



# FOCUS



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*Ohio Mulch Supply, Inc.*

*Vanderham Dairy*

*APAC® – Arkansas,*

*McClinton – Anchor Division*

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The decision to purchase this 95ZV was based on the excellent performance of the company's Kawasaki 65 and 70 loaders and the support they have received from their local dealer.



# OHIO MULCH LOADS UP with KAWASAKI

Ohio Mulch is riding high thanks to the home improvement mania which seems here to stay. Initially, the idea of remodeling one's home was given a huge boost by the U.S. government when it passed the National Housing Act in 1934. The Act provided home purchase loans as well as home improvement loans. The growth of suburbia after World War II popularized "do-it-yourself" projects while grassroots urban preservation movements of the 1960s and '70s stimulated interest in renovation. By the time "This Old House" hit the airways in 1979, Americans were hopelessly hooked. Enter James Weber of Columbus, Ohio.





Ohio Mulch runs two shifts year-round. The company operates about 20 hours a day, seven days a week.



Cedar is shipped in by rail from Washington, while the cypress comes from the company's own yards in Georgia. Cypress represents about one-third of the company's business.

"I was 19 when I started Ohio Mulch in 1984," recalls Weber. "I owned my own lawn service and used a lot of mulch in my landscaping. I lived at home and paid myself \$75 a week. The rest went back into the business."

Through much hard work and careful strategizing, Ohio Mulch Supply Inc. is now a large, vertically integrated, full-service landscape supply company. It has seven retail outlets in the Columbus area, two harvesting/processing yards in Georgia, and wholesales to or private-labels for a number of companies - including Home Depot. The company is a major manufacturer of hardwood, cypress, pine bark, cedar, and colored mulches. It also distributes soil, manure, and composted materials. Ohio Mulch even processes yard waste from municipalities, landscapers, and the public. Although most of Weber's business is in Ohio, some customers are as far away as Nebraska.

The amount of material Ohio Mulch moves is staggering. Their 18-acre storage lot and 25-acre main processing and bagging operation barely keep pace with demand. The pre-season bagging count alone ranges between 1600 and 1700 semi-truck loads, totally engulfing the 18-acre lot. The company owns 23 rail cars, 50 trailers, and 25 semis.

Needless to say, manufacturing and moving all those wood products requires reliable equipment and dependable service. Once a dedicated Cat® man, Weber is now in the process of shedding all his Cat loaders for Kawasaki. "Equipment is only as good as the dealer that stands behind it," he says. "When the service became too slow, I threw up my hands and told them they'd lost me as a customer."

Getting Weber to try Kawasaki, however, wasn't easy. First he purchased two New Holland loaders, but finally gave in to the persistence of Scott Lipker of RECO, the area's Kawasaki dealer. "Scott kept

***“The difference in maintenance cost proved  
Kawasaki was the better machine.”***  
***– James Weber, President, Ohio Mulch Supply, Inc.***

bugging me to try one. I didn't want to because I saw what they brought at auction. He convinced me they've changed over the years, so I decided to let him bring out a 65ZV to try."

Weber's crew immediately liked it. "The first thing they liked was the comfortable seat, the radio, and the air conditioning," recalls Weber. "But the most important thing was the power. It is one thing to ride in comfort. It is another to not get the job done because your loader doesn't have the power." But Weber was still hesitant. It wasn't till Lipker brought out a factory rep and they hammered out a deal with which Weber felt comfortable that he finally agreed to buy one.

"After we began using it, the difference in maintenance costs proved Kawasaki was the better machine," says Weber. "So we bought another 65. By then, the guys in the yard had enough time to compare fuel consumption, and we were all very happy with the numbers. Our old Cats might burn 70 gallons a shift; our Kawasakis — 27. I bought two 70s after that."

Initial purchases of Kawasaki loaders were 65s and 70s. Since the goal is complete replacement of the Cat fleet, bigger machines are also needed. In April 2005, they bought a 95ZV. It was an easy decision to make, as it was based on the reliability and performance of the

smaller machines and the excellent support from RECO.

Today, the Kawasaki total stands at eight — three of which, ironically, were purchased at auction. Half of the Kawasaki loaders are at the Homerville, Georgia yard, while the rest are used at two different locations in Ohio. All are used in the production side of the business.

"Each loader serves a different purpose," says Weber. "The 65 is a perfect match for the Trammel screen. The 70 matches the Vermeer grinder. And the 95 pushes our mountain of mulch as well as carries various products."

"So our plan from here on is to keep with Kawasaki," states Weber. "I don't switch brands easily, I don't jump ship. It's not easy. But if someone takes care of me, I take care of them."

***Ohio Mulch Supply, Inc. is serviced  
by RECO Equipment.***



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# Cream Always Rises to the Top

In California, dairy farming is the state's largest commodity group, annually producing over 35 billion pounds of milk and sales of nearly \$5 billion a year. Amazingly, fewer than 2,200 dairies lie at the heart of this agricultural enterprise that has made California the number one dairy state in the United States.

"I'm milking 2,000 cows and my nutritionist keeps them better fed than you or I will ever be," explains Zack Vanderham, third-generation owner of Vanderham Dairy, Dinuba, California. "The nutrients are weighed down to a hundredth of a pound; my minerals to a thousandth of a pound. Since I'm paid

by the hundredweight (milk production is measured in pounds), feeding cows accurately to maximize production is one of my top concerns. If they aren't fed right, they'll produce less milk. Given the numbers of cows and the 24/7 nature of our operation, the loss can really add up."



The Vanderham dairy is never quiet. Cows are milked twice a day, feed materials are received, feed wagons are loaded, and manure is cleaned out. In addition to 2,000 milking cows, the dairy has 500 dry cows (cows not being milked) and 3,000 heifers. Each animal is fed twice a day, 365 days a year. Not all are fed the same formula. As a result, the dairy's loader is used at all hours of the day and night.

So the goal is consistent perfection. In addition to tracking the milk performance of each cow and every other possible cost, attaining consistent perfection depends, in large part, on sticking to a tight schedule so every single task is accomplished. One crucial task is blending the feed correctly for each kind of cow. If, due to operator carelessness or a malfunctioning hydraulic control on a loader, too much of a particular element goes into the feed mixer wagon, there isn't enough time to dig the extra back out, nor is it practical. The result is an inaccurate mix that can seriously impact milk production.

"Every brand of loader works fine when it's new," says Vanderham. "It's a year or two from now that you'll really see the difference. How will it hold up? Will the dealer take care of me right away? Will the rep continue to check in on me after the sale?"



**A 65ZV loader uses a wider, 70-sized bucket. It is not uncommon for dairies milking 3-4,000 cows to have six loaders. Dairies are also farms, growing hay and corn to supplement the specialized formulas they buy.**

"In our industry, the day I have to shut down due to a piece of equipment is the day you've lost my business. So I really examine equipment and dealer support before I buy. For my loader, I talked to O.H. Kruse/Western Milling, our feed supplier, about their Kawasaki loaders. They assured me they like their loaders and they've received great product support over the years. They also told me how willing the dealership and

Kawasaki are to adapt their loaders to better fit our situation."

After studying his options, Vanderham bought a 65ZV. He likes it for a number of reasons: the all-metal body which offers better protection to the internal components. The powerful headlights that brighten the darkest nights. The roomy and comfortable cab. The accurate hydraulic controls for dependable bucket action. The highlift rollout bucket to extend reach. Autolube. And the ag options such as the reversible fan and wide-fin radiator to minimize the impact of loose debris.

"The Kawasaki loader is simple; it's how a machine should be built. It's going to last. It could sit for 100 years and still be standing because it is solid metal. That's why we bought it."

***Vanderham Dairy is serviced by CenCal Machinery Co., Inc.***

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# The *PIONEERING SPIRIT* — McClinton and Kawasaki

**F**ounded in 1947 by Arkansas natives Charles and Clark McClinton, the original McClinton Brothers Company is known today as APAC®-Arkansas Inc. — McClinton-Anchor Division, a wholly owned subsidiary of Ashland, Inc. Weathering various expansions, mergers, and ownership changes, Fayetteville-based McClinton-Anchor has steadily maintained its small-company feel while gaining a regional reputation for quality materials, excellent workmanship, and good corporate citizenship. Much of that pioneering resiliency can be traced to the spirit of co-founder Clark McClinton (see sidebar).

"Most of what we do is based on reputation," says Jim Neel, Vice President, Construction Operations.

"We're well known by most of the engineers and developers in the area. Our good reputation dates back to the company's founding and is spread primarily through word-of-mouth."

The APAC group of companies is one of the largest transportation construction contractors in the United States. Operating in 14 Southern and Midwestern states, the group has 93 aggregate production facilities (including 36 permanent quarries), 31 ready-mix concrete plants, 226 hot-mix asphalt plants, and more than 13,000 pieces of mobile equipment. The McClinton-Anchor Division not only supplies hot-mix asphalt and construction aggregates for municipal, commercial and residential projects, it also provides heavy highway construction services, underground

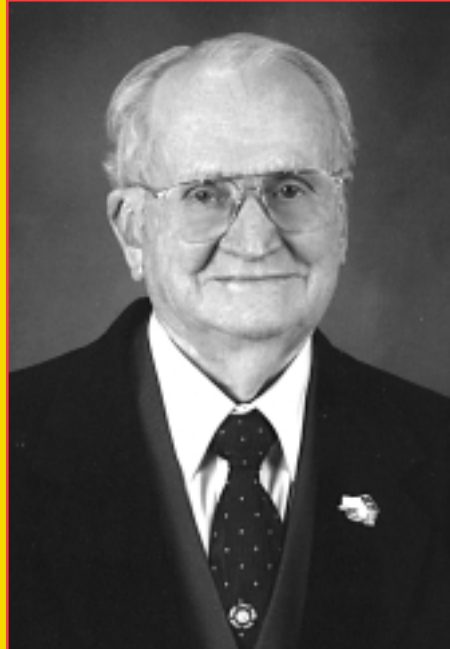
utilities and storm drainage, concrete and asphalt paving, and many other construction-related services.

Although the company's name has changed over the years, the company's commitment to Kawasaki loaders has not. Kawasaki first introduced its ZII series in 1980. By 1981, Kawasaki was manufacturing ZIIs in its new Georgia facility, pioneering and solidifying its commitment to the North American market. It wasn't too long afterwards that McClinton purchased its first Kawasaki.

"We had a big, high-profile job and we got the 95ZII to work in the yard," recalls Don Smith, Plant Superintendent, who joined McClinton Brothers in 1970. "It had to move a lot of material, averaging about 460 tons an hour for its first 3,500



# CLARK MCCLINTON PROFILE



*Clark McClinton, the last surviving co-founder of McClinton Brothers, passed away July 10, 2004 at the age of 91. In a moving tribute to a man who made many contributions to the state of Arkansas and his local community of Fayetteville, the state legislature passed House Memorial Resolution 1005 on March 24th, 2005. If there is any doubt that one person can make a positive, pioneering impact in the world, read the Resolution. Here are some selected quotes:*

**"WHEREAS**, Mr. McClinton...served as the Chairman of the National Limestone Institute and Chairman of the Arkansas Chapter of the Associated General Contractors...

**WHEREAS**, Mr. McClinton was active in civic affairs; served on the Fayetteville School Board, the State Board of Education, the City Hospital Development Council, the University of Arkansas Development Council; was a lifetime member of the Northwest Arkansas Advisory Board of the Salvation Army; was a founding member of the Arkansas Methodist Foundation...

**WHEREAS**, Mr. McClinton was instrumental in founding the Bank of Fayetteville and served on the advisory board from its inception...

**WHEREAS**, Mr. McClinton was a faithful member of Wiggins Methodist Church since 1945 and served in many capacities and remained active until his death...

**WHEREAS**, Mr. McClinton played a role in changing the course of history in Fayetteville, Arkansas, and in the South; he was on the 1954 Fayetteville School Board that voted to integrate the high school; and he seconded the original integration motion at a 1954 school board meeting...(so that) Fayetteville was the first school district south of the Mason-Dixon line to be integrated after the United States Supreme Court ruled that racial segregation in public education was discriminatory...

**NOW THEREFORE, BE IT RESOLVED...THAT** the House of Representatives recognizes Mr. Clark McClinton's commitment, hard work, dedication, and years of service to the State of Arkansas and his local community and commends him for his leadership."

APAC® Arkansas – McClinton-Anchor Division runs 22 Kawasaki loaders. The sizes of the loaders used in the company's five quarries range from 90 to 115.

hours. It never blinked an eye, never had a problem. That was the loader that sold us on Kawasaki. If it hadn't have come through for us, it would have been our last."

Amazingly, that same 95ZII is still in use by the company today. In fact, McClinton-Anchor has four 95ZIIIs, a 65ZII, and a 110ZII — all in active use. The company also has a quantity of 90 and 95ZIIIs, a number of 95ZIVs and IV-2s, and a 115ZIV-2. Recently, it purchased two ZVs — a 95 and a 115 — and is renting another 95ZV. The 90 and larger models are distributed among the company's five quarries, while the five 65s (models ZII, ZIII, and TM) are used by the construction division. In total, the company runs 22 Kawasaki loaders.

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Although the McClinton-Ancor's experience with Kawasaki has been both long-term and positive, all equipment purchases must still go through an APAC review process, with the sourcing group in Atlanta making the final decisions. In order to support equipment purchase requests, Dallas Arnold, the regional equipment manager, tracks hours, usage, and costs. Other brands are investigated. In a head-to-head test against other competitor's machines several years ago, the Kawasaki 90 easily outperformed the competition. Needless to say, the company's requests for Kawasaki are honored by APAC's sourcing group.

"Kawasaki is known for going 10,000 hours trouble-free," says Smith. "Same thing with the Cummins engine. Some people buy just by the price; I look at the long-term life. We run our Kawasakis till they go to the bone yard. We put in at least three engines before we consider them having lived a full life."

**APAC-Arkansas, Inc., McClinton-Ancor Division, is serviced by G.W. Van Keppel Company.**



McClinton-Ancor has been using Kawasaki loaders since the early 1980s.

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