

BIRKEY'S **Bulletin**

May 2014 • Issue 41

**GREAT DEALS ON
USED EQUIPMENT:
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**SPRING PRODUCT
SUPPORT
SPECIALS!
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NEW BIRKEY'S LOCATION MARKS DAWNING OF A NEW ERA IN URBANA

The new Birkey's Urbana store is officially up and running. Over 2,000 customers, current and former employees, vendors, Urbana city officials and community neighbors attended the grand opening on April 4th and 5th. Birkey's Urbana Store Manager Brian McCoy (left) and Regional Vice President and Shareholder Jeff Hedge (right) are pictured below.



CASE
CONSTRUCTION

Used Equipment

Great Deals On Late-Model Excavators, Backhoes, Telehandlers and More!



\$100,000

Stock# X044583

2013 Case 580SN WT Loader Backhoe

577 Hours, Deluxe 2-Door Cab With A/C, Cloth Air Seat, 93" 4-In-1 Loader Bucket, Ride Control, Extendahoe With Hydraulic Bucket Coupler And 24" Bucket, Case Backhoe Controls, Subject To Current Programs.



\$31,000

Stock# X047491

2010 Case 440 Compact Track Loader

1,637 Hours, OROPS Canopy, 72" Dirt Bucket, Aux. Hydraulics, Ride Control, Hydraulic Self-Leveling, Good U/C.



\$84,000

Stock# X055205

2012 Case 580SN Loader Backhoe

591 Hours, Deluxe 2-Door Cab With A/C, Cloth Air Seat, 82" 4-In-1 Loader Bucket, Ride Control, Extendahoe With Hydraulic Bucket Coupler And 24" Bucket, Case Backhoe Controls.



\$64,000

Stock# U511193

2007 Case 580SM Series 2 Loader Backhoe

2,168 Hours, Deluxe 2-Door Cab With A/C, Cloth Air Seat, 82" 4-In-1 Loader Bucket, Ride Control, Extendahoe With Hydraulic Bucket Coupler And 24" Bucket, Case Pilot Controls.



\$53,500

Stock# X053739

2005 Case 580SM Series 2 Loader Backhoe

3,061 Hours, Deluxe 2-Door Cab With A/C, Cloth Air Seat, 82" 4-In-1 Loader Bucket, Ride Control, Extendahoe With Hydraulic Bucket Coupler And 24" Bucket, Case Backhoe Controls.



\$62,000

Stock# X053836

2004 Case 590SM Series 2 Loader Backhoe

6,927 Hours, Deluxe 2-Door Cab With A/C, 93" 4-In-1 Loader Bucket, Ride Control, Extendahoe With Hydraulic Bucket Coupler And 24" Bucket, Pilot Controls, Dual-Direction Backhoe Aux. Hydraulics And New Amulet Hydraulic Thumb.



\$33,500

Stock# X051566

2009 Case 430 Skid Steer

Only 60 Work Hours, OROPS Canopy, 72" Dirt Bucket, Aux. Hydraulics, Ride Control, Hydraulic Self-Leveling, Excellent Condition.



\$92,500

Stock# X052569

2009 Case 850L Crawler Dozer

348 Hours, OROPS Canopy, Rear Screen, Drawbar, 120" 6-Way Blade, 24" Pads, Clean And Straight.

Product Support PROGRAMS



Extend Equipment Life and Value With CUSTOMIZED MAINTENANCE INSPECTIONS FROM BIRKEY'S

Over 20 years ago, Birkey's started the Customized Maintenance Inspection (CMI) program to pass on savings to customers, prevent in-season breakdowns and extend equipment life and value.

A New Service Option for Construction Customers:

Customized Maintenance Inspections (CMIs) extend equipment life and value by identifying parts and components that may fail prematurely. The dual focus of the CMI is performing recommended maintenance—changing all oils and filters—and inspecting wear parts that are under stress in rugged work environments. We understand how important it is to keep your machine up and running, so our CMI checklist clearly informs you about what is working, what

needs attention, and what needs to be fixed. You can then make sound repair decisions regarding your equipment.

Benefits of a Birkey's CMI:

- FREE hauling - see store for details
- Service-call, base fee waived
- Added savings/production of reduced downtime
- Thorough inspection of components
- Lower repair costs
- Job priority - in season
- EPA - safe disposal of oil, filters, antifreeze
- Guaranteed, off-season labor rate (10% discount)

When you purchase a CMI from Birkey's, you can be confident you will get the most out of your machine investment.

NEW BIRKEY MARKS DAWNING OF A



Birkey's recently opened a new, state-of-the-art facility at 2202 South High Cross Road in Urbana. The location has been specifically designed to provide efficient service to a wide range of customers. This improved efficiency will benefit customers across all departments, including sales, service and parts.

The store celebrated its grand opening on April 4 and 5 with over 2,000 attendees, 47 vendor displays, educational clinics and a variety of family activities.

The parts department, for example, is now under one roof instead of being housed in four separate buildings. With the new layout, counter workers will have easier access to any part ordered. "With the increased storage capacity, we will be able to expand the amount of parts we have and be sure we have the right parts on the shelf," said Brian McCoy, store manager. The parts counter is right next to the shop for ease-of-access to the parts required.

The shop area has almost 33,000 square feet of space—25 percent more than the former store. "When a piece of equipment is in for service, we will be able to complete the work quicker than ever before, resulting

in reduced down time for the customer," McCoy said. The shop is equipped with 30-foot doors so it can handle the largest construction equipment, and the five-ton overhead crane will enable technicians to move heavy objects with ease.

The shop features a heated floor and a geothermal temperature control system that will make the facility more comfortable for technicians working in extreme weather. With a streamlined, well-lit, more comfortable environment, technicians will be able to provide customers with more efficient service. "The improved work environment will also allow Birkey's Farm Store to recruit and keep the best technician talent," McCoy said. The store has already added one new technician, for a total of 17, and McCoy expects to hire three more mechanics in the next two to three years.

The new building is located on 20 acres, a site about four times larger than the old store. The additional space provides Birkey's with more room to store and display equipment inventory. "We want to turn some of the acreage into a demo area by early fall," McCoy said. "Construction equipment customers will be able to try the equipment and dig in the dirt."

Located on the eastern edge of Urbana, the new facility offers contractors ease of access without the congestion



BIRKEY'S LOCATION A NEW ERA IN URBANA



The Urbana Grand Opening was truly a trans-generational event (4), and proved to be the perfect time for former owners and employees—including former Urbana Mechanic Clarence Painter (6) who, from 1968, served 35 years with the company—to reacquaint with customers and each other. Members of the community and trusted vendors—some of whom led educational clinics (3)—were also in attendance. Ross Cluver of Buckley (1) purchased the winning raffle ticket during Birkey's Farm Store's 60-Day Hunger Drive and won a restored 1954 Farmall Super MTA. The Urbana store's 42 very-capable employees were also present (2). Birkey's Business Manager Jim Lyons leads attendees on a facility tour (7). The event's fish fry dinner on Friday, April 4th was well attended (5).

of the previous location, where Birkey's had done business for nearly 30 years. The wider roads make it easier to bring equipment in.

“When a piece of equipment is in for service, we will be able to complete the work quicker than ever before, resulting in reduced down time for the customer.”

Brian McCoy, Birkey's Urbana Store Manager

Birkey's began planning the store in 2011. Company owners put a lot of effort into the design of the new store, touring dealerships around the Midwest and incorporating the best ideas into the design. Birkey's began the search for a suitable location in spring 2012 and purchased the site in September 2012.

“Our contractor, Drake Homes, and many of our sub-contractors have been Birkey's customers, so the relationships go back a long time. We selected these companies because of the trust factor and our desire to give back to customers, and we've seen them take pride in building a quality facility for us,” said Jeff Hedge, regional vice president and shareholder.

The store celebrated its grand opening on April 4 and 5 with over 2,000 attendees, 47 vendor displays, educational clinics and a variety of family activities. The event also coincided with the final two days of *Birkey's 60-Day Hunger Drive*, a campaign that raised more than \$167,000—providing 1 million meals—for seven local food banks associated with Feeding Illinois.

“Reaction to the new store has been good,” McCoy said. “Contractors have been impressed with the thought put into the facility, and how customers' needs were at the forefront of the building's planning.”

If you haven't visited Birkey's new Urbana store yet, please swing by. You are the reason we are here ... and are welcome anytime.

www.birkeys.com

BIRKEY'S

Product Support **SPECIALS**

SPRING MAINTENANCE EVENT

\$30 REWARD CARD OFFER*

with a \$300 purchase on any combination of genuine CASE batteries, filters and lubricants.



22% DISCOUNT

BATTERY MODEL #S BMF31GW, BMF31GSW & B2472W.

ASK US TODAY FOR MORE INFORMATION!

* See us for offer details.



OFFER ENDS MAY 31, 2014

CASE
CONSTRUCTION

FATHER'S DAY \$50 REWARD CARD OFFER!

From May 1 – June 30, 2014, when you buy qualifying* CASE products in the following categories, receive a \$50 CASE Reward Card.

It's our way of saying "Happy Father's Day."

**POWER EQUIPMENT
TOOLS & STORAGE**
RADIO & OBSERVATION SYSTEMS**

*See Birkey's for complete details. **For every \$200 purchased.



NEW Case 82" or 93" 4-in-1 Buckets **SPECIAL PRICE: \$3,500**

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• MATTOON (217) 235-3158

Technician Corner AT YOUR SERVICE



BIRKEY'S MATTOON SERVICE MANAGER CLAY BERNER

Organic Acid Technology Engine Coolant: UNDERSTAND THE BASICS, ENJOY THE BENEFITS



In preparation for Tier 4B engines, Case recently introduced an Organic Acid Technology (OAT) engine coolant product—Case Akcela Actifull Extended Life Coolant—for use in all new backhoe and forklift engines.

Machines requiring this product can be easily identified by decals on the overflow tank and radiator shroud (see image, left). The yellow color of the coolant also differs from the conventional blue, giving technicians another way to determine the type of coolant a machine needs. This identification is important since **OAT should never be mixed with conventional coolant**. These coolants are not compatible and will cause adverse effects to both the engine and cooling system.

One major advantage of OAT coolant is an extended service life of 4 years/4,000 hours, as compared to 2 years/2,000 hours with conventional coolant. OAT coolant also uses organic salts for corrosion and cavitation protection. The organic salts produce a protective film on the cylinder liners, thus preventing cavitation erosion.

Maintaining OAT nitrate levels is very important and can be checked with conventional test strips. OAT can be used in place of conventional anti-freeze in other cooling systems once a proper flush procedure has been performed.

While it may seem overwhelming to stay abreast of the latest technological developments, Birkey's technicians stay up-to-date with factory and online training and are here to assist with your service needs. Programs like Birkey's CMI are also designed to

maintain your equipment at peak performance.

Please feel free to call, or visit, your local Birkey's service representative anytime with service questions or needs.

Clay Berner, Service Manager



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Urbana, Illinois 61802

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Birkey's Construction Family

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REGIONAL MANAGER: Mike Carley
PARTS & SERVICE SALES REPRESENTATIVE: Curt Arseneau

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SERVICE MANAGER: Brian Wright
PARTS MANAGER: Randy Hogue
FULL LINE SALESMAN: Dave Fiedler

MATTOON: (217) 235-3158

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RENTAL MANAGER: Mike Walters
SERVICE MANAGER: Clay Berner
PARTS MANAGER: Bryan Dunn
FULL LINE SALESMAN: Josh Butler
FULL LINE SALESMAN: Steve Karolewicz

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SERVICE MANAGER: Matt Miatke
PARTS MANAGER: Dustin Remington
RENTAL MANAGER: Brian McCoy
FULL LINE SALESMAN: Clayton Meyer
FULL LINE SALESMAN: Eric Gonigam

GALESBURG: (309) 341-4360

STORE MANAGER: Bill Shenaut
SERVICE MANAGER: Adam Beardsley
PARTS MANAGER: Luke McVey
FULL LINE SALESMAN: Gregg Kromphardt

Mission Statement...

We are committed to consistently satisfying our customers' needs and exceeding their expectations by providing quality services and building and maintaining genuine relationships.



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