTLE



Since that founding day—April 1st in 1952—Columbus Equipment Company has always believed the sale of a piece of equipment simply marks the beginning of a long relationship. For every piece of machinery sold, Columbus Equipment plans to be there to back it up with parts, service and sometimes just advice or recommendations when a customer asks for them.

“Customers are clear about what they expect from the service department.”

Bob Weber, Vice President of Product Support
Columbus Equipment Company

This commitment was reflected in a blind survey of customers in which the company consistently ranked as the top Ohio heavy equipment dealership in key product support areas such as *“Parts & Service Department Response”* and *“Best At Diagnosing And Repairing.”*

“Customers are clear about what they expect from the service department,” said Bob Weber, vice president of product support. “Most customers want to know that if they have a problem with their machine, we are going to be able to resolve that problem quickly and at

a reasonable price, or at no cost to them if it is under warranty. If it is out of warranty and has hours on it, the customer wants to know we are going to have the parts necessary to get him up and running quickly.”

Weber works closely with Sherman Marcum, general parts manager, and Ray Frase, general service manager, and with the manufacturers Columbus Equipment represents, to make sure the company meets those goals now and that it will be prepared to meet them in the future. Columbus Equipment is continually investing in equipment, employees and technology to ensure that customers will get the best service possible.

One of the company’s largest investments is in its fleet of 52 service and lube trucks. “We consistently strive to make sure our fleet is well-tooled and up to date. Right now, our oldest trucks are from 2004 and we are working hard to replace those, starting with the oldest. In the last year alone, we have reduced the average age of the fleet by three to four years,” Weber said.

The company has added 13 service trucks since the start of 2011, and the new trucks not only have a newer chassis, they have new tool bodies. While the old trucks ran the compressor, crane and other tools off the truck engine, the new trucks have an EnPak system. This allows technicians to run their tools off a separate,



Technician Internship Program graduate Garrett Bailey (left) and Mentor Darrell Drone



(Left to right): Mr. Excavator Inc. Vice President Jerry Flesher; Founder, Bill "Red" Flesher; Superintendent Jeree Flesher and Columbus Equipment Representative Todd Hornak

smaller, more fuel-efficient engine. "We get a 30-percent increase in fuel efficiency, we extend the life of the truck because the engine isn't idling all day, and it's much quieter, which is better for our techs," Weber observed. The newest trucks all meet Tier 4 requirements as well.

While these trucks are an important investment in product support, heavy tools aren't the only thing needed to provide customer support. "Ten years ago, heavy tools would be all we were talking about," Weber noted, "but now computers and technology are key elements in our product support effort."

Columbus Equipment is continually investing in equipment, employees and technology to ensure that customers will get the best service possible.

To that end, Columbus Equipment's field technicians are equipped with the latest technology, which helps them to make faster diagnoses and repairs. "They have a laptop



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and a wireless device so they can connect to the Internet in the field. That improves their ability to get important information quickly, and to communicate.

“Ten years ago, heavy tools would be all we were talking about, but now computers and technology are key elements in our product support effort.”

Bob Weber, Vice President of Product Support
Columbus Equipment Company

Computers allow the technicians to have access to all the manuals and technical info and to transmit pictures to try to speed up repair time,” Weber said.

Customers are also becoming more technology savvy, which is why Columbus Equipment offers customers the opportunity to use *epartscentral.com*. Customers who need parts can check our inventory for specific parts 24/7 when they have an account on the site, which can be accessed through *My Connection* on the homepage of *columbusequipment.com*.

Training is the best way to make sure customers get the repair experience they expect.

Computers and the Internet also come into play in the company’s ongoing training programs. “A lot of our manufacturers offer online training that our technicians take on a continual basis. We do a huge amount of continuing training for our technicians, including new product training,” Weber said. “Technician development is also essential, and we make significant investments in these areas. We also have standing training for our parts and service managers.”

Training is the best way to make sure customers get the repair experience they expect. “When someone is well trained, their training kicks in and they can take charge of a situation. We are of greatest value to a customer when we get the machine repaired quickly. Our training focuses on understanding the product and the best way to perform our job



General Service Manager Ray Frase has 35 years with the company.

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to keep the diagnostic and repair process moving," Weber explained.

One area in which Columbus Equipment has taken a lead in the industry is through the company's Technician Internship Program, which graduated its first class in September. In the year-long program, recent tech school grads get both classroom training and experience. They work closely with a Senior Technician Mentor out in the field, repairing equipment for Columbus

Equipment customers. Performing concentrated, hands-on work side-by-side with some of the company's most experienced technicians gives interns intense, concentrated experience that would otherwise take them years to acquire.

Product support extends beyond fixing what's broken, of course. Columbus Equipment also has a staff of field product support sales reps who work closely with customers, helping them anticipate what service their machines might need.

With parts and service, Columbus Equipment is dedicated to offering customers a range of options to meet their needs and budget. With parts, for example, the company offers new parts, remanufactured parts and used parts. For service, Columbus Equipment offers everything from basic preventive maintenance services to complete diagnostics—along with a detailed quote of recommended services—to a second-life overhaul of a machine.

"If they do something for me, they check the next day to make sure it's OK ... that means a lot to me."

Jerry Flesher; Vice President, Mr. Excavator

Columbus Equipment works in partnership with the manufacturers, who understand the long-term success of the product line depends on customer satisfaction with product support. "Our manufacturers are doing a very good job of helping with everything from parts inventory to making support people available for us to work with," Weber noted. "More manufactures are providing electronic ways of communicating with them that speed up the process. With many manufacturers, we file the problem or complaint electronically. We receive feedback much faster, and the quality of information is better."

The manufacturers are also tracking problems closely so that they can determine if the issue is inherent in a machine and work to get it resolved, he added. "Manufacturers, Komatsu especially, are installing onboard electronics that communicate daily, transmitting fault codes and helping us to predict potential failures based on usage. They are also helping us with parts inventory based on fleet ages. They tell us what we need to add to inventory and that's a big help. In the past, parts were ordered on an as-needed basis; now we can order parts based on what we predict as imminent failures."

Hensley Industries congratulates Columbus Equipment Company on their 60th anniversary and wishes them continued success in the future.

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Product support is a core value at Columbus Equipment Company, in addition to meeting the increasing environmental and safety regulations that have been instituted by state and federal agencies. “We as a company are much more educated in these areas, and have expanded our training in these areas,” Weber said. “Our goal is to be a good corporate citizen.”

In the end, the Product Support Division measures success by one satisfied customer at a time. “Columbus Equipment bends over backwards for us,” said Jerry Flesher, vice president of Kirtland-based Mr. Excavator. “If I have a machine down or a service problem, they are there immediately or get me something to use until they get me fixed up so we can keep going. If they do something for me, they check the next day to makes sure it’s OK ... that means a lot to me.”



CADIZ BRANCH, 1976

Columbus Equipment’s Cadiz branch opened in 1976 to support a thriving coal mining industry in the Ohio Valley. Today, the operation continues to supply and service large mining and material handling equipment. Within the last five years, the Cadiz branch has sold over 20 pieces of Komatsu mining equipment—machines that will help drive the success of area mining operations for many years to come—to area contractors.

According to Branch Manager Dan Minnis, the Cadiz branch caters to customers who use heavy equipment in a host of other industrial applications, including steel mill production, power plants, barge loading/unloading, landfills, logging, crane and utility operations.

“In late 2010/early 2011, the Cadiz facility underwent a complete building remodel—the first in our 36-year history—which included renovating the customer service area, upgrading the equipment showroom, and exterior enhancements,” Minnis said. The new aesthetic provides greater curb appeal and a welcoming space that better reflects the company’s professional services.

With the area’s recent oil and gas boom, many first-time customers appreciate the polished new look at the Cadiz branch, but also the depth of experience and knowledge: The parts team has 90 years of combined experience and the service department offers 216 years of total experience: Mechanics Rickie Cramblett (hired in 1979), Steven Pearch (1981) and Parts Manager Richard Ferri (also 1981) top the longevity list in Cadiz. “While our look has changed, our quality people have remained in place, so our customers get the same reliable service they’ve come to expect,” Minnis added. The Cadiz branch boasts a stable workforce, operating primarily with a core group that has worked together to serve customers in the Ohio Valley for more than a decade.

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“Today’s contractors have a sound understanding of utilization. If they cannot keep equipment busy for a long enough period of time, they are far more apt to rent ... ”

Ernie Potter; Vice President - Rental, Columbus Equipment Company

Columbus Equipment’s goal is to supply contractors with the equipment they need, when they need it. While that often means buying or leasing a new machine, many businesses need short-term rentals or want to buy quality used equipment. It is through the rental and used equipment departments that Columbus Equipment strives to meet those needs.

The Rental Division started 15 years ago, when Columbus Equipment realized it could give customers a better rental experience than the large national rental houses, said Ernie Potter, vice president-rental. Since then, the company has provided customers with well-maintained and well-supported, recent-model equipment from the industry-leading brands it sells and services.

Available equipment includes Komatsu excavators from PC35 through PC650, along with a wide variety of attachments and buckets. Other equipment in the rental fleet includes Komatsu articulated trucks in 30-, 35- and 40-ton sizes, Komatsu dozers from the D31 to the D65; Komatsu wheel loaders from WA250 up

to WA500; and Komatsu and Morooka crawler dump trucks. Smaller equipment such as Takeuchi track loaders and mini excavators and Dynapac soil compactors in a variety of sizes are also available to rent, as is Environmental Division equipment—Morbark grinders and chippers, Komptech grinders and screeners, McCloskey International Trommels, screeners and stackers, and Barko knuckleboom loaders.

The number and mix of equipment in the fleet is based completely on customer demand. “We react to our customers’ needs. They decide what they are going to rent, and when a machine stays busy we add more to the fleet,” Potter noted.

“Our goal is to be easy to work with,” he added. That means customers can order rental equipment through their regular sales rep, and Columbus Equipment performs all the PM services while the equipment is rented out, coming to the jobsite at a time that suits the renter’s schedule, even after hours. “Repeat business is high, which suggests customers are satisfied with the



Columbus Equipment Company Used Equipment Manager Jon St. Julian

service they receive.”

Demand for rental equipment has been very strong for the last several years. “Today’s contractors have a sound understanding of utilization,” Potter commented. “If they cannot keep equipment busy for a long enough period of time, they are far more apt to rent it and return it, rather than buy a specific piece of equipment.”

Used Equipment

Columbus Equipment’s used equipment inventory provides another way to meet the varied needs of contractors. “The goal is two-fold. We want to have a core of used construction and ancillary equipment available to customers, and we want to give fair trade numbers on used pieces our customers are trading in,” noted Jon St. Julian, used equipment manager.

While some of the inventory is customer trade-ins, Columbus Equipment has a large network to source equipment, and our used equipment staff can search for the specific used equipment a customer desires. “For example, some customers like a standardized fleet or a particular model for ease of parts inventory or because of brand preference, so they want a specific machine. Also, some manufacturers may have limited availability of new equipment. A customer who can’t wait will ask for a good quality used piece.”

Columbus Equipment inspects all used equipment. “We market high-quality used pieces. This equipment is backed by a plethora of dealer resources designed to facilitate the customer’s specific needs,” St. Julian said. Columbus Equipment is also a Certified Komatsu Remarketing Distributor, able to give eligible equipment a certified inspection. “The certified inspection gives customers confidence in buying the unit, and they can get the benefits of working with Komatsu Financial as well on the certified pieces.” However, Columbus Equipment is also able to arrange financing on all used equipment.

Customers can also be confident in the fact that Columbus Equipment services what it sells or rents, offering the most reliable parts and service network in Ohio, regardless of make or model. Whether you are looking for new or used machinery, renting for a short time, or buying for the long haul ... Columbus Equipment Company likely has exactly what you need.



DAYTON BRANCH, 1989

In the late 1970s, Columbus Equipment was beginning to cover more of the state, providing new customers with sales, service and parts that eventually required a physical presence in these markets. Such was the case in Dayton with the advent of the explosion of the Komatsu equipment population between 1977-89. “It was based on the strong economy, the influx of equipment, and a growing customer base, that Dayton branch was established,” said Branch Manager Mike Early.

Today, more than 20 years later, Dayton remains Columbus Equipment’s branch leader in sales volume for the Komatsu zero-tail-swing excavators.

Today, more than 20 years later, Dayton remains Columbus Equipment’s branch leader in sales volume for the Komatsu zero-tail-swing excavators, with more than 150 sold. “These versatile machines are used by customers in a host of applications from digging footers to loading trucks,” Early said. The Dayton location also recently added Kubota Construction Equipment to its product line to provide additional compact equipment options for customers.

“We’ve grown strategically, keeping pace with our customers,” Early said. “In 1994, we expanded and rented new, larger space; and then by 2005 we moved again into a new purpose-built facility that doubled our size with expanded parts space and additional service bays.” From its new home on the northeast side of Dayton, Columbus Equipment continues to serve its customers in paving, aggregate supply, excavation, water and sewage plant construction, bridge construction, site development, and crane rental houses. This diverse customer base has helped the Dayton branch weather the recent economic slump and positions it well to take advantage of future growth opportunities in the area.

The Grease That Makes EQUIPMENT TRANSACTIONS WORK



Columbus Equipment Company is well known among contractors as a one-stop shop for equipment, parts and service. The company's Finance Department is also a one-stop shop, allowing contractors to secure the financing they need, whether they are buying or leasing equipment, or paying for parts or service needs.

Finance Manager Jeff Reichert has been with Columbus Equipment for 15 years, and he has a total of 23 years experience in the industry. He facilitated over \$70 million in financing for Columbus Equipment customers in 2011 alone, and looks at every deal as a way to help customers get the equipment they need.

There are several advantages to getting financing through Columbus Equipment. "We can handle a lot of the process via emails and phone calls, so there's no need to visit the bank. We handle communications, negotiating terms, documentation and funding, and we offer a wide variety of programs to meet the needs of contractors," Reichert noted.

Available financing programs include options such as skipping a payment during the winter or other season

There are several advantages to getting financing through Columbus Equipment.

when business is likely to be slow, delayed payments, a loan with a balloon payment, or step financing where payments start low and increase. With these options, buyers can set up payments to help with short-term or seasonal cash-flow issues or to take advantage of an expected increase in income.

Transaction turnaround time is much quicker than with a bank, too. Some loans can be completed in 24 hours. Larger transactions may take a little longer as financial information is gathered, but typically approval is granted within a day of the information going to the lender.

Columbus Equipment also offers highly-competitive rates on financing. Many of the company's manufacturers offer very good terms for customers, and they are often willing to accommodate newer companies without

60 Years of Service



a long financial history. "The manufacturers' finance arms usually depend on good personal credit and equity in the transaction; so the customer might have to rent the equipment to gain equity, but ultimately financing will be secured," Reichert said.



George Karvounides: What Financing Meant To Me

George Karvounides left his longtime job with a paving company to start Karvo Paving Company. After a few months, he purchased a used paver from another contractor, but the track system was in bad shape and continually needed repair.

In the middle of a parking lot job, the track system went down again. "I knew it would be expensive to replace, and I couldn't afford it," Karvounides said. He called the Columbus Equipment store in Richfield and asked about setting up a payment plan to replace the track system. "They were great. They put in a new track system, and I made installments through the winter to pay it off. It was a great thing Columbus Equipment did for me in my early stages. It's something I will never forget."

In addition to the manufacturers, Columbus Equipment has "alternate funding sources that are waiting in line to secure financing for our customers," he added. "We are able to service 99 percent of our customer base. We have helped people in the infancy stages of their business through financing parts and service. We view every transaction as an opportunity to develop a mutually-beneficial relationship."

Reichert can be a value-added resource for customers both before and after the deal is signed. "We never claim to be a tax adviser, but we can help contractors work through their accountant to structure the financing to best benefit an organization, such as in deciding whether it should be a loan where depreciation is taken or a lease where the customer can write the payments

off as a monthly expense," Reichert said. "We can assist the accountant and customer in understanding the rules, ramifications and benefits of accelerated tax deductions such as bonus depreciation and Section 179."

"We are able to service 99 percent of our customer base. We have helped people in the infancy stages of their business through financing parts and service."

Jeff Reichert, Finance Manager
Columbus Equipment Company

Even after the deal is signed, Reichert functions as a liaison between customer and finance company, contacting the creditor if the contract needs to be altered or extended, for example. "Even in situations where the exact terms a customer requests may not be available, we can help make the transaction work to everyone's satisfaction," he said.

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CANTON BRANCH, 1994

Since opening in 1994, Columbus Equipment's Canton branch has served a diverse Eastern Ohio market, catering to customers in heavy and light construction, paving, coal mining, aggregate production, steel and scrap recycling, infrastructure development, logging and lumber, and crane and utility operations. Supporting customers in these segments has fueled steady growth over the past seven years.

According to Branch Manager Dan Minnis, Carroll County has recently tapped into the oil and gas market boom, where contractors are building well pads and laying pipeline to support the drilling of horizontal wells into the Utica and Marcellus shale formations, where they expect to find oil and natural gas. The County now has 21 producing wells. To support this work, Columbus Equipment provides both rental and sales of large excavators and mid-sized dozers to local and out-of-state contractors.

Eastern Ohio has seen tremendous growth in the industrial market, primarily in the steel and scrap industry. "For example, five years ago, one customer alone doubled its fleet of industrial haul trucks to nine," said Minnis. "These trucks are used to haul scrap from the scrap yards to the steel mill furnaces." This recycling work proved to be a successful foray into the industrial market, moving away from construction-based contracts and opening the door to new opportunities. With some of these trucks now logging 27,000 hours of run time, customers look to Columbus Equipment's service department to keep them running. The team boasts a combined 85 years of experience—led by Mechanics John Knepper (31 years of service) and Michael Harris (25 years)—to keep these machines operating at peak performance for excellent productivity and profit.



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R.B. Jergens Contractors & Columbus Equipment Company: DEEP ROOTS ... STRONG RELATIONSHIP



(Left) R.B. Jergens Contractors, Inc. Owner and President Bill Jergens pictured with Dayton Branch Manager Mike Early, nephew of Columbus Equipment Company founder Bill Early.

While blood may run thicker than water, the 60-year business relationship between R.B. Jergens Contractors, Inc. and Columbus Equipment Company continues today because, above all, the two companies are committed to doing whatever it takes to get the job done.

"My dad, Henry Jergens, founded this company in 1938 and when Columbus Equipment entered the market, he began working with Bill Early," explained Bill Jergens, president of R.B. Jergens. These two business owners shared a strong work ethic and built a relationship that has evolved, even after both of them have passed, due to mutual respect, Jergens said. That tradition continues today: What Jergens values most about Columbus Equipment is his close relationship with Dayton Branch Manager Mike Early, nephew of Bill Early. "Columbus Equipment goes above and beyond for us--Mike always makes sure we are well served," he added.

"We buy and own as many Komatsu excavators as anyone in Ohio," Jergens said. "Currently, our excavator fleet is at about 40 machines strong." The company also still owns a 1950's Bantam C-350 crane (Serial #10928)—one of the first pieces of heavy



Jim Kurpiel, maintenance supervisor for R.B. Jergens Contractors, Inc. with just one of the company's many Komatsu excavators.

equipment that Henry Jergens bought from Bill Early at Columbus Equipment.

A privately-held general contractor, R.B. Jergens is headquartered in Vandalia, Ohio, with operations that serve all of Ohio, as well as Indiana, Kentucky and West Virginia. The company builds roadways, bridges and landfills for municipal waste sites, and coal burning power plants.

A chance taxi ride in 1949 set Bill Early's future in motion. From that point forward, however, little was left to chance as Bill surrounded himself with good people and vowed to deliver customers a "fair deal every time"—a philosophy that endures within the company to this day.



OUR PEOPLE ...



The “Early” Days ...

Experience is something you just can't fake. At Columbus Equipment Company, the collective experience of the company's guiding principals—and our long-time employees from field technicians to finance specialists—is proven, time again, by the success of our customers. Company founder Bill Early was intent on attracting and keeping good people—a philosophy that is still evident today by the longevity of Columbus Equipment employees with more than 30 individuals celebrating more than 25 years of service (see page 49) with the company in 2012.

Company founder Bill Early was intent on attracting and keeping good people—a philosophy that is still evident today.

Early led the company until he passed in 1988, and all the while he valued each employee's contribution based on their respective area of expertise. “Many of our long-time employees are mechanics, service managers, sales reps and field representatives,” said Chairman Richard Early (son of founder Bill Early). “To my dad, every employee was an active contributor to the company's success—not just upper management.” With the company investing significantly in employee development, the blend of experience and upcoming

talent also bodes well for Columbus Equipment Company's next generation.

1988: The Early Successions

Six decades of strong leadership has helped the company steer a steady course: After Early passed away, he was succeeded by the company's only two non-family presidents: Gary Gleckler (1988-1998; pictured above, second left) and Bob “O” Olejniczak (1998-2003). Both Gleckler and Olejniczak managed Columbus Equipment through recession and boom years. “Gary was a history teacher before he changed careers and came to Columbus Equipment,” recalled Early. “I remember when Gary first started with us, a customer in Egypt bought a crane from us and my dad asked Gary to handle shipping it overseas,” he said. “That was no simple task, particularly in an industry completely new to him. However, Gary owned it and got it done. My dad liked his work ethic,” added Early.



*Bob “O” Olejniczak,
president 1998-2003*

“Gary was raised in the Bill Early school,” he said. “My dad groomed him to take over the company.”



Gleckler went on to manage Columbus Equipment, continuing on a tried-and-tested path, leading the company to prosperous years following the recessionary period of the early 1980s.

“I remember when Gary first started with us, a customer in Egypt bought a crane from us and my dad asked Gary to handle shipping it overseas.”

Richard Early; Chairman, Columbus Equipment Company

Olejniczak, who Early recalled his dad connected with immediately because Olejniczak was also raised on a farm, succeeded Gleckler. “Bill liked his down-to-earth manner,” Early said. Olejniczak came in on a high when the rental boom was in its prime and Columbus Equipment was fueling a strong coal mining market in Ohio. “Then after the dot-com bust, things got very lean,” Early said. At the time, Olejniczak worked closely with Tom Stivison to keep expenses under control and managed to maintain profitability despite a rough economy.

Tom Stivison (President: 2003–2011)

“Tom was invited to serve on Komatsu’s Dealer Advisory Council,” explained Chief Financial Officer Mike Sarrey. “That tells you a lot about Tom, that they chose him to be a voice not only for Columbus Equipment Company but also for other dealers. He was very well respected in this industry.”

Tom began working for Columbus Equipment Company on March 18, 1970 as a field salesman covering Southeast Ohio. For over 23 years, he served this territory and developed relationships that would prove to last a lifetime.

After a brief hiatus as president of Starr Parts—a used parts and equipment distributor formed as the result of a partnership between Columbus Equipment Company and the McCort family—Tom returned to Columbus Equipment Company in 1998 as sales manager, after the company sold its interest in Starr Parts.

His natural blend of experienced insight into customer needs and sincere investment in the long-term success of that customer, led to an impressive sales track record. That blend, along with a uniquely nurturing personality, was also the perfect foundation for leadership, which the company recognized in 2003 by naming Tom president.

Tom’s 42-year contribution to the company was an indelible one. During his tenure as president, he helped



Tom Stivison pictured (left) in Cincinnati at the introduction of Komatsu's Hybrid PC200LC-8—the world's first hybrid excavator—and (above) with long-time customer Dan Sehlhorst at the opening of the new Cincinnati branch.

navigate the company through *The Great Recession*—the worst construction equipment market in history. Undeterred, Tom, along with the company's experienced management team and dedicated employees, endured and evolved, emerging stronger than ever. All the while, Tom continued to view relationships—both with employees and customers—as a priority.

Josh Stivison (President: 2011)

In 2011, Tom and the management team put together a 5-year transition period, culminating with his son, Josh, taking over as president. "Josh was raised in the family business," said Early. "There was no doubt that from the time Josh was a young child—when he would visit jobsites with his dad—that he would someday be in the equipment business. He always wanted to follow in the footsteps of his father and grandfather."

After graduating from Ohio University, Josh started with Columbus Equipment as an inside sales coordinator and worked up to hold various positions, including territory salesman, utility equipment manager, used equipment manager and branch manager. "In 2002, when the utility market was caught in a downturn, Josh helped to mitigate the negative effects on our bottom line," Early added. "He has also been instrumental in working with Bob Weber to develop the company's product support arm—the lifeblood of our business—and adding the latest world-class brand, Kubota Construction Equipment, to the industry-leading portfolio of products the company offers to customers. It really is rewarding to see this new generation of leaders come of age."

With Tom's untimely passing in February 2012, the transition plan had seen Josh become the company's principal executive. While Tom was truly a guiding influence within the company and would be greatly



ZANESVILLE, 2012

The Zanesville branch is the epicenter for the Drill Division and is also a full-line Columbus Equipment parts depot. The operations are presently housed in a temporary facility with plans to establish a fully-outfitted and staffed branch facility, as dictated by customer need. "We are encouraged by recent activity in this market," said Branch Manager Dan Minnis. "The Drill Division has already shown steady growth to the point where it is earning new customers and business." The Zanesville team has recently put some new drills in the field and continues to service and support the existing fleet.

The Zanesville branch is the epicenter for the Drill Division and is also a full-line Columbus Equipment parts depot.

The convenient location is an attractive benefit for customers: Contractors from the Muskingum County area are pleased to be able to get parts here rather than traveling to Columbus. This customer base represents the following market segments: aggregate production, light construction, logging and lumber, government, coal mining and utility installation operations.

FEATURED USED MACHINE:



2003 Komatsu PC200LC-7
Stock #: U25112, Cab w/ A/C, 9'7" Stick, 32" TG Pads, JRB Hyd. Cpler., 42" Esco Bucket

Sale Price: \$75,500



PAINESVILLE, 2006

Set up to serve brisk business in Northeastern Ohio, the Painesville branch opened its doors in 2006. Along with equipment sales, came the need for reliable service and parts. “To better support customers in Lake, Geauga, Ashtabula and Trumbull counties, it just made sense to have a Columbus Equipment presence in this market area,” said Branch Manager Jeff Badner. A full-time technician is dedicated to the Painesville branch with plans for future expansion.

Set up to serve brisk business in Northeastern Ohio, the Painesville branch opened its doors in 2006.

The Painesville branch has also benefited from the consistent and concerted efforts of Equipment Representative Todd Hornak, and has seen a recent increase in service for customers in logging, grinding, mulch production and lumber yard operations. The Painesville team also stocks parts and makes hydraulic hoses to support the fleet of equipment in the field.

FEATURED USED MACHINE:



2010 Komatsu D31EX-22
 Serial # U25070, 2,941 Hours, Cab w/ /AC, Hydr.
 Trans. 16" Tracks

Sale Price: \$62,500

missed by both employees and customers alike, the time for leadership transition—albeit prematurely—had arrived. Pulling on many years of guidance from the company’s most experienced and respected mentors, Josh assumed the primary executive role.

Another longtime contributor, Ernie Potter, who started his career with Columbus Equipment in 1979 in field sales, has moved up to assume key roles, most notably heading up Columbus Equipment Rentals. “Ernie manages a significant part of the company’s assets through rental,” Sarrey said. “He has established excellent relationships with the manufacturers and has grown rentals into a key segment of the business.”

Columbus Equipment’s VP of Sales and Marketing Tim Albright and Compact Equipment Manager Jason Crain have also been instrumental in growing the new equipment segment, the utility side of the business, as well as helping to diversify Columbus Equipment’s product offerings—all moves that have helped the company successfully navigate uncertain economic conditions. “They helped bring back the right machines at the right time: Compact equipment has been a big advantage for our customers,” Early said. “After all, we’re here to provide our customers with what they need.”

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Just One of Tom's Legacies ...

The Tom Stivison Memorial Research Fund of The Columbus Foundation is a memorial fund established to honor the memory and contributions of Tom Stivison, and to promote medical research. If you wish to support the fund, please see information below:

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The Team ... And The Mission

"While we have no doubt been fortunate to have been blessed with insightful and often inspirational leadership, as my father always said, 'It takes a team.' The reason this company is stronger today than it has been at any time in its 60-year history, is the commitment of its employees—from shop and administrative assistants to the vice presidents and president—to the notion of serving customers with our best effort, and a fair deal every time. We are proud of our people, proud to serve, and proud to be *Ohio's Dependable Dealer*," concluded Early.

25+ Year Employee Anniversaries

Employee	Hire Date	Job Title	Branch
Frase, Jeffrey A.	May 10, 1971	Mechanic	Richfield
Board, Franklin F.	July 3, 1972	Payroll	Corporate
Hollstegge, Edward	February 25, 1974	Customer Service Rep	Cincinnati
Gregory, Robert L.	April 29, 1974	Equipment Salesman	Columbus
Early, Michael J.	January 26, 1976	Equipment Salesman	Dayton
Cope, Clyde A.	May 31, 1977	Customer Service Rep	Cadiz
Schmidt, Ronald L.	August 1, 1977	Mechanic	Columbus
McCaleb, Robert E.	September 12, 1977	Equipment Salesman	Piketon
Gates, Jay G.	February 27, 1978	Mechanic	Cadiz
Frase, Raymond	March 20, 1978	General Service Manager	Corporate/Richfield
Marcum, Sherman L.	August 7, 1978	General Parts Manager	Corporate
Moss, Daniel E.	November 20, 1978	Mechanic	Columbus
Cramblett, Rickie N.	March 15, 1979	Mechanic	Cadiz
Potter, Ernest H.	May 14, 1979	V.P. Rentals	Corporate
Ferri, Richard A.	January 26, 1981	Part/Service Manager	Cadiz
Pearch, Steven A.	July 20, 1981	Mechanic	Cadiz
Knepper, John A.	November 26, 1981	Mechanic	Cadiz
Ebersbach, Michael	February 22, 1982	Field Dispatcher	Columbus
Enyart, Roy R.	July 1, 1982	Customer Service Rep	Columbus
Wahl, Fred J.	January 17, 1984	Equipment Salesman	Cincinnati
Ferri, Ronald L.	April 9, 1984	Customer Service Rep	Cadiz
Jochims, Donald R.	April 24, 1984	Mechanic	Cadiz
Miller, Jeffrey L.	August 6, 1984	Mechanic	Toledo
Napier, William D.	September 17, 1984	Field Dispatcher	Cincinnati
Morehart, James E.	October 1, 1984	CSR	Columbus
Scott, Steven K.	October 1, 1984	Equipment Salesman	Columbus
Ehrhardt, Neil R.	May 6, 1985	Customer Service Rep	Toledo
Sarrey, Michael P.	January 8, 1986	CFO	Corporate
Gilliland, Jeffrey	January 20, 1986	IT Manager	Corporate
Wall, Spencer E.	January 20, 1986	Rental Coordinator/Prep-Shop Foreman	Toledo
Davidson, Arthur A.	August 3, 1987	Product Support Rep	Dayton/Cincinnati
Hyland, Cindy L.	October 26, 1987	Credit Manager	Corporate

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8 Keys To Successful Brand Management:

- Deliver what customers need.
- Give them a "fair deal" every time.
- Know your customers—your success is dependent upon theirs.
- Be the best at what you do.
- Understand, believe in and live by the core brand values.
- Stay true to the root of your success.
- Be dependable ... long-term customer loyalty depends on it.
- Share your story with all those who may benefit.



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Pushing The Customer SUPPORT ENVELOPE

Columbus Equipment Company isn't in business to win awards. However, when the company is recognized for providing excellent customer service and product support, the entire staff shares the pride in a job well done.

Winning awards serves another function, as well. Each time Columbus Equipment receives recognition, it sets the standard to reach and exceed going forward. The ultimate goal isn't another plaque for the wall. The ultimate goal is to ensure customers get the service they deserve and expect every time they walk in the door, or pick up the phone and call us.

A few of the awards Columbus Equipment has received from manufacturers in the last decade:

- Outstanding Dealer Award from Rockland, 2006 and 2008
- Top 5 Distributor Award from Atlas Copco, 2008
- Top Performing Dealer from Atlas Copco, 2009
- Talbert Top Ten Dealer of the Year, 2010
- McCloskey International Dealer of the Year (Stackers), 2010
- Hirschmann Dealer Appreciation Award, 2009, 2010, 2011
- Dynapac Dealer Of The Year Award, 2012

Additionally, Komatsu's *Target Your Success Program* has honored Columbus Equipment Company in a number of categories in the past decade:

- Surpassing Program Goal in Undercarriage Sales, 2004
- Achieving Highest Levels of Customer and Product Support, 2004
- Achieving Highest Levels of Undercarriage Product Support, 2007
- Achieving Highest Levels of Remanufacturing Product Support, 2007
- Achieving Highest Levels of Customer and Hydraulics Support, 2010
- Surpassing Program Goals, 2011
- Achieving Highest Levels of Customer and Remanufacturing Support, 2011

Ted Kotz, business support manager in Service Operations Development for Komatsu America, has worked with Columbus Equipment for over 20 years and attributes the company's success to their cohesive,

teamwork-based approach. "Columbus Equipment works together as a team, reaching across all departments, and remaining flexible to change ... looking for new ways to implement best practices for product support while maintaining their strong position in the marketplace," Kotz said.

"Columbus Equipment works together as a team, reaching across all departments, and remaining flexible to change ... looking for new ways to implement best practices ..."

Ted Kotz; Business Support Manager, Komatsu America

The company's fiscal 2011 6PL numbers were up 46% compared to the Komatsu brand's year-over-year average of +33%. Credit goes to a team of dedicated employees, and a much-valued customer base, Columbus Equipment Company is now ranked 2nd overall of the 30 U.S. Komatsu distributors.

Columbus Equipment is also proud to serve as a model for peer distributors. Kevin Yuncker, Morbark sales manager, explained that in today's market, many companies run into obstacles when it comes to securing financing for heavy equipment. "Josh has successfully grown the Rental Purchase Offer segment of his business at Columbus Equipment," Yuncker said. "We like to share that business model with other dealers so that they might replicate a similar program to help improve their bottom line." Of course, it helps that Columbus Equipment sales reps are extremely knowledgeable about the Morbark product line, according to Yuncker. "They also provide excellent product maintenance and support, which is an integral component of a successful rental program." With all of the right pieces in place, Columbus Equipment has made their Rental Purchase Offer segment a win-win for all parties involved.

Larger Than The SUM OF THEIR PARTS



Whether it's working with manufacturers to develop better products or supporting the local community, Columbus Equipment Company has always believed in collaboration, teamwork, and being a good industry and community partner. In fact, the company is an active member of many communities, from the industries in which it serves and their trade associations, to the communities in which its stores are located.

Because of the size and varied nature of its customer base, Columbus Equipment Company has long partnered with manufacturers looking for grass-roots feedback on product research and development. As a Grove crane dealership in the 1950s and 60s, for example, Columbus Equipment facilitated meetings between Grove and the George J. Igel & Co., which was a large user of the cranes—owning up to 30 at the time. “The Grove people would come with Mr. Early. They and my father would talk about how to improve things,” said John Igel, company president.

Tim Albright, vice president of sales and marketing, refers to the process as a “three-legged stool,” with the manufacturer, Columbus Equipment Company and the customer working together for the good of everyone.

More recently, Columbus Equipment has collaborated with Dynapac in designing the F1000 paver, and it is working with Komatsu and Topcon to provide input on machine-controlled equipment.

Dynapac called on Columbus Equipment—the number one Dynapac dealer in the United States—for input on the F1000 paver it was custom designing for the North American market. Albright and Columbus Equipment paving technicians met with Dynapac and

Columbus Equipment Company has long partnered with manufacturers looking for grass-roots feedback on product research and development.

shared a strong consensus that the simpler the machine was, the more reliable it would be, Albright explained. Dynapac listened, and the simplicity of the paver's tractor system is one of its main selling points.

Columbus Equipment is also one of a core group of Komatsu dealers working with the manufacturer on a variety of initiatives. One project is Topcon machine control, where Topcon and Komatsu are working together to develop greater automation of construction equipment. “Today's machines aren't designed to run with machine control, even though you can put it on



them,” Albright commented. “These will be machines designed, engineered and built to offer that capability.”

Columbus Equipment has met with Topcon and Komatsu’s division of intelligent machine control to explain customer needs. Additionally Columbus Equipment representatives have focused the manufacturer’s attention on the challenge of providing support for such high-tech machinery.

“My father always tithed on the company’s earnings, He felt very strongly about investing in, and giving back to, our community.”

Cookie Stivison, Daughter of Founder Bill Early
Columbus Equipment Company

Along with industry partnerships such as these, Columbus Equipment is also active in support of professional partnerships and events within Ohio such as the Ohio Forestry Association and its annual Paul Bunyan Show and Flexible Pavements of Ohio and the Ohio Asphalt Expo, as well as smaller scale, more local events.

The company also continues to honor a founding philosophy by upholding a charitable giving program that today is an integral part of its culture. Cookie Stivison, daughter of founder Bill Early, manages the charitable program for Columbus Equipment. “My father always tithed on the company’s earnings,” she said. “He felt very strongly about investing in, and giving back to, our community. And before he passed away he asked that we promise to continue that tradition of giving,” Stivison said. “That’s why the program is so very important to us.”

The company donates to various local charities and recently established a research fund for Creutzfeldt-Jakob Disease (CJD). Company President Tom Stivison recently passed away in February 2012 after succumbing to the disease—a rare neurodegenerative disease that affects one in one million people annually in the

United States. “The disease is very rare and is rapidly progressive. Sadly, there is no known cause or cure for CJD,” Stivison said. The Tom Stivison Memorial Research Fund of The Columbus Foundation was established to honor the memory and contributions that Tom made to the company, and to promote medical research. (To make an online donation, please see page 49 for details or visit: www.tcfapp.org/donation)

Every day, there are a host of charities and organizations doing good work in our communities. As part of a founding commitment, Columbus Equipment Company supports this work.

- Boy Scouts
- Salvation Army
- Focus on the Family
- Lower Lights Ministry
- Indian Run United Methodist
- Northwest Church of the Nazarene
- The Columbus Foundation
- Cedarville University
- Charity Newsies
- Grace Schools

While Columbus Equipment supports a variety of professional and charitable causes, sometimes its partnerships are more about building a sense of community and having fun. For example, the dealership has sponsored the opening race night at Attica Raceway in North Central Ohio for several years. Columbus Equipment also supports the Science of Big Machines exhibit at the Center for Science and Industry (COSI) in Columbus, in partnership with the Ohio Contractors Association. This exhibit is one of COSI’s biggest draws, delighting both young children and the parents who bring them to look at construction machinery up close.



PIKETON, 2009

Originally opened in Jackson in 2000 as a drop-and-ship parts depot, the Southern Ohio operation moved 30 minutes west to its current Piketon location in 2009, establishing itself as a full-service branch. "The move sparked growth in Piketon," said Branch Manager Chester Gowen. "Almost overnight, we went from two employees to 12." Today, the Columbus Equipment location serves customers in Ohio's southern counties as well as forestry contractors in northern Kentucky and western West Virginia, running five field trucks and employing a full-time shop mechanic.

Today, the Columbus Equipment location serves customers in Ohio's southern counties as well as forestry contractors in northern Kentucky and western West Virginia.

The Piketon branch has served primarily mining, forestry and aggregate operations, as well as general contractors from this location over the years. It sells all of the lines that Columbus Equipment represents including Komatsu, Morbark and Barko; has a robust rental operation; and offers repair and service on all brands of heavy equipment. "We move a lot of wheel loaders with our forestry line and excavators are also a big-volume machine for use by general contractors," Gowen said.

Based on current growth, Piketon is in the process of adding new space to its current facility with four additional service bays. "This expansion will allow us to increase our parts inventory and bring on an additional mechanic so that we can offer customers enhanced maintenance and repair services to better meet their needs," Gowen said.

Company Mission

Honoring Yesterday, Serving Today, Building Tomorrow



Columbus Equipment Company is committed to providing customers with world-class products and product support ... at a fair price.

When you purchase a piece of equipment from Columbus Equipment Company, you are buying more than a machine, you are buying a promise of long-term support. We stand behind every piece of equipment we sell or rent with a comprehensive parts system and highly-trained, dedicated professionals who are readily available for sound advice and high-quality service at the times you need them most.

We have worked hard to become *Ohio's Dependable Dealer*. We will continue to work hard to earn your trust and will always attempt to exceed expectations. ... with no surprises and no excuses.

The Living Mission ...



"As a company, we are blessed to have such broad commitment to the company's founding principle of 'a fair deal every time'. This philosophy truly guides us—from management's strategic planning to the daily operations and interactions with you, our customer—today, just as it did back in 1952," explained Josh Stivison, president of Columbus Equipment Company.

'As many of you know, my grandfather, father, and I grew up in this business. Yes, there has been change, however, the relationships are thankfully much the same. We have over 60 years of involvement in the livelihoods of those we serve. It's hard not to care ... it's hard not to be invested in the outcome," added Stivison. "Providing 'a fair deal every time' makes too much sense, on too many levels, to do business any other way."



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