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**Genevieve Brechtel**  
Vacuum Extraction Technician  
Santa Fe Vacuum Excavation

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Genevieve Brechtel, vacuum extraction technician for Santa Fe Vacuum Excavation, works on finding water lines near La Cienega, New Mexico, using the company's SmartVac vacuum excavator. The company, with four employees, services the area around Santa Fe. (Photography by Eric Swanson)

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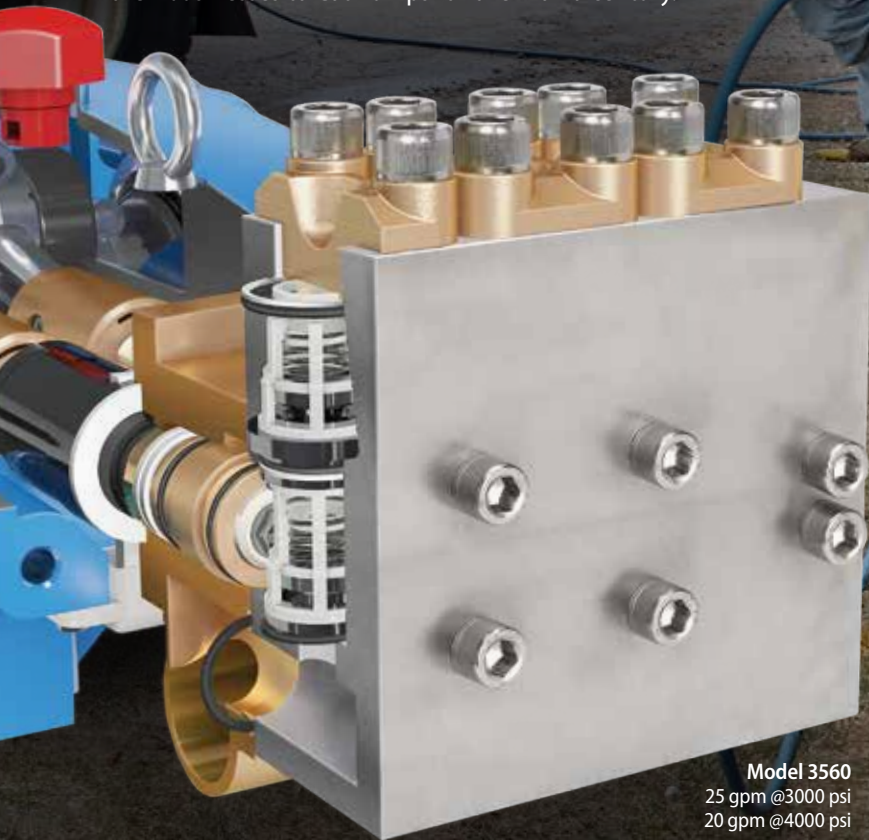
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# Keeping Them Running

## MAINTENANCE AND CARE FOR EQUIPMENT WILL KEEP IT OPERATING FOR YEARS — EVEN DECADES — FOR YOUR COMPANY

BY CORY DELLENBACH, EDITOR



**RIGHT NOW IS THE PERFECT TIME TO BE DOING ALL OF THE MAINTENANCE WORK ON YOUR EQUIPMENT BEFORE THE BUSY SUMMER SEASON REALLY HEATS UP. GO THROUGH EACH OF YOUR TRUCKS, DRILLS, TRENCHERS AND SO ON TO ENSURE THEY ARE IN GOOD WORKING ORDER.**

**D**o you remember the first vehicle you had? Those first vehicles can leave a mark on someone and can impact what you do with future vehicle purchases.

My first car was a total piece of junk. It didn't run well, it had issues all the time and it just wasn't enjoyable. Because of that I will never go with that brand of car again. It's nothing against that maker, but it's in my head now.

It's probably the same with you in the utility construction business. You remember the very first vacuum excavator, drill, trencher, etc. and have either good or bad memories of it. Those first vehicles always leave a mark on us.

In the profile in this issue, Santa Fe Vacuum Excavation owners Tim and John Brown still have the first vehicle their small company purchased. A 1997 Aquatech hydrovac rig. It still runs and the Browns have no plans to get rid of it anytime soon, despite having newer, more updated, rigs in the fleet.

### KEEPING THEM RUNNING

It's not unusual in this industry to see rigs running that long. All it takes is some TLC to keep those machines running. Performing annual maintenance to the equipment and doing what a manufacturer recommends are always good steps to take.

Right now is the perfect time to be doing all of the maintenance work on your equipment before the busy summer season really heats up. Go through each of your trucks, drills, trenchers and so on to ensure they are in good working order.

If there is something that needs to be done with one of them that you or your team aren't able to do, reach out to the manufacturer of the unit or a local dealership and see what they can do for you.

### OTHER TIPS

Having that equipment last you a while is a big benefit to the company. It means you don't have to spend money on a new piece of equipment when you might not have it available. It also provides you and your team with a machine that you're familiar with running and can adapt quickly if something needs to be changed with it on a job site.

Here are some ways you can try and keep that machine running well past its life span:

- 1. Listen to it.** You know your equipment better than anyone else because you run it daily. If you hear something on the machine that doesn't sound right, it's likely a problem. Investigate the sounds and you could fix a small issue before it gets to be a big one.
- 2. Stock spare parts.** As your vacuum excavator, drill or trencher get older it's going to be harder and harder to find the parts you need for it. Anticipate that and start stocking up on the parts that you often will need to replace more often — belts, chains, etc. This will also save you money in the long run buying it when it's available and not forking out more cash because it's hard to get.
- 3. Clean the equipment.** The Browns didn't get done with job sites and park the vacuum excavator in the garage without cleaning it. Doing that won't make anything last. Make sure you are cleaning that equipment after each and every job. Take a hose and wash off all that mud. All it adds is just a few minutes to the end of the day — some worthwhile minutes.

### WHAT DO YOU DO?

Do you have a piece of equipment several decades old in your fleet? How did you keep it going? I'd like to hear your story. You can email me at [editor@digdifferent.com](mailto:editor@digdifferent.com).

Enjoy this issue! ▼



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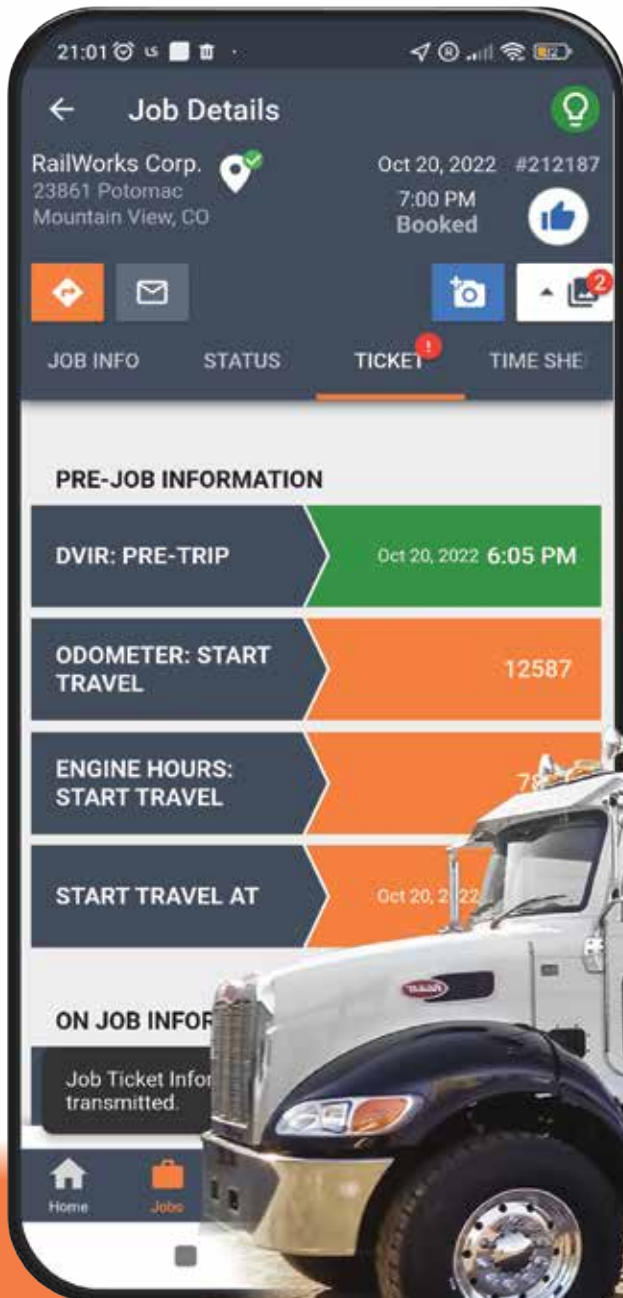
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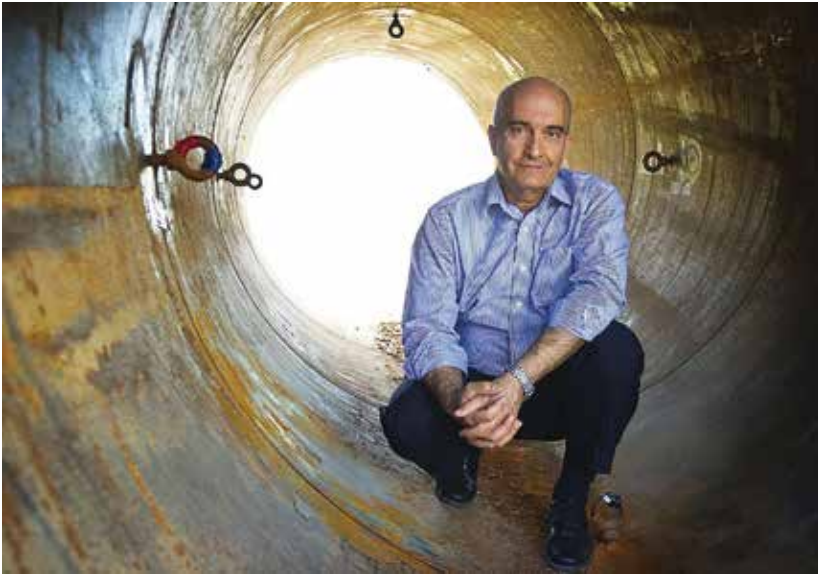
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### Researchers to Measure Pollutants

A University of Texas at Arlington civil engineering researcher has received a one-year, \$300,000 competitive grant from the Water Research Foundation to evaluate a trenchless process rehabbing sanitary sewer pipes in Soapstone Valley Park, a popular Washington, D.C., attraction. Data will be collected on possible air and water pollutants arising from curing resin on the cured-in-place pipe project.

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Santa Fe Vacuum Excavation is described by a co-owner as a small company that sees the big picture in the vacuum excavation industry.



# CREATING A BOUTIQUE

**FOCUS ON SAFETY AND GETTING JOBS DONE RIGHT IS MORE IMPORTANT THAN BIG GROWTH FOR SMALL NEW MEXICO VACUUM EXCAVATION COMPANY**

STORY: GILES LAMBERTSON PHOTOS: ERIC SWANSON

**S**anta Fe Vacuum Excavation is a relatively small company — “boutique” is how the owner characterizes it — but a company with a firm grasp on the big picture. That is, getting bigger is not as important to company ownership as getting it right.

In 2019, the then-13-year-old New Mexico company reached a stage of its development that had Tim Brown seriously considering expanding its service area to the entire state. The company had grown up in and around Santa Fe and Albuquerque, cities an hour apart. But after COVID arrived that year, Brown and his father, John Brown, revisited the idea.

The senior Brown founded the company. His son joined it and today owns the company’s vac trucks and manages its operations. Two factors came into play in their decision not to go statewide.


First, the economic impact of the pandemic was unclear, which made expansion more problematic than it otherwise would have been. Second, Tim Brown’s wife was about to deliver a child and he concluded it was a good

time to pull back a little from working out in the field and thereby lessen their exposure to the rampant virus.

Pulling back proved a good decision. “I have never been happier than I am operating as a boutique Santa Fe vacuum excavation company,” says Tim Brown. “As it turned out, the highest demand for our services we ever experienced was that year. I was sort of forced into the managerial decision of getting out of my pickup and reaching customers on the phone and now I’m seldom in the field.”

## STARTING WITH SAFETY

Before Santa Fe Vacuum Excavation came into being, John Brown had worked for years in the construction field as a general contractor, remodeling and building spec houses. He also got involved in a recreational vehicle park on property that Brown family forebearers had homesteaded near Santa Fe generations ago. To keep the property in the family and intact, rather than subdivide it, Brown proposed building a 100-unit RV park.



Extraction technicians Genevieve Brechtel (left) and David Pino work on finding waterlines near La Cienega, New Mexico, using a SmartVac unit on a Peterbilt chassis.



## Santa Fe Vacuum Excavation

Santa Fe, New Mexico

**OWNERS:** John Brown and Tim Brown

**YEARS IN BUSINESS:** 16

**EMPLOYEES:** 4

**SERVICES:** Air and hydro excavation including slot trenching, potholing and jetting, pipeline camera inspections, utility location, shoring and equipment rentals

**SERVICE AREA:** Santa Fe/Albuquerque area

**WEBSITE:** [www.santafevacuumexcavation.com/index.html](http://www.santafevacuumexcavation.com/index.html)

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Tim Brown

Snowbirds from northern states and other part-time residents flock to the region — and to the park — from Thanksgiving through the middle of March. RV park revenue is what Tim Brown calls an economic “shock absorber” for the family businesses, including the vacuum excavation company.

When the housing market worsened, the senior Brown looked for more stable employment beyond homebuilding and learned of an opening with the area OSHA office. Because he was very interested in workplace safety, Brown quit contracting and segued into safety management. He worked at OSHA for eight years before leaving to become safety director for one of the larger general contractors in New Mexico and the region, Bradbury Stamm Construction. Semiretired now, Brown is still retained by the construction company as a safety consultant.

In 2007, Brown realized that what Bradbury Stamm needed to safely excavate deep below a street was a vacuum excavator. When the contractor declined to purchase such a rig, Brown did to prove the technology’s effectiveness. He hired his son to operate the vac truck and started his company. Brown believes the truck was the first brought into New Mexico for vacuum work outside of use in oil fields.



Tim Brown,  
co-owner/manager,  
Santa Fe Vacuum  
Extraction



While technician Genevieve Brechtel confirms the correct depth of one pothole, David Pino uses the SmartVac vacuum excavator to work on the second.

The rig was a used 1997 Aquatech hydrovac rig (Hi-Vac Corporation) bought in auction in Atlanta. “That truck cost us \$80,000 and we put another \$5,000 in it,” Tim Brown recalls. “On the very first job we did with it, we made about \$10,000 and said to ourselves, ‘This could work.’”

For a while, the Aquatech B-10 combo truck practically lived in the Albuquerque wastewater treatment plant, a facility where new lines regularly were being laid and old ones repaired.

### ADDING EQUIPMENT

The company currently has three Aquatech hydrovac rigs, a VACMAS-TERS SYSTEM 4000 and a SmartVac tandem unit. Unless a large project requires it, only two or three of the vehicles roll out for customer calls, the other two remaining on standby. The company has hung on to the original rig because it is worth more in reserve than it would bring from a buyer, says Tim Brown.

“It runs great, but if it does break down, we probably can fix it. The newer trucks can’t do that. To us the truck is worth at least \$40,000, but people are afraid to buy it because it’s old. If you go to trade it in, they’ll only give us \$10,000.” So, the B-10 keeps doing its thing as needed.

Santa Fe Vacuum Excavation has four employees, three of whom the company sent to school to earn their commercial driver’s licenses so they could fully operate the trucks. One of the operators has worked for the company for 10 of its 16 years.

While both hydrovac and air-vac excavations are offered, most of the company’s work is with water. Brown prefers it that way.

“Water moves the dirt faster, the dirt goes in the truck smoother, fewer dust particles are floating in the air with water,” he says. “And an air truck is a hot truck. Our operators sometimes get splashed when they’re using water and on a hot day in the summer in New Mexico that feels good.”

The company’s newest rig — the SmartVac — is working well but actually wasn’t the model Brown wanted to procure. The order for the truck was sent in right before COVID generally interrupted manufacturing assembly lines. Consequently, Brown ended up with a slightly larger vac on a Peterbilt chassis than the envisioned smaller unit on a Freightliner chassis.

“We wanted a smaller, single-axle truck with a smaller tank and the standard blower and boom,” Brown recalls. “You go to the WWETT shows and they exhibit those triple-axle monsters, which are great for oil fields in the middle of nowhere. They don’t make sense in Santa Fe, though. So much of the city is donkey trails that were paved. There’s no room.”

### TRICKY, TRICKY

The Santa Fe company declares on the homepage of its website that it specializes in tricky jobs. Brown was asked how he defines “tricky.” In response he talked about the company’s experience removing elevator jacks from shafts in Albuquerque and elsewhere.

The two- and three-story buildings have elevators that operate on hydraulic jacks instead of cable systems. When the buildings were constructed, the jacks were set in place and the area around them backfilled — including with construction waste. Replacing the jacking mechanism requires removing the backfill and that’s when the vacuum excavation units are called to suck out the material and into barrels for carting away.

“On a freight elevator in El Paso, the top of the jack was 25 feet below where the truck was parked — some 150 feet away from the elevator shaft — with

the jack running down another 55 feet. We had pulleys and cables to move stuff around and a flashlight on a rope to see down into this hole maybe three feet in diameter,” Brown recalls. “We sent down a magnet to lift out some parts. Plus, the jack had failed and leaked hydraulic oil, saturating the surrounding sand. It was sticky, sticky stuff.”

The company vacuumed out 28 elevator shafts in Albuquerque alone. “We got really good at it,” he recalls, “and then we ran out of work.” No more elevator jacks needed replacing.

Another “tricky” job successfully undertaken was even trickier. It was at an abandoned uranium strip mine where authorities needed soil samples for radioactive half-life testing. The samples were required from the bottom of a pit, which had partially filled with water.

“So how do you do that?” Brown rhetorically asks. The answer was construction of a plywood barge that floated on Styrofoam blocks 3-foot-by-4-foot-by-8-foot in size, with a lift at one end of the barge along with other mechanisms. The soil was sucked up and into barrels on the barge. Vacuum for the system was generated by an Aquatech truck located more than a thousand feet from the sampling sites, with the suction ultimately delivered through 4-inch PVC pipe floated on the water.

From such successful vacuuming tasks was a reputation built. Yet occasionally an assignment will daunt Brown and his operators. Case in point: A culvert near a mine.

One of their staple services is jetting culverts that the state’s sandy soils have filled up. A 12-foot-in-diameter, 300-foot-long culvert near Silver City required two weeks of jetting to remove the soil. In the course of removal, however, the soil became impenetrable by water. Mined granite material had washed down into it and proved immovable.

“That gravel was not normal,” Brown says. “It was sharp like glass and interlocked like Legos. After we had jetted there a while, it sort of settled into a mosaic mass and water could no longer penetrate it.” A directional drill was hauled in to break apart the gravel for vacuuming. “We realized that if we hadn’t jetted it, it never would have settled that way.”

## MORE THAN VACUUMING

Trigger Warning: Tim Brown is not a vacuum excavation purist. Among his pieces of equipment is an ultra-compact excavator, a Kubota 008, the smallest hydraulic digger Kubota makes. It is a useful backup to the air and wet vacs. “If we are only doing potholing or something, we wouldn’t need it, but it is a cool tool.”

The hydraulic and air-vac excavation systems combined imaginatively in a backyard in Santa Fe where a woman wanted a rain cistern dug in caliche clay. Normal equipment access to the small property was impossible. So, Brown narrowed the moveable rubber treads on the Kubota and drove it through the house’s 36-inch doorways into the backyard.



Technicians David Pino and Genevieve Brechtel are just two of the company’s four employees. The company chooses to remain small and focus on safety and getting the jobs done right.

Then, to minimize the woman’s costs, he rented her the Kubota 10 HP machine and she and her granddaughter excavated the cistern themselves. Soil they dug up was dumped onto a screen and then into a 6-inch vacuum line that ran 35 feet through the house to the vacuum excavator parked outside. “It took them about two weeks, but we talked her through it and they dug it themselves.”

That job illustrates another facet of Santa Fe Vacuum Excavation: Brown is selective about jobs he takes on — in keeping with his boutique



Solar array water catchment system located at Santa Fe Skies RV park.

“We don’t want to use fresh water to dig with,” says Tim Brown. “If we need water for a dig, we encourage our customers to use the rainwater. When operators don’t have the option of using a hydrant on a job site, they fill up from the cistern.” Between 50,000 and 60,000 gallons of cistern water are utilized that way each year.

The novel water collection system might not be one-of-a-kind, but Brown says he hasn’t seen it elsewhere. Instead, he says he sometimes drives by large solar panel fields and not only are there no water-collection gutters on the panels, weeds are growing at their lower edge where water has fallen, weeds that can grow up to block sunlight from even reaching a panel.

Solar and cistern: It’s a natural combination.

## Putting Rain Water to Use

The connection between water storage and solar panels may not seem obvious at first glance. Or even at second glance. But there is a connection and Santa Fe Vacuum Excavation is taking advantage of it.

The New Mexico company is owned by the Brown family corporation, with Tim Brown owning and managing the fleet of trucks. The corporation also owns an RV park near Santa Fe and the park is where sun and water come together in this story.

When Tim Brown’s father, John Brown, built the 100-vehicle park, he installed 810 solar panels in 45 arrays to power the park’s amenities. At the bottom of each array, Brown affixed gutters with a downspout leading to nine below-ground cisterns. Downpours in the arid country are not an everyday occurrence, but when rain does fall, it runs off the slanted panels and is collected in the cistern.

When hydrovac trucks roll out from the Santa Fe Vacuum Excavation equipment yard, they sometimes are carrying water from those cisterns.

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business model. He is, in fact, willing to rent out equipment and to act as a paid consultant on a job rather than bid a job itself. "I tell some customers, 'Look, I'll be a consultant for \$300 and tell you how to do a job. If I end up doing the job myself, I'll knock \$300 off the price of doing it.'"

The company also has shoring materials which it will rent out and consult with a customer about using the materials. "Sometimes a company calls and we talk and I learn there aren't any utilities in the area, so they don't need a vac truck. They don't need us. What they need is understanding how to do shoring. I know sometimes it looks like we talk ourselves out of jobs, but that upfront approach is why we get jobs."

## LOOKING AHEAD

The 37-year-old Brown may not be thinking about going statewide with the company's services, but that doesn't mean his interest in new vacuum excavation machinery is gone. Besides his interest in smaller vac trucks for navigating tight spaces, he's eyeing some bigger rigs.

**"THE BIGGEST GOAL OF SAFELY OPERATING A PIECE OF MACHINERY IS TO DO A JOB BETTER AND FASTER. BEING SAFE SHOULDN'T INHIBIT PRODUCTION BUT ENCOURAGE IT."**

Tim Brown

For example, he admires the engineering on an MTS dry vac, a German vacuum brand. It features a patented twin-fan system, a 10-inch boom that incorporates a vibrator to keep dirt moving and a high-dump configuration for unloading into a dumpster. "It's a massive beast and I would have to do a lot of digging to utilize it."

Then there's an Italian-made stainless steel hydrovac with a water filtering and recycling unit. "They say they can pothole all day using just a 200-gallon water tank. Or pothole all day with 200 gallons of water," Brown says with evident enthusiasm for the technology.

Brown is his father's son, though, and conveys just as much interest in safe operation as he does in efficient operation. After all, as he points out, they should be one and the same.

"The biggest goal of safely operating a piece of machinery is to do a job better and faster," Brown says. "Being safe shouldn't inhibit production but encourage it."

He goes over safety rules with his employees before each job, emphasizing those that apply to a task at hand. But his overall counsel to them is, don't put yourself in an unsafe position to begin with. "My dad's safety approach has been to remove the risk in advance, if possible. Don't create confined spaces. Don't put yourself in a hole where you need shoring to protect you."

The son clearly admires the father in the Brown family, but it is a two-way salute. John Brown says his son is a gifted manager of the vac fleet because he retains everything he learns on a job.

"In his first 13 years running trucks and doing the work, Tim learned and seemed to remember every different situation," John Brown says. "He has it in his head now like a library." Stuff like what kind of dirt vac truck operators will find here or there, where rock lurks three feet underground, how a certain kind of surface valve connects to lines underground.

This valuable "library" of accumulated understanding gives Tim Brown — and the company — an edge in bidding jobs and on guiding truck operators in their work. "It's amazing," John Brown says. "I call him the Sherlock Holmes of utilities." ▼

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# Getting a Makeover

## IT'S PROBABLY LONG PAST THE TIME TO REVIEW YOUR ONLINE PRESENCE AND SEE HOW YOU STACK UP AGAINST THE COMPETITION

BY JENNIE LYON

**A**lmost every business could use some website spring cleaning. Even a well-managed website eventually needs to be revamped with an updated interface, fresh design, improved functionality and a reorganization of content.

As your products and services evolve, some of the web copy on your site might be inaccurate, requiring some updating. Maybe you are still using outdated search engine optimization techniques that are hurting where you are showing up in the search results.

Thankfully, you can address all of these problems with a simple tidying up. So, let's get into the spirit of the spring season and do a cleaning! Here's how I go about doing website updates for my clients (and me, to be honest).

### WEBSITE AUDIT

How long has it been since you've gone through your own website? Chances are that it's been a while. Most people go through everything once their site is complete and rarely do it again. However, over the years, links to pages can break, images can vanish and security measures that protect you from hackers can become outdated. Your SEO score might be dragging you down because you haven't updated your search techniques. Or you might be asking yourself, SEO, what's that? Or how do I do that?

Before diving deep into your site, you want to do a quick tour. From the homepage, click around the site, checking out pages to see if they flow into each other logically. Don't profoundly analyze everything; just try to take in the general user experience. Come at it from the point of view of a new customer. Are you able to navigate your website with ease? Is the information where you would expect it to be? Is there anything that makes you go, "Hey, why isn't that working?"

**MOST PEOPLE GO THROUGH EVERYTHING ONCE THEIR SITE IS COMPLETE AND RARELY DO IT AGAIN. HOWEVER, OVER THE YEARS, LINKS TO PAGES CAN BREAK, IMAGES CAN VANISH, AND SECURITY MEASURES THAT PROTECT YOU FROM HACKERS CAN BECOME OUTDATED.**

Your main goal is to find out, when someone pops into your website, do they know who you are, what you do, how that benefits them, and is there a call to action where they can easily see it? You only have a few seconds to hook someone when they land on your website, so this is imperative.

Then as an experiment, go to the website of your biggest competitor and do the exact same thing: take a tour of their site. What kind of user experience are they offering their customers? If it blows yours out of the water, then you know you need some help.

There are also parts of a website audit that you might not have experience in. For example, do you know how the back end of your website works? If not, you might be missing critical security updates or new features that will keep

your website looking and functioning at its best. For this you might want to seek professional help.

After your tours/audits, you will know just how much needs to change on your website for the refresh.

### HOMEPAGE TWEAKS

Unless you created your website more than five years ago, your homepage is probably in reasonably decent shape with a sufficiently modern design.

However, there's probably still lots of room for improvement.

First, take a look at the top of the homepage. This is the first thing that your customers will see when they go to your website. What kind of impression does the top of the main page make? Would it make a potential customer want to know more?

The next place you want to look is at your small business' logo in the upper-left corner of the page. This logo not only keeps your branding front of mind, but it also usually doubles as a "home" button to get visitors back to the homepage. It might be the single most crucial component of your website, which is why I'm constantly amazed how many small business owners leave it as an afterthought. Are you still happy with your logo?

Finally, carefully read through all of the copy on your homepage. Don't skim it; really delve in. If there is too much, the average person isn't going to read it. On the flip side of the coin, having too little will result in them thinking that you don't offer the solutions they need. Either way, they're going to click off and look for your competitor's site instead.

Thankfully, there is a happy medium when it comes to homepage web copy. My preference is story-driven, personality-infused web copy. You want your copy to be about your reader, not about you. It needs to tell a story to pull them in and then hook them with all of your amazing benefits.

### LOOKING AROUND

One of the first things a visitor will do when they land on your website is to look at the navigation bar to scan what you offer. That's why you need to have everything they need logically laid out right at the top of your homepage. You don't want to provide too many choices because they might get confused about where to go first. Similarly, giving them only one or two options will leave the impression that you have a barebones site with no actual content to offer.

My personal recommendation is that you need at least five basic links in the navbar: About, Services, Blog, Testimonials and Contact Us. If you want to expand on any of those topics, it's best to build drop-down menus rather than add way more links to the top of your website. On the whole, these five categories are pretty standard, providing most users what they're looking for.

The more free content you offer, such as blog posts, the more you will have to provide potential customers. But over time, your blog page can start to get



Jennie Lyon

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a bit cluttered. Make sure all of the links to your blogs still work. This process can be time-consuming, depending on how many blogs you have, but well worth it. A "Page Not Found" message might as well be a red light flashing at users, telling them to look elsewhere for a service provider.

Next, how is the organization of your blogs? If you'd have a few years' worth, then the older ones are probably buried under a ton of other content. You never want to clutter your "Blog" page with countless links, so I recommend using a grid pattern to keep them organized.

Finally, how dated are your blogs? A blog you wrote about back in 2015 could be hopelessly outdated. Going through these old blogs and renovating them with updated information will make sure that the information on your website is accurate. It also presents you with opportunities to post those old blogs as "new" content.

### SEO UPDATES

Another reason why you might want to update your old blogs is to make sure they are utilizing modern SEO techniques. Search engine optimization is one of those "magical" things that web developers talk about that confuses the average person, but it's very simple. SEO should make it easy for people to find your content. You can help by creating high-quality content, using smart keywords and key phrases, regularly updating your website, and much more.

### ABOUT THE AUTHOR

Jennie Lyon is the owner/operator of Jennie Lyon Digital Marketing & Virtual Services. Learn more at [www.jennielyon.com](http://www.jennielyon.com). ▼

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# Tips to Transform Your Business

**A SIMPLE PATHWAY TO SUCCESS IS CONSISTENTLY DELIVERING ON THE PROMISE YOU MAKE TO CUSTOMERS AND EMPLOYEES**

BY JASON BRADSHAW



**A**s a busy business owner, you are faced with a seemingly endless list of things to do to keep your company operating and an ever-increasing list of ideas on how to improve it.

It can be overwhelming, so perhaps consider throwing out the hundred plus to-do items and ideas. Instead, focus on the experience you deliver to customers and your employees. Start with these three fundamental steps:

1. Define the promise
2. Measure the gaps
3. Share the stories

Before unpacking these steps, let's clarify a couple of important elements.

First, the term experience. In this context it means customer experiences, employee experiences, the experiences that you promise, and ultimately, the ones you deliver. You may even make experience promises about your brand and products. For now, we're going to focus on customer and employee

experiences. Also, the singular experience — the transaction — is just as important as the plural, collective experiences.

Finally, let's be clear that the customer and employee experience does not mean hugging your haters, nor does it mean surprising your customers/employees with champagne and caviar.

Each of these steps applies to customers and employees equally. If you don't know where to start, begin with your employees' experiences. Investing in improving your employees' experience will result in increased productivity and improved customer experiences.

## **STEP 1: DEFINE THE PROMISE**

This step comes in two parts. It starts with defining what you mean by the words "customer/employee experience." It is crucial to define what you mean by the term to ensure that every team member understands it. Part two is defining what you promise to deliver for your customers/employees.

Every day people check in to two-star hotels and fly low-fare airlines, while



## INVESTING IN IMPROVING YOUR EMPLOYEES' EXPERIENCE WILL RESULT IN INCREASED PRODUCTIVITY AND IMPROVED CUSTOMER EXPERIENCES.

at the same time people also check in to five-star hotels and fly first class. In both instances, there are companies that make a profit and those that don't. The difference is clear. Some companies compete on price, and others — who win — do so by delivering consistently on the experience that their ideal customers are drawn to and are willing to pay for.

Don't be afraid of defining your promise and sharing it broadly. There are customers who will choose your company, and your promise, over your competitors if you deliver on that promise consistently.

Beyond prospective customers being drawn to your promise, the superpower of defining your promise is that every team member will understand that above all else their priority is to deliver on the promise.

### STEP 2: MEASURE THE GAPS

After you've defined what you promise to deliver, it is time to measure the gap between the promises and the reality. To get started, just measure the gap between one of your promises. Your main promise.

For example, if you promise to deliver service within 24 hours, start measuring how often you actually deliver within 24 hours. If you 100% of the time deliver within the promise, then start measuring the gap of the next promise.

However, if you aren't delivering on your main promise, then your mission is to focus on closing the gap, every day being 1% closer.

### STEP 3: SHARE THE STORIES

Companies send out surveys to measure the gap. But don't be one of those companies that sends out surveys and then keeps all the data locked up.

The power of the third step is in sharing with your team and celebrating the impact of delivering on your promise. The celebration of delivering on

your promise reinforces what great looks like and the behaviors required to achieve success.

However, it is also important to share, just as broadly, the stories and the impact on customers when you fail to deliver on your promise. This not only reinforces the value of delivering on the promise, it provides a clear coaching point. An opportunity to identify, and fix, what processes, systems or tasks create the break in delivering on your promise.

### ABOUT THE AUTHOR

*For the past three decades, Jason Bradshaw has worked with some of the world's most recognizable brands, improving the experience to transform the business. He is a best-selling author and an expert on customer experience and experience management. Visit [www.jasonbradshaw.com](http://www.jasonbradshaw.com). ▼*

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### RIDGID SeekTech SR-20 Locator

The RIDGID SeekTech SR-20 Locator is a lightweight, yet rugged receiver that provides needed data faster for more accurate locating and protection of critical assets. It weighs 3.5 pounds, has a battery life of 16 hours and can be programmed to detect any active frequency from 10 Hz to 35 kHz. Target line and guidance arrows quickly identify distortions. Proximity signal and signal strength also help work through difficult locates.

**800-769-7743; www.ridgid.com**



### Subsite Electronics UtiliGuard 2

The UtiliGuard 2 from Subsite Electronics provides locate crews with integrated data capture, GPS positioning and an intuitive user interface to help operators improve work quality and maximize locate awareness. For increased confidence, locate consistency and operational performance, the user interface features simplified graphics that are easy and fast to interpret. Operators will notice an obvious change in screen layout when directly over a utility locate, providing positive confirmation. The data automatically captured can be used to quickly prove or track performance, compare with benchmarks and provide actionable outcomes to help increase quality and productivity while reducing cable strikes. In addition to data-logging capabilities, it is equipped with integrated GPS positioning, enabling crews to improve activity reporting.

**800-846-2713; www.subsite.com**



### Vermeer Verifier G3

The Vermeer Verifier G3 utility locator combines precision with a user-friendly interface. Features include a combination peak and null screen, semiautomatic and manual gain adjustment, automatic depth and current measurement index and compass icon. Users new to the locating profession will appreciate the streamlined design and simple interface; advanced operators have the option to capitalize on some of the industry's most advanced locating technology — all in one device.

**352-728-2222; www.vermeer.com**



### Vivax-Metrotech vLoc3 RTK-Pro

The vLoc3 RTK-Pro receiver from Vivax-Metrotech includes real-time kinematic GNSS accuracy. Using the internal cellular module with 4G LTE capabilities, the operator can connect to a NTRIP RTK caster that provides RTCM 3 corrections. By using these corrections, the operator can collect both utility location data along with the geographical location of the utility with survey-grade accuracy. It is designed for all operator levels with user-friendly and intuitive locate screens. Operators confirm the utility data with the press of a button and align the electronic spirit level to store the data. All field data is sent to the cloud and retained in the receiver's onboard storage for review and exporting to external mapping programs.

**800-446-3392; www.vivax-metrotech.com**



## Hydroexcavation Equipment

### Brandt HX120

In response to the increasing need for hydrovac's that combine full-size capacity with maneuverability in tight urban spaces, Brandt offers the HX120. This high-pressure performer helps contractors work more efficiently with maximized legal load weights, quicker debris loading and unloading time, and the capacity to take on larger jobs without load weight concerns. The real-time measurement of water and overall truck weight enables operators to make quick, informed decisions, which reduces the risk of damage or overweight penalties. The unit has a 1,150-gallon water tank capacity and 11.6 cubic yards of debris tank capacity, as well as a 28-foot boom reach with 340-degree rotation. It also operates quietly, which is a benefit in urban settings.

**866-427-2638; www.brandt.ca**



### Ditch Witch W12

Contractors looking to maximize efficiency on the job site can now lean on the PTO-driven W12 vacuum excavator from Ditch Witch. With dual 600-gallon saddle tanks and a 12-cubic-yard debris tank, it brings increased capacity and performance to the job site. Dual hose reels, as well as the ability to both hydro and air excavate with the same truck, add to its versatility. Available with a 5,000 cfm blower, it has the power to complete any vacuum excavation job. The W12 is the first truck vac in the new Warlock series to be released.

**580-336-4402; www.ditchwitch.com**



### Dynablast CAB420FLS-12V

The Dynablast CAB420FLS-12V water heater produces 420,000 Btu with an output temperature of 175 degrees F at 5 gpm to work in colder climates and for improved digging in clay-filled areas. All models come with ETL certification for safety, which also includes certification on the coil for higher efficiency and heat transfer, stainless steel target plate for increased coil life and designed with serviceability in mind with momentary override control. Its full cabinet design, and a small 24-by-24-inch footprint makes it ideal for compact installations.

**905-867-4642; www.dynablast.ca**



### Easy-Kleen Pressure Systems Wildcat Heaters

Wildcat Heaters high-pressure, oil-fired hot-water/steam heaters and hydraulic pump systems from Easy-Kleen Pressure Systems are designed for reliability and efficiency, and are installation-ready for vacuum trucks and hydroexcavators. A full range of heater options includes dry steam, redundancy packages, schedule 80 and 160 stainless steel or A53 boiler pipe, and fine-tuned temperature and flow-control systems. All coils are manufactured in-house, with CRN boiler-approved coils now available. Heaters can be designed for mounting in a cabinet or supplied as a completed cabinet unit. They are CSA and ETL approved. Hydraulic pumping systems are available.

**800-315-5533; www.easykleen.com**



## Enz USA Hydro X

The Hydro X nozzle from Enz USA is available in 3/8-inch NPT or 1/2-inch connecting threads, and it can function at up to 5,000 psi with flow as low as 8 gpm. It combines a powerful, oscillating water jet with a high debris removal rate. A tungsten carbide front jet ensures a longer life than ceramic jets can offer. For quick and easy maintenance, a repair kit is available. Due to the nozzle's simplicity, repairs can be made quickly and efficiently in the field with little downtime. For the operator's safety, a plastic cover provides protection against harsh and sensitive environments.

888-369-8721; [www.enz.com](http://www.enz.com)



## GapVax VHX Series

The GapVax VHX Series hydrovac is designed to deliver optimum weight distribution, improved safety features and increased performance. The debris body is 7.5 cubic yards, offering a 15,000-pound payload. The low-profile (12 feet 2 inches) makes it suitable for all-around hydroexcavation projects. The vacuum system with single mode wet/dry filtration is quiet, reliable and simple, according to the maker. It includes a 4,000 cfm positive displacement blower, 600 hp transfer case with air-shift engagement and ultra-quiet air injection and discharge silencers. This filtration design includes a top-loading debris tank, 14-inch stainless steel float-ball shut-off, efficient centrifugal cyclone separators and long-lasting filter bags. It is equipped with a 12 gpm, 3,000-psi water system with optional 200-cfm air compressor system. A full-tilting debris body, over 45-degree dump angle and full-opening tailgate allow for fast unloading and easy clean-out. The 8-inch telescoping VHX boom offers a 22-foot reach with 15-degree downward pivot.

888-442-7829; [www.gapvax.com](http://www.gapvax.com)



## Hi-Vac X-13 Hydro Excavator

The Hi-Vac X-13 Hydro Excavator maximizes productivity and return on investment and minimizes downtime by eliminating high-maintenance components. A modular design provides clean and intuitive controls and simple, planned maintenance accessibility for all critical systems. It is ideal when on-site dumping is required and for off-highway applications that require the maximum legal payload. A 13-cubic-yard debris tank, up to 24,500-pound payload capacity and 1,140-gallon freshwater capacity result in fewer costly job site trips. Power is provided by a 5,800 cfm, 27-inch Hg high-performance blower and a run-dry water pump that delivers 20 gpm at 2,500 psi. The top-mounted, 360-degree boom ensures accessibility in all directions and a heavy-duty, hydraulic vibrator facilitates fast and efficient unloading of the debris body. A severe-duty boiler safely heats water for frozen ground applications.

800-752-2400; [www.hi-vac.com](http://www.hi-vac.com)



## HotJet USA Vac 'n Jet Series

The HotJet USA Vac 'n Jet Series of vacuum trailer jetters are rugged, compact, engineered to haul equipment and spoils loads, able to clean valve boxes and storm drains, and able to hydro-excavate and/or clean drainlines and sewer lines. They offer hot- and/or cold-water operation with a choice of engines ranging from 13 to 66 hp and gas or diesel. They are equipped with premium triplex pumps, a 500-gallon spoils tank, 200-gallon water tank, Gardner Denver vac/blowers, 4-ton hydraulic dump and CentriClean filter system. They can also be designed to meet specifications.

800-624-8186; [www.hotjetusa.com](http://www.hotjetusa.com)



## Lone Star Body Systems Rig Vac

The Rig Vac from Lone Star Body Systems is our vacuum-only trailer designed to be used in oil & gas upstream or downstream, sewer septic, and large industrial settings. Its size allows it to get into spots trucks can't, but is engineered and built to tackle tough applications. It is available in 500, 800 and 1,000-gallon tanks with multiple pump and blower sizes. The rear head has a 36-inch manway, and it is built on a 4-inch reward slope. It comes with a Fruitland RCF 500 pump, primary and secondary filtration, gravity flow offloading, and curbside controls. Available accessories include a winterization package, lighting, toolboxes and rack cabinets. It provides vacuum of 338 cfm at 15 psi, and is powered by a Hatz Diesel belt drive.

254-237-5208; [www.lsvacuumtrailers.com](http://www.lsvacuumtrailers.com)



## Pressure Lift HydraBore

The HydraBore from Pressure Lift can blast down and physically remove built up tallow, soap residue and tank waste. Best used with a jetter, it will only add roughly 16 gallons of high-pressure water in a 10-minute period. Total time on a job, with a unit pumping approximately 2,000 gallons of waste, is less than 20 minutes at depths of 5 to 500 feet. It also minimizes the amount of cleanup simply because the water jets are directed towards the area to be excavated. It only requires one person to operate the boom, as the unit automatically directs the water where it's needed for the project because it is connected to the pump boom.

866-504-6596; [www.pressurelift.com](http://www.pressurelift.com)



## Rival Hydrovac T7 Tandem and T10

The T7 Tandem from Rival Hydrovac was designed primarily to be a unit that could be loaded with debris and drive within legislated road limits with most types of debris on board. The unit comes standard with a scale that reads real-time weights both in the cab and on the wireless remote to confirm weight prior to travel. The T10 is built with the same features and operating system, but with larger capacities and components. It is popular with clients who do both utility and industrial work. It is available in three chassis layouts to meet weight restrictions in a given area. An air compressor option allows for excavating with air when required, while a truck-mounted coring system allows for removal of hard surfaces prior to nondestructive excavating.

403-550-7997; [www.rivalhydrovac.com](http://www.rivalhydrovac.com)



## Soil Surgeon hydroexcavating tool

The Soil Surgeon hydroexcavating tool fits any sewer combination truck equipped with a telescoping 6- or 8-inch boom. The tool has a 1-inch water connection. The operator controls water pressure and power through truck controls. It has a 6-foot Tuff-Tube with handles to guide the unit down for potholing or side to side for trenching. Six jets boring inward cut the soil while six boring outward bring the tube down.

949-363-1401; [www.soilurgeoninc.com](http://www.soilurgeoninc.com)



## Super Products Mud Dog 700

Mud Dog 700 vacuum excavators from Super Products are designed for operator convenience and consistent performance to meet the challenges of compact, urban projects to large-scale excavation. Regardless of the task, the vacuum excavators offer versatility as well as safety and productivity on the job site, according to the maker. They offer a compact footprint for excavation in urban environments while maximizing payload and are designed to maintain the power and precision of larger units. The unit features a 7-yard debris body and 600-gallon water tank. This model comes standard as a dump body

with an electric vibrator offering a 50-degree dump angle with the capability of dumping into a 48-inch container. It is equipped with a rear-mounted, extendable, 8-inch-diameter boom that reaches 18 feet, has 270-degree rotation and pivots 10 degrees downward to minimize job site restoration and traffic congestion near roads.



**800-837-9711; www.superproducts.com**

**Tornado Global Hydrovacs F3 ECO-LITE**

Tornado Global Hydrovacs engineered the F3 ECO-LITE to have big functionality in a mid-sized platform. It was made specifically to legally haul large payloads in urban environments with a debris capacity of 10 cubic yards and a water capacity of 1,250 gallons. A float-style indicator is positioned on the outside of the debris tank for easy monitoring of volume. It comes with a boom capable of reaching to 26 feet with 342 degrees of rotation and an 8-inch boom hose. The truck uses a 3,800 cfm Robuschi 125 blower, a Pratisoli KT28 water pump and a Dynablast 740,000 Btu burner. A hydraulic dump door measuring 48 by 52 inches is mounted on the back of the tank and sits 42 inches high for easy use over bins.



**877-340-8141; www.tornadotrucks.com**

**TRUVAC FLXX**

Beyond tough soils, certain locations like urban and residential areas, or landscaped grounds, require more precise and safer alternatives to mechanical or shovel digging. The midsize TRUVAC FLXX vacuum excavator is designed for a wide range of applications where reducing damage to job sites, that often include residential yards or mature plantings with extensive root systems, is required in a location where a full-size unit would not be as productive or profitable. The more maneuverable FLXX has increased usable payload capacity, maximized job productivity, and leads to a dramatic reduction in the frequency of receiving overweight vehicle fines. It is designed to support safe digging practices and reduce risks inherent in underground utility location.



**815-672-3171; www.truvac.com**

**Vac-Con Mudslinger MS800**

The Mudslinger MS800 trailer-mounted hydrovac from Vac-Con is designed to provide the same power, suction and capacity of a truck hydroexcavator on a portable, pull-behind trailer. It includes the choice of Tier 4 diesel or gas engine options providing up to 1,190 cfm and 16 inches Hg with a PD blower and 325 gallons of water. It has an 845-gallon debris tank and a 9-foot boom with 24 inches of hydraulic extension provides a full range of motion. It is designed to be a standalone unit, but can also provide support to construction, HDD and public utility fleets. A variety of applications includes daylighting, potholing, culvert and manhole cleaning and utility locating.



**904-284-4200; www.vac-con.com**

**Vacall AllExcavate and AllExcavate2**

Standard intelligent controls, easy startup and operation set Vacall AllExcavate and AllExcavate2 machines apart. Both models efficiently remove dirt around utility lines and foundations. Water pumps generate 24.5 to 120

gpm and pressures to 3,000 psi. The AE2 model adds air excavation at 185 cfm and dual psi of 110 and 150. Water system, wand, control panel, tools and worker apparel are protected in a heated compartment. An AllSmartFlow CAN bus intelligent control system features a programmable LCD display that monitors engine, water flow, air pressure and vacuum performance for precise boom and reel adjustments. Aluminum water tanks with lifetime warranty carry 1,000 to 1,300 gallons. Galvanized debris tanks have a supreme finish, and are available with 8-, 10- and 13-cubic-yard capacities. They use one engine to power the chassis and excavation functions, reducing service and operation costs.



**800-382-8302; www.vacall.com**

**Wachs Utility Products Trav-L- Vac**

Trav-L- Vac trailers from Wachs Utility Products are a safe and cost-effective tool for precise utility excavation. Popular options for basic vacuum needs, they allow utility companies and public works departments to perform small to midsize vacuum tasks without the massive investment of a large highway vac truck. The smaller gas powered unit is available as either a compact trailer or a skid mount model, ideal for valve box cleaning and excavation. When combined with a Wachs P-2 handheld valve exerciser, it's a good starting point for smaller organizations and municipalities looking to self-perform their valve maintenance activities.



**847-537-8800; www.turnvalves.com**

**Leak Detection Equipment**

**Cherne Air-Loc Front Plugs**

Cherne Air-Loc Front Plugs are leak locator plugs designed for line acceptance tests and leak location testing. The pneumatic pipe plugs are made out of natural rubber, enabling them to be used as blocking plugs by plugging the fill and read-back ports. They allow for improved performance and safety with a premium aesthetic. The plug comes in an assortment of sizes and designs; all being lightweight, short and flexible. With eye bolts on each end, they are flexible and have easy-to-use quick disconnect hose connections. They are ideal for both sewer air testing and leak location testing.



**800-843-7584; www.cherneind.com**

**Mapping**

**RapidView IBAK North America 3D GeoSense**

Included in all IKAS Evolution bundles from RapidView IBAK North America is a system that provides the power to map mainline and lateral pipe-lines with accuracy and speed. Starting from the mainline sewer, the 3D GeoSense sensor tracks the movement of the camera as it travels through the lateral, capturing distance, position, and depth in 3D space. The XYZ coordinates can be determined when the camera is moving both forwards and backwards, immediately providing the operator a real-life site plan with the width, length and elevation data of the lateral being inspected. This data can then be exported directly into all common sewer data formats and is compatible with





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other sewer software. The NANO, ORION, POLARIS and ORPHEUS 2.0 cameras all have the option of having the 3D GeoSense sensor installed. This powerful tool opens up new options for acquiring and using positional data for underground utilities.

800-656-4225; [www.rapidview.com](http://www.rapidview.com)

## Safety/Personal Protection Equipment

### CrewPlex

CrewPlex is a hands-free communication solution to help crews overcome the challenges of continuous communication in environments where noise, distance, and task complexity can affect safety and productivity. It enables you to connect your entire crew, supervisors, and support personnel team with one system. Users can talk and hear each other in real-time without delay, without voice triggering, or pushing a button. High audio quality provides better communication in all environments, especially on sites where noise levels can exceed 100 dB. Connectivity to two-way radio systems keeps workgroups in touch with a supervisor and extends the communication reach of an entire work crew.

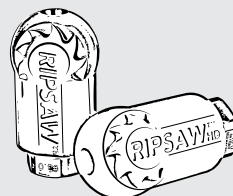
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### Heavy Duty Hydro-Excavation Nozzles

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RipSaw #8	Heavy Duty #8 Nozzle	Call for Price
RipSaw #10	Heavy Duty #9 Nozzle	Call for Price
Repair Kits	#6	\$137
Repair Kits	#8	\$137
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# THE LATEST: Products



## 1. All-new Brandt HX120 hydroexcavator

The all-new Brandt HX120 hydroexcavator is a high-output unit with a 1,150-gallon water tank and 11.6-cubic-yard debris tank. Nimble enough for urban settings, the HX120 helps contractors work more efficiently with maximized legal load weights, quicker debris loading and unloading time, and the capacity to take on larger jobs without load weight concerns. Real-time measurement of water and overall truck weight enables operators to make quick, informed decisions, which reduces the risk of damage or overweight penalties. The new unit features a 28-foot boom reach with 340-degree rotation. **866-427-2638; [www.brandt.ca](http://www.brandt.ca)**

## 2. Cat Pumps hydroexcavating pumps

Over 50 years of high-pressure pump manufacturing experience has earned Cat Pumps a reputation for producing the highest quality, longest lasting pumps in every market it serves. Engineers at Cat Pumps designed Model 2560 with 16 gpm at 3,000 psi and Model 2565 with 20 gpm at 2,500 psi for continuous-duty applications. The 2560 and 2565 pumps are dependable, high-quality products backed by outstanding customer service, training and support. BH versions have a machined-bearing cover to mate with



the company's 76SAEC.25FR hydraulic bell housing so the 2560BH and 2565BH can be directly driven by an SAE C hydraulic motor. The compact direct drive allows for a space-saving footprint and is simple to install and maintain. **763-780-5440; [www.catpumps.com](http://www.catpumps.com)**

## 3. Subsite Electronics Marksman HDD guidance system

To streamline and simplify HDD guidance for operators completing shallow bore projects, Subsite introduces the Marksman. The Marksman is the second product introduced in the Marksman series of HDD guidance systems, following the release of the Marksman+ in 2021. The Marksman features single-button calibration, minimizing the risk of human error and speeding up the preparation process. Six frequency options and simplified features make it ideal for completing shallow bores for service installation, enabling operators to quickly move from one job site to the next. The Marksman is compatible with Subsite's TD Recon and Commander 7, as well as the Subsite Field Scout. It is operated with a single joystick control, with no extra buttons or triggers for a more intuitive operator experience. The system also gives operators their choice of the user interface. **800-846-2713; [www.subsite.com](http://www.subsite.com)**

## This Issue's Feature:

### Mid-size excavator touted for its versatility

BY CRAIG MANDLI

Small contractors often need to do big work. It's important that their equipment is both affordable, yet strong enough to handle tough jobs. The **200 G-Tier** is touted as an affordable alternative to similar mid-size excavators in its class. It is designed for small contractors and rental companies, according to **John Deere**.

"Every job site is different, and our customers want excavator options that can be personalized by performance, price and operator experience," says Justin Steger, solutions marketing manager, John Deere Construction & Forestry. "Our newly expanded lineup of P- and G-Tier excavators, including the 200 G-Tier, provides machine solutions built for various applications and jobs to enhance profitability and efficiency."

Helping to enhance efficiency and reliability without sacrificing power or torque, the PowerTech 4.5-liter engine on the 200 G-Tier delivers optimal performance for operators of all skill levels. In addition, easy-to-maintain, high-uptime exhaust filters help decrease downtime for service, while in-monitor adjustable flow and pressure auxiliary hydraulics can be easily controlled using the auxiliary function lever.

The Powerwise Plus hydraulic management system in 200 G-Tier combines extra ability with smooth control and pinpoint finesse. Offering precise pump flow, the pilot controls are metered, helping to provide reliable, fuel-efficient machine performance. With the push of a button on the joystick, operators can boost power and toggle on automatic boom-up and lifting functions. In addition, the optional hydraulic single pedal propel system moves the machine when and where you need it to without having to articulate both hand levers and both foot pedals, making for easier operation.



200 G-Tier  
from John  
Deere

Customers looking to make the most of their machines can benefit from two factory-installed high-pressure, high-flow auxiliary packages, which deliver additional hydraulic capability to power attachments. Aimed to support operator ease of use, the ergonomically correct, short-throw pilot joysticks on the 200 G-Tier provide smooth, precise fingertip control with less movement or effort. Designed to accommodate different operators with the simple flip of a lever, the control pattern-change valve comes standard on the 200 G-Tier, helping to provide consistency on the job. Also standard on the 200 G-Tier is the pattern-control switch, which is conveniently accessible at ground level.

The 200 G-Tier can be equipped with a full line of buckets, which are offered to meet the needs of a wide variety of applications. A hydraulic coupler-ready option includes factory-installed hydraulic plumbing to the end of the arm, additional coupler controls integrated into a switch in the cab and a quick and efficient coupler installation capability.

**800-503-3373; [www.johndeere.com](http://www.johndeere.com)**

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**4**

#### 4. XL Specialized Trailers Guardian HDG Trailer

Each aspect of the low-profile, hydraulic detachable gooseneck low-boy XL Guardian HDG trailer from XL Specialized Trailers was made to simplify the process of hauling construction equipment. The Guardian is 53 feet long and has a capacity rating of 110,000 pounds in 12 feet concentrated. The low-profile gooseneck design provides weight savings and versatility, allowing scrapers to load over the top. It features a relief cut-out, giving truck fenders plenty of clearance, and two removable kingpin settings which add flexibility across various truck setups. On the neck, a rotating work light illuminates the area for added safety and visibility when loading.

The main bed offers a 22-inch loaded deck height. The trailer's 26-foot-long, 8-foot-6-inch-wide main deck is constructed with a fully welded I-beam design, using 100K flanges and 80K webs, as well as upper-flange reinforcement. Heavy duty swing-out outriggers add 12 inches of deck width on each side for flexibility in the size of loads. **877-283-4852; [www.xlspecializedtrailer.com](http://www.xlspecializedtrailer.com)** ▼

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## THE LATEST: News

### Yanmar CE and ASV join forces

Yanmar Compact Equipment North America, encompassing the Yanmar Compact Equipment and ASV brands, finalizes its status as a single legal entity. The milestone comes three years after the Yanmar Group acquired ASV Holding. The Yanmar Compact Equipment division in North America and ASV officially join to become YCENA. The Yanmar CE and ASV brands will remain distinct under YCENA with each brand retaining its product lines and dealer networks.

### Mecalac adds new dealers, expands coverage in U.S.

Mecalac added three new U.S. dealers and existing dealers have expanded their coverage areas. Mecalac now has a total of 22 dealers in the United States and Canada. The three new dealers are Columbus Equipment, which covers the state of Ohio; Anderson Equipment, serving customers in West Virginia, western Pennsylvania and most of New York state; and Superior Sales and Service, headquartered in Plattsmouth, Nebraska. They cover North America and specialize in railroad equipment.

Already covering Northern California, Colorado and Idaho, Global Machinery extends Mecalac's reach in the western United States by adding Arizona and Utah. Equipment-Share acquired six Trekker Tractor locations in Florida and introduced

its construction equipment sales and service operations for Mecalac machinery as Case Power and Equipment of Florida.

### ASCO Equipment acquires Oklahoma-based OCT Equipment

CASE Construction Equipment Texas-based dealer ASCO Equipment Company has acquired Oklahoma-based OCT Equipment. The acquisition expands the dealer's coverage into three new locations: Oklahoma City, Tulsa and Clinton. Locations in Oklahoma City and Tulsa will carry the full lineup of CASE equipment, parts and service, along with equipment rental and used equipment sales. ASCO will support customers in western Oklahoma with a parts focused location in Clinton.

### Jonas Bergstrand appointed head of legal at Volvo

Jonas Bergstrand was named head of legal at Volvo Construction Equipment and will be a new member of the executive management team. He most recently served as executive vice president and head of legal, mergers and acquisitions, and procurement at steelmaker SSAB. Earlier in his career he has also worked for ABB and Ericsson. ▼



Jonas Bergstrand

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## Nor-Cal Pipeline Services

ROSEVILLE, CALIFORNIA



Simple. That's the perfect way to describe the logo on the Nor-Cal Pipeline Services hydrovac trucks in its fleet. It doesn't need to be catchy as the work the company does is all the attention they need. The company, based in Roseville, California, offers hydroexcavation, pipe jetting/cleaning, CCTV inspection, CIPP lining, manhole rehabilitation and root control throughout all of California with its fleet of 56 hydrovacs, according to company President Dave Jaeger. The logo, which is the company's name in black or white, depending on the color of the debris tank, and a splash of orange on the vehicles as well. Designing the logo was Travis Keating of Colorgraphics. The hydrovac shown here is a Foremost hydrovac with a 13-cubic yard debris tank. The unit has a 1,600-gallon freshwater tank and is powered by a CAT 3460 water pump and a Robuschi 125 blower capable of 3,500 cfm. More information on the company can be found at [www.norcalpipe.com](http://www.norcalpipe.com).

### Got a vacuum excavator or directional drill with real WOW appeal?

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# Happenings

## CALENDAR

- May 12-18**  
**World Tunnel Congress 2023**, Megaron Athens International Conference Centre, Athens, Greece. Visit [www.wtc2023.gr](http://www.wtc2023.gr).
- May 16-17**  
**NUCA 2023 Washington Summit**, Holiday Inn Washington Capitol, Washington, D.C. Visit [www.wedigamerica.org](http://www.wedigamerica.org).
- June 4-7**  
**Electric Utility Fleet Managers Conference**, Williamsburg Lodge and Conference Center, Williamsburg, Virginia. Visit [www.eufmc.com](http://www.eufmc.com).
- June 5-7**  
**Safety 2023 Professional Development Conference & Exposition**, Henry B. Gonzalez Convention Center, San Antonio. Visit [www.safety.assp.org](http://www.safety.assp.org).
- June 11-14**  
**Rapid Excavation & Tunneling Conference**, Sheraton Boston Hotel, Boston. Visit [www.retc.org](http://www.retc.org).
- Sept. 11-13**  
**Breakthroughs in Tunneling Short Course**, University of Denver – Joy Burns Center, Denver. Visit [www.tunnelingshortcourse.com](http://www.tunnelingshortcourse.com).
- Sept. 14**  
**Underground Contractors Association of Illinois Annual Business Meeting**, Venuti's Italian Restaurant & Banquet Hall, Addison, Illinois. Visit [www.uca.org](http://www.uca.org).
- Sept. 24-26**  
**Tunneling Association of Canada Toronto Conference**, Westin Harbour Castle, Toronto. Visit [www.tunnelcanada.ca](http://www.tunnelcanada.ca).
- Sept. 26-28**  
**The Utility Expo**, Kentucky Exposition Center, Louisville, Kentucky. Visit [www.theutilityexpo.com](http://www.theutilityexpo.com).
- Sept. 30 - Oct. 4**  
**96th Annual Technical Exhibition and Conference**, McCormick Place, Chicago. Visit [www.weftec.org](http://www.weftec.org).
- Oct. 25-28**  
**NUCA Annual Convention and Exhibit**, Naples Grande Beach Resort, Naples, Florida. Visit [www.nuca.com/annualmeeting23](http://www.nuca.com/annualmeeting23).

Dig Different welcomes your contributions to our Happenings column. To recognize members of your team, please send notices of new hires, promotions, service milestones, certifications or achievements. We also invite your national, state or local associations and organizations to post notices, news items and learning opportunities. Send contributions to [editor@digdifferent.com](mailto:editor@digdifferent.com). ▼

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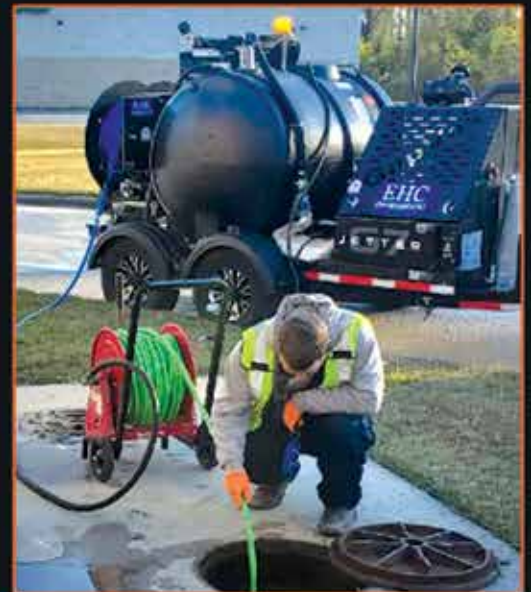
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