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- KCMA Corporation Introduces the Executive Team
- Decisions, Decisions at Kondakor
- RECO: What Customers Want in a Salesperson
- Corporate Move/Newnan Expansion

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KCM REPUTATIONS
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THE RIGHT EQUIPMENT, THE RIGHT PEOPLE

OUR BEGINNINGS. The origin of KCM loaders dates back to 1962, when Kawasaki Heavy Industries built its first articulated wheel loader in Japan. When the loaders were introduced to the North American market 16 years later, the enthusiastic reception they received helped both broaden the scope of the product and expand the network of dealers dedicated to providing you with the finest equipment and support possible.

OUR PROGRESS. In 2010, Kawasaki entered into a joint venture with Hitachi Construction Machinery (HCM)—a partnership that successfully combined the technological and manufacturing resources of both companies to deliver to customers superior products and support. HCM purchased KCMA from Kawasaki in 2016, and today, as a subsidiary of one of the largest construction machinery companies in the world, KCMA is securely poised as your go-to source in the North American wheel loader market.

OUR FUTURE. KCMA's focus remains on building trust with you—our dealers and customers. From engineering to manufacturing and support, this single-minded focus will keep you running, productive, and profitable. One more way that, every day, KCMA enables you to meet your deadlines, hit your bottom line, and honor your commitments.

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KCMA CORPORATION INTRODUCES THE EXECUTIVE TEAM

➤ KCMA Corporation introduces our Executive Team with president Masaaki Hirose, Vice President of Operations Al Quinn, and advisor to the President, a long term veteran of KCMA, Gary Bell. Our focused senior managers all have 20-plus years in the heavy equipment industry. As determined go-getters, our Executive Team is ready to take KCMA to its next level. In opening our doors to their

vision and character, the following are interviews regarding their personal views of this company and their philosophies. This is the first in a series of conversations with the executive team.

What leader(s) do you look up to and why?

Masaaki Hirose: I think a leader should have ownership, and always be positive. Even in a difficult situation, always positive and looking for the solution. Positive thinking is important; otherwise you cannot find the solution.



Masaaki Hirose, President



Al Quinn, Vice President of Operations



Gary Bell, Advisor to the President

Al Quinn: The leaders that I look up to are those that set high expectations. I think a lot of leadership is about having a vision or desire for where you want to get to, and pushing to get there, often before you're even sure on what action you may have to take. So, there's not a specific leader that I can think of, but I would say sports coaches, in particular football coaches, are good examples. They don't always know exactly where they can get to but they keep pushing to improve, and pushing to get better; it's an iterative process.

Gary Bell: I don't have any real role model...As far as leadership goes, I've always thought instead of me having subordinates I always thought that we have this team, that we all have this different role. I never think of people as working for me, it's more working with me. When I was a kid they used to teach theory X and theory Y form of leadership. And the theory X form of leadership was very autocratic, top down, you're my subordinate, and you do what I say. Theory Y was very cooperative and we're a team. So I was always of the inclination that the theory Y form was a better method of leading.

If you could give someone just starting out in the industry a valuable piece of advice, what would you say?

Masaaki Hirose: Listen to the customer. In my opinion to manage a company and manage a family, it's the same. You have to have that vision and goal. Like a family, you have to have the working parts, you have to find the resolution, and make it work.

Al Quinn: I would say don't wait for someone to give you permission to take action. You are better to take action and if you are thinking about the company you are probably doing the right thing, and people will appreciate that. I think too

many people wait to be given permission to do something and I think that is a mistake. You need to take action and initiate it yourself.

Gary Bell: We work in the real world, and these people are real people that don't worry about where you went to school, what degree you have, or what kind of car you drive, or whatever. It's how hard you work and 'can I trust you?' 'Are you honest?' 'Are you going to deal straight with me?' To me that's always been key—so understanding that—and appreciating how different this industry can be from other industries. I would say, don't look at it as a job as much as an opportunity to experience real value and real people, and what people can do with their lives if they apply themselves. You don't need or have to go to the right schools, and politic with the right people to be successful.

What is KCMA doing to help the dealer and customer today? And tomorrow's plans?

Al Quinn: Today is really all about doing the basics better. We are not really trying to innovate at this point. We are just really trying to fix the fundamentals, get our pricing in line, improve our product support, introduce ConSite and really do the basics. I think the next step is where it starts to get interesting, where we see the opportunity to innovate and how to go to market. We are not really ready to talk about that yet, but that's really the next stage we are working on—and trying to look at different options to implement that.

Masaaki Hirose: KCMA will focus on the wheel loaders. HCM has distributors all over the world, but most of the distributors are our subsidiaries. To help them we can support them, to help them to improve their performance.

Gary Bell: To help the dealers we have improved our pricing position on the product. We have provided incentives to help the dealer expand his participation level in the market.

And the number one question we hear now that the word is out that KCMA is owned by Hitachi Construction Machinery Group, is "When is KCMA going to offer Hitachi excavators?"

Masaaki Hirose: I must say we have a partner, very good partner, John Deere, who is authorized to sell the excavator for Hitachi, in USA.

Al Quinn: I think the reality for us is that we have a great opportunity first with wheel loaders. The best answer is if you want to have a better future, you make the best of what you've got, and that's really where we are. We've got to just do the best job we can with the wheel loaders and the future will look after itself in a good way.

Gary Bell: I would say the job of this company is to sell wheel loaders. Not to anticipate selling anything else, but the success of selling our wheel loaders in many ways would determine whether we have the opportunity to sell anything else.

In the next issue we will get to know the KCMA Executive Team better and delve into some industry specific and company specific topics. Stay tuned!


I think a leader should have ownership, and always be positive. Positive thinking is important; otherwise you cannot find the solution.

—Masaaki Hirose, President

DECISIONS, DECISIONS



By Richard Ries

 Wheel loaders from KCM have a long list of standard features and options. Here's how Kondakor Incorporated got the right model for their diverse applications by making the right decisions throughout the selection and buying process.

To say Kondakor Incorporated needed a wheel loader is too restrictive. Yes, the contractor needed a wheel loader, but they needed a wheel loader that would do more than V-pattern loading all day long. Much more.

To say Kondakor is an excavation contractor is also too restrictive. Yes, they do excavation, but they also do project management and site prep and retail site development and demolition. Need a residential subdivision? Kondakor offers everything from land clearing to stormwater systems to basements and footers. The wheel loader Kondakor was seeking would have to be as widely competent as the company itself. They found that ideal machine at Link-Belt Mid-Atlantic in the form of a KCM 80Z7.

Powered by a Cummins QSB6.7 engine rated at 193 horsepower, the Tier 4 Final-compliant 80Z7 is all the average wheel loader

customer could ever need. But Kondakor isn't average and the 80Z7 in stock trim was just a starting point. Company president Elek Kondakor worked with sales representative Chris Beal at Link-Belt Mid-Atlantic to spec the machine exactly as needed to meet the diverse applications where it would see duty.

The Kondakor fleet included another KCM loader, a 67Z7, but also loaders from Case and John Deere. What was the allure of KCM now? The Hitachi connection. "We used to run all Hitachi machines," says Elek. "They're very nice machines overall and for excavators, they're top-of-the-line. We still have one Hitachi; it starts and works every day."

Ch...ch...changes

One big change was the swapping out of stock loader arms for long-reach arms. Serial number 0001 shows this to be the first 80Z7 with long-reach arms. While stock arms are great for typical loading tasks, the long arms work better when loading demolition debris into the 14-foot trailers Kondakor uses for that purpose.

Because the long-reach arms moved the machine's center of gravity forward, a counterweight was added. The stock 4.2-cubic yard bucket has a pin so a 3.75-cubic yard bucket with quick-attach was fitted to the machine to take advantage of the heavy-duty, quick-connect system option spec'd with the loader. Kondakor wanted to make sure it would be easy to switch between the bucket and the forks and Rockland log grapple that were purchased with the loader.

Relying on his experience and on conversations with Elek Kondakor, Chris Beal spec'd out the machine with other features he knew would work well. Examples include specific tires and standard tilt-and-telescope steering wheel instead of joystick steering. Because the long-reach arms were in inventory, delivery time was only three weeks.

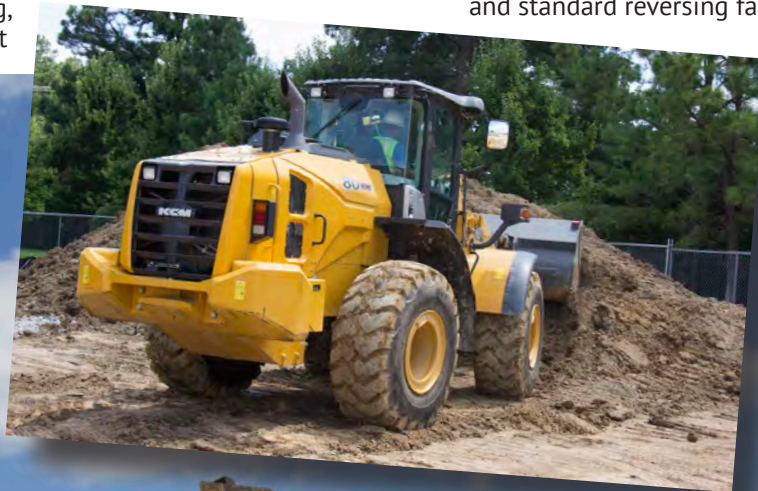
Kondakor did a few modifications after using the machine a bit. For example, some wiring at the front was relocated to be less vulnerable to damage in forestry and land-clearing operations. Why not just spec the machine with the optional KCM forestry package that includes wiring protection? That package has guards for the windows and those guards would impair visibility in other applications.

When a plan comes together

Spec'ing is one thing, but it is nothing without

ground truthing and that comes from the job site. It is on the site that the wisdom or the folly of a plan becomes apparent. One good example is Kondakor's use of the 80Z7 for clearing and processing brush and trees. "We use this machine to bring brush to an excavator which then feeds it into a chipper," says Elek. "The loader also pushes down the chip pile. We also use it to clear a site. It's faster than having to fight brush with an excavator or a dozer. And with the loader and the Rockland grapple we pick up brush and bring it to our load-out area. Pushing the brush with a dozer carries a lot of dirt, so using the loader and grapple is a much cleaner process."

Heat is a big issue in site-clearing applications, especially with Tier 4 Final machines because they tend to run hotter than their predecessors. Elek says while the company's dozers and excavators often overheat when doing site clearing, the 80Z7 never does. Elek credits the machine's robust cooling system and standard reversing fan.



Tier 4 Final machines equipped with diesel particulate filters have their own heat issues. A DPF must be cleaned periodically, a process known as regeneration. This involves temperatures of up to 600 degrees Fahrenheit. "In tight environments we had problems with other machines backing up against trees, especially pine trees, and catching them on fire," says Elek. The 80Z7 has no DPF. Its aftertreatment system uses a diesel oxidative catalyst (DOC) and selective catalytic reduction (SCR) to meet Tier 4 Final standards, neither of which produces the heat of a DPF during regeneration.

Kondakor uses the 80Z7 for load-out of palletized material, dumping dirt in front of a dozer when grading building pads to reduce wind rows, placing pipe where an excavator will lift it into place, laying down log mats, creating biomass from trees for Dominion Power, plus the usual loading of dump trucks and tractor trailers. Because of the machine's versatility, "if it's just sitting on one job we move it to the next; it gets used everywhere."



"We have a lot less tire wear and we absolutely do not have an issue filling the buckets. So the 80Z7 is doing the work, but we're not wasting tires."

— Elek Kondakor

Advanced understanding

Like all Tier 4 Final wheel loaders from KCM, the 80Z7 is full of advanced design and technology. The name for the full range of advanced technology is IntelliTech. One example is SimulLoad, which coordinates actuation of lift and tilt while digging. Another is FlexShift, which varies transmission shift points to match conditions. Other features include efficient acceleration to modulate acceleration and eliminate fuel wasted from over-acceleration, shockless declutch for smooth declutch function, and work modes to emphasize power or fuel efficiency.

Some IntelliTech features have user-settable function; others are fully automatic and work behind the scenes. Operators need to be trained to get the most out of these features and to understand their purposes. For example, IntelliDig balances rimpull with breakout force to optimize digging performance automatically. Elek says operators needed to be educated about the operation and benefits of IntelliDig. "This machine does not spin the tires in a pile," he says. "On other machines, whenever you go into a pile the tires are spinning, always spinning. It's not really a good thing, but from an operator's standpoint it looks like power." Once operators understood and accepted the function of IntelliDig, the misgivings went away. "We have a lot less tire wear and we absolutely do not have an issue filling the buckets. So the 80Z7 is doing the work, but we're not wasting tires."

Telemagic

KCM Global e-Service telematics are standard. Author and futurist Arthur C. Clark famously said that "any sufficiently advanced technology is indistinguishable from magic," and Global e-Service does indeed seem like magic at times. Practical application of that magic takes some skill, however.

Kondakor monitors idle time, fuel use and other standard data sets as do most contractors with telematics-equipped machines. Data collection, reporting and display can be customized to meet the customer's needs. Elek says they have specific data they use to control O&O costs and some of those uses are quite innovative. "Replacing an air-conditioning system is expensive, and running the loader with the door open puts extra burden on the AC. If telematics tell us an operator is running the machine with the door open, we pull the AC fuse. With the excellent visibility of the 80Z7, there's no reason to run with the door open so we've found a way to break that bad habit."


Link-Belt Mid-Atlantic does all of Kondakor's service and uses information from telematics to plan PM and repair. "It's great," says Elek. "They call us up and tell us what needs to be done and ask, 'When's a convenient time for us to come out?'" Beal says knowing what needs to be done and when it needs to be done enables their service technicians to show up with the right parts, supplies and tools to get the work completed quickly and efficiently the first time.

Getting the right loader for peak performance in all of Kondakor's many applications would seem to have required magic, too, but it was just diligent adherence to age-old recommendations. Know your business, work closely with a dealer you trust, and maintain that relationship after the machine is delivered so that you can refine features and services to get the most out of your new loader.



WHAT CUSTOMERS WANT IN A SALESPERSON

By Richard Ries

 **Ryan Woodard's story shows that strength of character is what customers want in their salesperson, whether they're customers for washing machines or wheel loaders.**

You're chatting with some folks at your equipment dealer. It's a big company. Seventeen locations in seven states. One of them says to you, "We're looking for a new sales rep. As a customer, what do you think is important in an equipment salesperson? What would you say are the three most important attributes of the person who's going to be calling on you?"

What would be on your list? A degree in economics? A background in retail sales of consumer electronics, appliances and furniture? Zero experience in any aspect of construction? None seems likely to make the list, yet all apply to Ryan Woodard, territory sales manager with RECO Equipment in Indianapolis. But that can't be why his customers invite him to golf outings and company picnics.

Maybe that list of qualifications needs to be adjusted.

Transition

Armed with a bachelor of science from the University of Kansas, his home state, Ryan Woodard spent five years working his way through the ranks of electronics and appliance retailer H.H. Gregg in Indiana. He spent time as a regional trainer, going store-to-store to teach employees how to operate the company's computerized sales register. He ascended to general manager of the store in Kokomo, Indiana. There were signs the company was faltering, but Ryan was doing okay. "I was young, getting nice bonuses, making good money. I was a good soldier, stayed in my lane and kept making money. But eventually the writing was on the wall. I could see there wasn't any upward

mobility for me and that someday there might not be a job for me to go to anywhere inside H.H. Gregg, so I started looking for different employment."

His schedule at H.H. Gregg had him working weekends, but that gave him two days off during the week. He made sure he had at least one interview each day he was off. "Sometimes it didn't feel like I had a day off because from 8 in the morning to 3 in the afternoon I was doing two or three job interviews a day."

Ryan was disappointed with many of those interviews. "It felt like they were trying to sell me on coming to work for them more than me selling them on why I was the right fit for the job." It was different when he interviewed with Chad Gilman, director of sales at RECO. "We hit it off great, ended up talking for about three hours. It was a lot longer interview than I think either of us expected."

The next week Ryan got a call asking him to come to RECO's offices in Cranberry Township, Penns., north of Pittsburgh, for a second interview. "I thought man, that's a long drive with no guarantee of a job. What the heck. Let's just do it." The interview went well. Ryan was driving home to Indiana, still in the middle of Ohio, when he got the call offering him the position.

Ryan left H.H. Gregg March 1, 2016. The company ceased operations on May 25, 2017. The brand has new owners that promise a re-launch of some type at some point. They'll have to make their way without Ryan Woodard. He's happy at RECO. "Best career move I ever made in my life," he says.

Same skills benefiting new customers

The same skills that boosted Ryan up the ladder at H.H. Gregg serve him well at RECO. Among those essential skills are patience and persistence, which came to the forefront when Beaver Gravel Company was thinking of buying a second 9527 loader. "In working with them I heard, 'Not ready, not ready' quite a bit. But I wanted them to take all the time they needed to make a sound purchase decision. I wanted them to feel at ease. It was important they have a positive experience with positive outcomes and feel confident that we were taking good care of them."

In sales, there are order takers, the type of salespeople who check in occasionally, come by infrequently, and if you tell them you need something, they'll get it for you. A really good salesperson does much more. A really good salesperson is warm and open, taking a genuine interest in and playing an active role in customers' success stories.

Chris Beaver, co-owner, president and CEO of Beaver Gravel, says Ryan went beyond what was required to service the account and cultivated a personal relationship with everyone at Beaver Gravel. "It was fun. We got to hear about his father, his dog, his girlfriend. We heard about his childhood and his schooling. But it wasn't so personal that you felt bad if you put off making a decision. He made us feel comfortable." Chris says while Ryan shared his thoughts, he was also a good listener. "He listened to what we needed, what we wanted, who we are, what we stand for."

Relationship building is a two-way street and Beaver Gravel did its part in building that personal relationship with Ryan. "They were real inviting to their company, to their industry," says Ryan. "We all had fun together in Las Vegas during the ConEXPO trade show. I've met their friends, done a golf outing with them, attended an employee recognition picnic. They never made me feel obligated to participate in anything, but I always felt like they really wanted me there."

Another skill that translated well for Ryan was the ability to learn and to teach. Ryan remembers traveling to Purdy Materials in Lafayette, Indiana as part of a team doing an equipment demo. Beaver Gravel of Indianapolis wanted to spend time with a 95Z7 that Purdy had. Hank Ottman from KCM joined Ryan and personnel from Beaver. Hank explained that the operator could be getting better performance from the loader. He adjusted the presets to automate the load-and-carry sequence and give the operator a return-to-dig mode. He also set the work mode on the machine to provide the operator with more power when charging the pile. Even to Ryan's untrained eye, "The difference in production was night-and-day." Hank's tutelage of Ryan continued until he retired at which time Andrew ("Andy") Waszil, the current factory territory rep for KCM-Hitachi, took over.

Andy had a lot of contact with Ryan through frequent phone calls and drives to see customers. Andy also participated in RECO's official training programs. "We have a training school at RECO. I was very involved in that. RECO's very good at training salesmen and keeping them up to speed on new features on the machines so that they can explain those features to customers."

Ryan also learned all he could about Beaver Gravel. Service technicians and operators all shared their knowledge, but operations manager Adam Knapp spent the most time with Ryan. "I've worked for Chris for about 15 years," says Adam. "I've run a lot of equipment." He says while Chris and others did the number-crunching, he was focused on the operation of the loader. "I can be involved in the financials conversations, but most of my discussions are with the guys in production. So my role during the acquisition of this second 95Z7 was assessing its functionality, ease of getting in and out of the machine, its level of comfort, how well it fit our needs."

Since delivery of the machine, Adam has worked with Ryan "on any issues that arose, the few little warranty items we've had come up. He puts in his work. He does a good job. We've formed a pretty good friendship over these matters."

Equipment accolades

Successful selling requires the right relationship, but it also requires the right machine, and Beaver Gravel knows the 95Z7 is the right machine. Beaver Gravel has fifth-generation family members in the business. "These family-owned gravel pits are a tough situation," says Chris. "You need to get every advantage you can get."

He quickly runs through a list of the 95Z7's attributes. "It's extraordinarily well-balanced, both left-to-right and forward-to-back. It's very comfortable. We felt our operators could sit in it all day, for a 10- or 12-hour shift, and remain fresh. We know accidents can be caused by people being tired, no longer able to keep up with the demands of the loader, so comfort is very important. The electronics are great but not overpowering. The operator's not going to be constantly looking at the electronics."

Andy notes that the simple effectiveness of the electronics typifies the operation of the loader in general. "That's one advantage of a KCM; it's a simple machine. It's smart enough to know what it has to do but still simple enough for an operator of any type, with experience or without experience, to get into it and feel comfortable running it. One of the things we pride ourselves on is that KCM loaders are designed to be easy to operate."

Adam agrees with Chris's statement about operator comfort and takes it one step further. "Like Chris said, there are loaders that you run an 8- or 10-hour shift and you feel like you've just been beaten; you're physically exhausted at the end of the day. But with the KCM machines, they're not like that at all. I cover for the guys at times and I'm like, 'No, no, I got it.' I'm excited to get in it because it is a such nice machine."

Chris also likes the visibility of the 95Z7. And not just the visibility, but the way it's engineered into the operator experience. He says other machines place the operator high up on the machine in an effort to see over the machine and thereby improve visibility. But, says Chris, the trade-off is unacceptable. "Because the machine is sitting so much higher, your head, your neck and your lower back experience a whipping action. When you go to load a truck, you turn, you shift, you go over hills, it's like a roller coaster. You get that whipping effect."

With the cab up high, the loader feels unstable due to its high center of gravity. Chris says on other demo machines "I was probably on a 3 percent grade, 4 percent grade and I felt like the machine was going to tip over. Felt very insecure. I was shocked by this."

Instead, he says, KCM designed the 95Z7 so its components don't intrude into the operator's line-of-sight. "The fenders. The hood. The mounting of the cylinders." This allows the operator to sit lower on the machine, and "because you feel more secure in the machine, you can do more with the machine." And it's not that the visibility is as good as the top-heavy machines with



Jeff Beaver, Ryan Woodard, and Chris Beaver standing in front of the 9527 in for PM.

high cabs; it's better. "When I backed up in the other machines, I couldn't see. I felt like I was going to hit something all the time. With this machine I felt secure."

When it comes to assessing the value of the 9527 loader, says Chris, the bottom line is, literally, the bottom line. "We had to run the numbers. You need to get everything you can get. Value per ton. What will this loader's value be at four years? After a five-year or 10-year period? Is this a piece of equipment that we must sell in four years because the value we paid for is no longer there? The electronics, the motor, the cylinders, the electronics on the transmission?" Of the 9527 he says, "We felt this is a piece of equipment we could add to our fleet and keep for a long, long time."

It wasn't just weighing the choices in a single piece of equipment. Buying new equipment was a new approach for Beaver Gravel, a cultural change for the company. "I've been buying equipment for Beaver Gravel for 30 years and only one other time did we buy a new loader. Here I was looking at one piece of equipment that could cost more than I spent in 10 years on multiple pieces of used equipment."

But the downturn of 2007 through 2010 taught some harsh lessons in asset management, says Chris. "I had no control over my financials when a loader lost a transmission, torque converter, rear end, or when I had to buy bucket parts, tires. I couldn't control any of that. If I lost a torque converter, it was \$50,000. If I lost a motor, it was \$40,000. Those checks just had to be written. There were no financials on it. You just wrote a check and hoped to get some return on that money. By purchasing these two KCM loaders, yes, my production's gone up while my hours have gone down. But the biggest thing is, I have more control over my cash flow."

Adam sums it up by saying, "Our production is up. We don't have downtime. These loaders are a huge asset."

Fussy, fussy

Operators can be a fussy lot. That came into play twice in a way that affected the relationship between Beaver Gravel and RECO Equipment. The first time was when Chris and others from Beaver went to demo that 9527 at Purdy Materials. "The operator was younger and kind of got kicked to the side

because of his age. He was given the piece of equipment, the 9527, that no one else wanted to run. But those other operators just sat on a certain name, a certain brand, a certain label. This operator wanted to be producing. He wanted every edge."

Chris Beaver says the other operators "were just running a piece of equipment back-and-forth. They weren't getting 100 percent production; I'd guess it was more like 50 percent." But Chris and Andy watched Hank Ottman work with the operator of the 9527, showing him the settings and explaining what each setting did. They saw that as a result of Hank's efforts the operator was able to consistently achieve peak production. "That was impressive to Adam and me," says Chris. "We could see that if we had different operators in a KCM loader, a factory person would come and work with them. And Hank wasn't choosing a setting because he liked it. He said, 'Let's find a setting that makes the most sense for you so you can get the most out of this piece of equipment.'"

The second instance involved Beaver's own fussy operators. The company was looking for a bulldozer. It came down to RECO Equipment and a competitor. In the end, Beaver went with the competitor. "It made sense for us because of the two operators we had at that time," says Chris. "If we'd had operators willing to learn to run something that wasn't the norm, then I'd have gone forward with RECO." Chris says Ryan handled the news graciously. "He realized at that time it was best not to get pushy, not get upset. He didn't say, 'Look at the deal I got you on these loaders. You owe me.' He said, 'Hey, I get it. I understand why you did what you did.' That's the mark of a quality person."

No "I" in "Team"


Ryan is happy to be recognized for his success at RECO, but he's also humble and appreciative. "I feel like when you're honored for something you give credit to those who played big parts in your development." He quickly credits everyone at RECO and especially the sales support, parts and service departments. He also appreciates the support he got from everyone at KCMA and at Beaver Gravel and from certain individuals. "I'm definitely thankful for Andy and I learned a lot from Adam, too."

But it's when he talks about family that Ryan is most sincere. "I thank my mom and my older sister, Ashlea, for putting up with me through all the years." He has pictures of his dad serving active duty in Vietnam on his phone and shares them with others with obvious pride. "My dad had a brain tumor in 2001. He's doing all right. Some days are better than others. He hasn't recovered 100 percent, but he's still with us. He was a very big influence that helped mold me and make me the person I am today."

Ryan's parents remain in Kansas and he says he feels like he hasn't spent enough time with them of late. He made up for that a bit by planning a week with them over the Christmas 2017 holiday.

Recognizing the importance of family is another mark of a quality person. While sales professional Ryan Woodard is many things—intelligent, educated, persistent, loyal—he is, first and foremost, a quality person. And that, it seems, is the first item on the list of qualifications that customers desire most in a salesperson.

KCMA CORPORATE MOVE AND NEWNAN EXPANSION

 KCMA Corporation, a wholly owned subsidiary of Hitachi Construction Machinery Group, will relocate its corporate office to Newnan, Ga., in Spring of 2018. This anticipated multi-million dollar move is part of the corporate mission to bring all facets of the wheel loader manufacturer's operations to one facility. Increased and strengthened communications, centralizing engineering and sales support, and hands-on access to the wheel loaders are just a few of the benefits of this move. Future plans call for a new training facility, proving grounds, and all-around updates to the manufacturing facilities.

"This solidifies the commitment of Hitachi Construction Machinery Group to the North American market," states Masaaki Hirose, president, KCMA Corporation. Previously president of HCM's dealer in Indonesia, and currently holding the position of Senior Office and Deputy General Manager, America Business Development, in the Hitachi Construction Machinery Group, Hirose was named President of KCMA Corporation in May 2017.

The tradition of offering outstanding parts availability, an unmatched factory component exchange program, customer and dealer training programs, flexible warranty programs, and a wide range of services and support programs, will continue to expand under the new corporate structure.





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