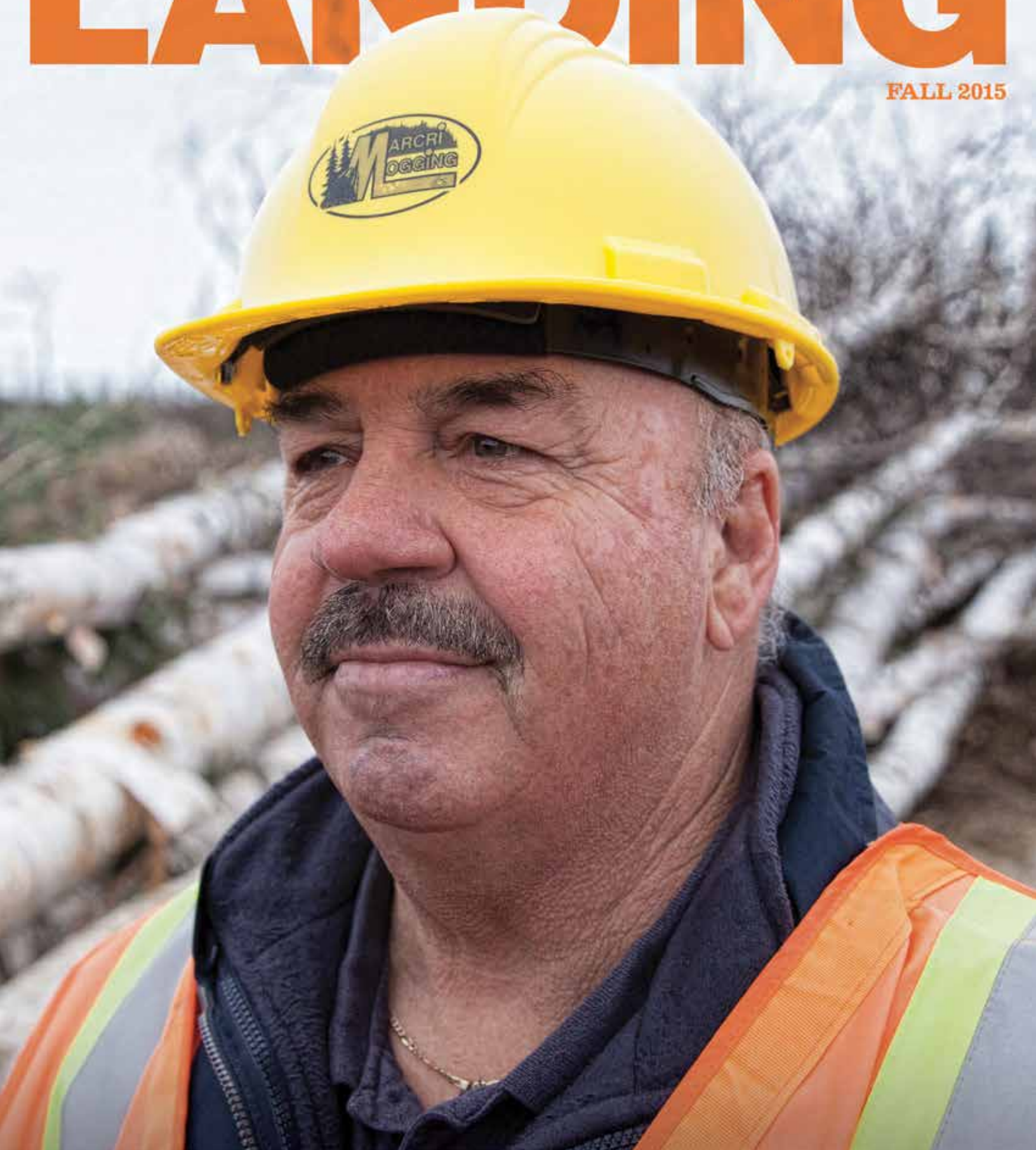


THE LANDING

FALL 2015



GUEST EDITORIAL



TIMBER AND THE FUTURE OF TECHNOLOGY

Having done extensive research on the use of technology in forestry, I believe computer technology is an essential element of a modern timber-harvesting operation that provides value that will stand the test of time. Many loggers I've spoken with, however, express apprehension about technology. Although some have been quick to adopt it, others regard it as burdensome and expensive.

To understand the benefits of incorporating technology into timber-harvesting equipment, it helps to recall why it has become so pervasive in our everyday lives — whether in our smart phones, laptops, or family sedans. A big reason is its steadfast capacity to perform tedious tasks. Computers do exactly what we ask them to do for as long as the power is on. They can also be linked into the devices we use every day in our work, so they can keep track of the little things that might otherwise escape our attention or distract us from our jobs. Monitoring machine health is a good example of that functionality.

And we're all aware of the rapid expansion of data communication in the last few years, something made possible by small, powerful microprocessors. That connectedness has opened up a world of applications not previously imagined. Now we

can be sitting in a pickup on a logging road and see immediately where an entire fleet of equipment is located in relation to stand maps and aerial photos. Real-time status is becoming key in making quick decisions to stay ahead of the competition. And, although an operator may control the machine, the software running behind the scenes helps make the machine vastly more efficient. An added benefit of connectedness is the ability to seamlessly upload new software that improves machine performance, protecting an equipment investment against obsolescence.

Beyond helping loggers improve uptime and productivity, technology can help address some of the big questions confronting the timber industry, such as the sustainability of soils and other resources. An ecosystem is big and complex, and its health is difficult to characterize without lots of data. Loggers are constantly out working in the woods — what if their equipment could collect useful data automatically? When that day comes, if it isn't already here, researchers will address the most important issues facing mankind by using data that will come from the people working out in the forest every day — from loggers running smart, connected machines.

Tim McDonald, Professor, Biosystems Engineering Department, Auburn University

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Cover image:
Mario Letourneau of Marcri Logging in Thunder Bay, Ontario, sees clear skies on the horizon.

SOCIAL CORNER

Logging and Social Media: A Growing Conversation

The logging community has become one of the most active groups on social media today. Savvy loggers are turning to Facebook, Twitter, YouTube, and more to get the latest industry information straight from the people who live it every day. Business tips, updates on current industry issues, product reviews, photos, and videos can all be found on various social channels, creating some of the most informative conversations in the industry today.

Who to Follow on Facebook?

- Look for national advocacy groups such as the American Loggers Council that aim to advance the logging profession.
- Explore regional logging groups such as Southern Loggers, British Columbia Loggers, Northern Loggers, and more as platforms to exchange ideas with other logging professionals in your area.
- Use Facebook to connect and network with other loggers, landowners, and influencers.
- Follow your favorite industry magazine's social channels for additional news and content.
- And of course, be sure to check out John Deere social channels.

facebook.com/JohnDeere



Edward Werner

Devin Rice

Nici Shelton

Straight From the Field

We received some great submissions of our recent "Game Changers" swag out in the wild. Thanks for submitting your photos to JohnDeereStories.com.

instagram.com/JohnDeere

twitter.com/JohnDeere



youtube.com/JohnDeere

See what customers are saying about using John Deere's TimberNavi™ with their forestry equipment.



How to Interact with John Deere on Social Media

1. Follow us on Facebook, Twitter, YouTube and Instagram for the latest John Deere photos and videos.
2. "Like" and "Share" our postings and videos with your social network to start John Deere conversations.
3. Share your stories, photos, and videos at www.JohnDeereStories.com for possible re-distribution on John Deere social media and other traditional media channels.

Washington loggers suspend operations due to fire risk



Dry conditions forced loggers in the state of Washington to cut back or suspend operations. Several logging companies in the Sedro-Woolley area were forced to shut down for a few days in mid-July after the Department of Natural Resources increased “industrial fire precaution levels” to the highest level because of the potential fire risk from spark-emitting equipment such as logging machines, trucks, and chain saws. To minimize the risk, loggers were only allowed to run at times of high humidity and lower temperature. Loggers report that, though it is normal to change hours to prevent fires, this was earlier in the season than normal.

Pine beetle devastates forests in British Columbia

By the end of this decade, approximately 60 percent of mature pine in British Columbia will have been killed by the mountain pine beetle, according to industry estimates. Since the late 1990s, the beetle has destroyed over 700 million cubic meters of pine trees in Canada’s top lumber-producing province.



Forest Service raises alarm about increasing wildfire costs

The U.S. Forest Service estimates it will spend approximately half of its 2015 budget to fight wildfires, compared to just 16 percent of its 1995 budget, according to a recent report. The agency projects expenditures will grow from \$1.1 billion in 2014 to \$1.8 billion in 2025, consuming 67 percent of its budget. A Forest Service report warns that the agency’s very mission is threatened by extended fire seasons, which are 78 days longer than in 1970 and burn twice as many acres, as priorities are shifted toward addressing wildfire emergencies.

- ▶ Expenditure growth expected to increase from \$1.1 billion in 2014 to \$1.8 billion in 2015 (67% of budget)
- ▶ Fire seasons today are 78 days longer than in 1970

Land management bill introduced

John Deere is advocating for the passage of the Resilient Federal Forests Act of 2015 (HR 2647), a bipartisan bill introduced by the U.S. House of Representatives. The legislation provides the U.S. Forest Service and Bureau of Land Management new authority to promote active forest management and help make over 80 million acres of federal forestland less vulnerable to catastrophic wildfire, insects, and disease. It will help expedite forest-management projects and restoration operations, while addressing the constant threat of litigation from outside groups. Supporters believe excessive regulation and lawsuits have led to the rapid decline in management activities over the last two decades, causing federal forestlands to become unnaturally dense, overstocked, and vulnerable to wildfire and disease. Opponents contend conifer forest ecosystems are renewed by fire and believe logging may actually inhibit a forest’s ability to rejuvenate.



Southern sawmills being purchased by Canadian firms

In response to rising costs and the devastating mountain pine beetle plague, Western Canadian lumber producers have been buying up U.S. lumber mills. West Fraser Timber Co. Ltd., Canfor Corporation, and Interfor Corporation have doubled the number of southeastern U.S. mills they own to approximately 34, representing

a \$1.62-billion investment. The Canadian companies are drawn to the region’s 210 million acres of fast-growing forestland and growing housing markets in the Southern U.S. In parts of the South, over half of the lumber is being produced by the Canadian mills, according to a report in *Bloomberg Business*.



CVT: COMBINING RUGGED DURABILITY WITH SMOOTH OPERATION



Many loggers have been asking whether our new, easy-to-use Continuous Variable Transmission (CVT) in the L-Series Skidder is a mechanical or hydrostatic-drive transmission. The answer? Both!

The CVT is a mechanical transmission that is hydrostatically assisted. That means it combines all the power and durability you’ve come to expect from a mechanical transmission with the smooth, easy operability of a hydrostatic drive. The CVT provides many benefits over previous John Deere Skidder models, including better fuel efficiency, longer transmission life, and enhanced operator comfort. Here’s how it works:



The CVT automatically adjusts the output torque, ensuring maximum power to the ground. No more shifting — or “shift shocks” — due to surging rpm.

reduced engine wear and smoother transmission functionality, customers can expect greater power-train reliability over previous John Deere models.



Simply set the maximum speed and let the transmission do the rest. Speed ranges can be configured so the operator doesn’t need to hunt for the correct gear. Meanwhile, the operator maintains easy and infinite control over vehicle speed.



CVT automatically senses the load, delivering more torque and tractive effort as needed to maintain the desired speed.



The CVT enables a constant engine speed, maximizing horsepower utilization and fuel efficiency with minimal heat generation. With



Engine speed remains at a constant 1,800 rpm, enabling consistent multifunction performance and lower fuel consumption than the H-Series Skidders.



WOMAN OF THE WOODS

LOGGER SHIRLEY CHASON
SUCCEEDS IN A MALE-DOMINATED FIELD

STORY: KEVIN ORFIELD | PHOTOS: MIKE NEWELL

After her husband, Donald Smith, passed away from lung cancer in 2000, Shirley Chason faced a tough decision. Should she take over the reins of Donald Smith Logging and continue on, or should she sell the company?

The decision wasn't an easy one. Despite the fact that growing numbers of women hold management roles or own businesses in the United States, logging is still a male-dominated field. In 2014, only 2.8 percent of loggers in the country were women.* By comparison, women represent over half of all managerial and professional positions in all industries in the U.S.**

And although her husband had run the successful logging operation in Carrabelle, Florida, since 1988, Chason was concerned about the slowdown. "In 2000, mills were not taking a lot of wood," Chason recalls. "Our company had been recently forced to downsize from three crews to one."

Chason decided to soldier on. "It's all I've really known. I'm proud of the progress we've made, and I'm really proud of the men. I'm sure wherever Donald is looking down from, he is, too."

*According to the U.S. Department of Labor. **According to the Pew Research Center.

KEEPING THE DREAM ALIVE

Chason was working as a secretary for Donald Smith Logging at the time. She knew that to be successful, she would have to get out from behind a desk and into the woods. "I had to learn the business. I told everyone that this is my bread and butter — that I wanted this business to survive and for the adventure to continue. But to do that, I told them I needed their help learning everything I needed to know."

Chason is particularly grateful to her forester at the time. "He was surprised that I had all these questions, but he was glad I did. I wanted to know everything about the forest, the crews, the operation, and the payroll. He was really impressed and willing to work with me. St. Joe Timberland, our main contract at the time, worked with me, too. They really understood that I was running the show. I spent many a sleepless night, tossing and turning, worrying and wondering, and hoping and praying. But it all worked out, it really did."

R-E-S-P-E-C-T

Like Aretha Franklin, Chason just wanted a little recognition from her male counterparts. "I was a little intimidated the first time I attended a class to keep my logging license up, and I was the only woman there. But everyone was real friendly and warmed up to me. They started calling me "Ms. Shirley," a nickname that has stuck to this day."

The company was running used equipment when Chason took over. "Most of it was John Deere, and thank heavens it was because we didn't have a lot of breakdowns. As things got better, we started buying new equipment from our local John Deere dealer, Beard Equipment.

"Deere has always been good equipment. And Beard Equipment is just a hop, skip, and a jump away. Our salesman is phenomenal. If I need anything, I'll call him and he helps me any way he can. The service department is phenomenal. If I have an issue with a machine, they'll be right out with a part or whatever is needed. I can't say enough about John Deere. They stand behind their equipment."

FREE SPIRIT

Chason loves the independence of being a logger. "It's not a nine-to-five job. It's very demanding, but I love the freedom of working in the woods and for myself."

Today the company primarily clear-cuts pine. "We're set up to cut wetlands. We're not a track logger, but we do run the big tires."

Chason married her current husband, Edward Chason, in 2002. Edward was a truck driver for the company and today runs the trucking operations. "We had some bumpy times, but we decided we really wanted to make something of this and haven't looked back."

One of those bumps included finding enough qualified truckers. "There was a local shortage because the insurance company requires that they have previous experience hauling wood. But we were able to train a few, and they've done well for us."

Like many loggers, Chason is concerned about the lack of young operators. "You need to get them interested in logging while they're young. If they haven't been introduced to the woods by the time they are 15 or 16 years old, it might help if they could take a course, say from a local community college. That might get them interested and would be good for the industry."

She shares the story of her nephew's son, 24-year-old Zachary. "When he was eight years old, he'd be out in the woods with his daddy. He didn't want to go to school. He wanted to learn to run a skidder. He just loves it and today runs our skidder and buncher."

"I WANTED THIS BUSINESS TO SURVIVE AND THE ADVENTURE TO CONTINUE. TO DO THAT, I NEEDED THEIR (THE EMPLOYEES) HELP LEARNING EVERYTHING I NEEDED TO KNOW."

SHIRLEY CHASON, OWNER, DONALD SMITH LOGGING

"THIS JOB IS NOT
9-5


IT'S VERY DEMANDING,
BUT I LOVE THE FREEDOM OF WORKING
IN THE WOODS AND FOR MYSELF."

SHIRLEY CHASON, OWNER, DONALD SMITH LOGGING



The future is looking bright. "We started off struggling and wondering if we made the right decision. But week to week, month to month, and year to year, we've improved. It's proven to be the best decision I've ever made. We've succeeded beyond my wildest dreams. I know my boys have been the brunt of a lot of jokes working for a woman. But they've hung in there and made me very proud of them."

Donald Smith Logging is serviced by Beard Equipment Co., Panama City, Florida.

 To see more of the story, visit JohnDeere.com/Chason.

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SINKHOLE


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 To learn more, visit JohnDeere.com/TimberNavi.



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WEATHERING *the* STORM *in* THUNDER BAY

MARIO LETOURNEAU HAS SUCCEEDED
IN TURBULENT ECONOMIC CONDITIONS

STORY: KEVIN ORFIELD
PHOTOS: NATE LUHE



Marcri Logging is located in Thunder Bay, Ontario, an apt name for the company's home base. The logging contractor has weathered numerous economic storms, surviving recessions in 1990, 2000, 2001, and 2008–2010 to emerge as the largest logging operation in the region. "It's like swimming across a lake," says owner Mario Letourneau. "You reach halfway, get tired, and want to quit. But it doesn't really make sense to turn back, so you carry on until you reach the shore."

FROM FARM TO FOREST

To use another metaphor, logging is a lot like being a farmer: "It may be raining, but you know it's going to get sunny," reflects Letourneau. "It always does. It's hard to predict what is going to happen. Until recently the lumber market has been strong, and housing and construction markets have been rebounding. Pulp has been good, but newsprint is on the decline."

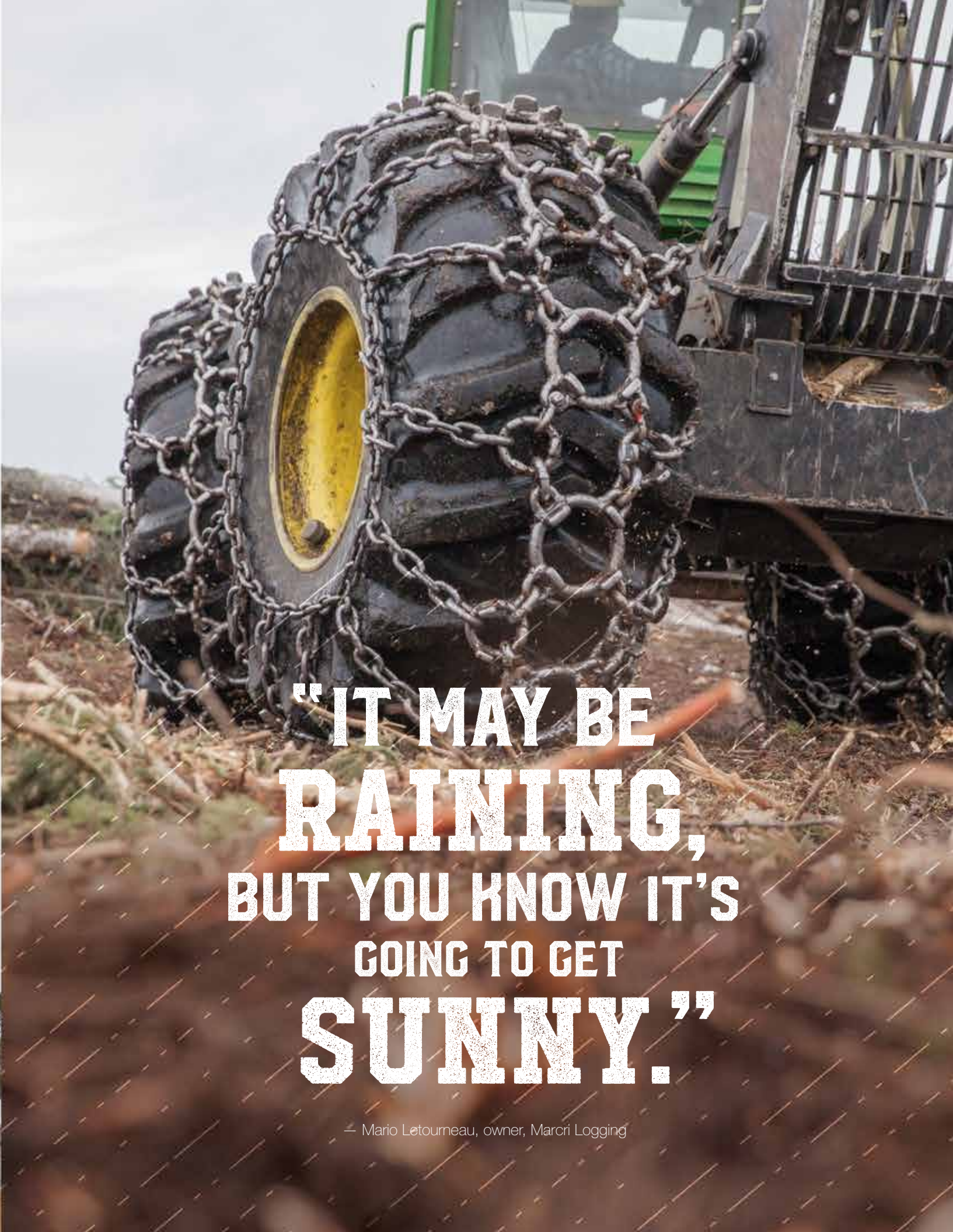
Letourneau knows a thing or two about farming. He grew up on a dairy farm in southern Quebec. "Our family had 11 kids, so it was a busy house. To make ends meet, we'd farm in the summer and cut wood during the winter. We'd skid with a horse."

Letourneau believes popular negative perceptions about the adverse effects of logging could be changed if only people thought of loggers as farmers. "People don't realize that logging is just like farming. Trees are a crop that we plant, cultivate, and harvest. It's just that the process takes 60 years instead of a season. But it's totally sustainable."

Letourneau started his own logging operation and bought his first skidder, a John Deere 440, in 1970. "John Deere pioneered grapple skidders. I've always run them because they're the best. As far as I'm concerned, they're the only ones out there."

Within a few years, he added a John Deere 693B Feller Buncher as his company began working in northern Quebec. "We'd work there all winter, and in the summer they'd shut down. In 1982 we came to Ontario for what was supposed to be a short four-month project. A year-and-a-half later, we got called back to our position in Quebec, but we didn't return. By then we had settled in, and we've been here ever since."

The company grew exponentially in the late 1980s and early 1990s when it began contracting with CP Forest Products — today Resolute Forest Products — a company it continues to work with to this day. In 1989, Letourneau purchased the assets of a logger who was retiring before taking over one of CP Forest Products' logging camps in Ignace, Ontario, adding 60 employees. In 1994, the company added another 150 employees, assuming all



**"IT MAY BE
RAINING,
BUT YOU KNOW IT'S
GOING TO GET
SUNNY."**

— Mario Letourneau, owner, Marcri Logging



Today Marcri Logging employs 180 people and produces around 70 loads a day.

“THERE WILL ALWAYS BE UPS AND DOWNS, BUT I’M DEFINITELY OPTIMISTIC ABOUT OUR COMPANY’S FUTURE.”

— Mario Letourneau, owner, Marcri Logging

of CP’s logging operations in Ignace, as well as its sawmill, which Letourneau eventually sold. In 2003 the company added 60 employees when it took over Bowater Resolute Forest Products’ woodland operation in Thunder Bay.

At its peak in 2003, Marcri Logging employed around 200 people and produced approximately 60 loads per day. Surviving multiple recessions, the operation is still sizable, currently employing 180 people. The logging camps have since closed, but Resolute still has a large paper mill and a big sawmill in Thunder Bay, as well as sawmills in Ignace and Atikokan.

Today Letourneau’s crews produce around 70 loads a day. About 30 loads from the tree-length operation go to sawmills to produce dimensional lumber and other wood products. Chippers process almost half the loads into chips destined for the paper mill. And about 10–15 loads of slash are ground up and used for biomass to feed the co-generator plant at the paper mill.



To keep on top of a busy workload, Marcri Logging runs a large fleet of John Deere equipment, including 16 skidders and 12 feller bunchers. In the spring of 2015, the company tested a new 853M Tracked Feller Buncher for six weeks. “It’s been a great experience. The cab is more spacious and comfortable. The machine has much better visibility, with significantly more window area. It has more power and stability. And it has a designated hydraulic pump for the saws and tracks, so it doesn’t slow down. We just love it and plan to buy one soon.”

UNPREDICTABLE ECONOMIC FORECAST, UNFORGIVING CLIMATE

Whatever the economic forecast, Letourneau must strive for maximum efficiency. “We still have to control costs.”

John Deere ForestSight™ technologies help Marcri Logging manage costs and maximize efficiency by providing fast, accurate diagnosis of machine problems; rapid, effective service response with the right part the first time; better fuel economy; and close tracking of machines and operators.

“I really like JDLink™. Monitoring fuel consumption is a big one. That really helps us cut costs. The system also tells us when a machine is idling and how hard it is working, so we can monitor productivity and improve operator efficiency. And it warns us if there’s anything wrong with the machine so we can fix it before it becomes a major issue.”

Uptime is everything in the unforgiving climate of western Ontario. “We can’t afford to be down. And it can be very challenging up here — if we blow a hose in 40-below weather, it might be two days before we can change it. Fortunately our John Deere machines are extremely reliable and easy to maintain. And support from Nortrax, our local Deere dealer, has been superb. If we have an issue, they’re often here the same day. And their field mechanics are second to none.”

PICKING UP THE TORCH

Like many other logging companies, Marcri Logging has had trouble attracting young loggers. “We’ve hired a few, but most have parents who were logging. It’s a tough job — you have to get up early, and it’s long, long days. Plus the cost of entry into this business is high, and that’s a huge barrier. But I hope we’re able to find young people to keep this industry going, because someone is going to have to pick up the torch.”

In Marcri Logging’s case, that person is Letourneau’s son, 36-year-old David. “He’s totally interested in the business and is learning all aspects of it. He’s been doing very well.”

Letourneau is excited about his company’s prospects. “I’m proud of our success. We started out small, but were able to grow despite numerous recessions. And we’re still here. There will always be ups and downs, but I’m definitely optimistic about our company’s future.”

Marcri Logging Inc. is serviced by Nortrax, Thunder Bay, Ontario.

To see more of the story, visit JohnDeere.com/Letourneau.



DOWN TIME

HUNTING TURKEY

NEAR DEVILS TOWER

Every spring, Devils Tower National Monument provides a dramatic backdrop for the Old West Invitational Turkey Shoot in Hulett, Wyoming. Last May 90 hunters participated in the event, now in its fifth year. Five years ago, lumber operations owner Jim Neiman, vice president and CEO of Neiman Enterprises, and a friend were brainstorming ideas to raise funds for the local community center in Hulett: "We were talking about how the governor of Wyoming has a one-shot antelope hunt. We have a lot of wild turkey around here, so how about a one-shot turkey hunt?"

A "turkey shoot" is common slang for "easy pickings," but the Old West Invitational Turkey Shoot is no walk in the park. The event is spread out over 130,000 acres of donated property, and not every hunter gets a turkey. In a one-shot competition, hunters are given a single shot to finish the bird, or they're disqualified. Awards are given for first, second, and third places, based on the National Wild Turkey Federation scoring system, which combines weight, length of beard, and spurs.

In addition to benefiting the community center, the event also provides funds for statewide wildlife habitat projects for Wyoming Wildlife — The Foundation. To raise money, attendees can bid on teams and participate in raffles and auctions. Each year a John Deere Gator™ is raffled off by the local John Deere dealership, RDO Equipment Co.

"It's neat to have an event that supports two great causes and brings in hundreds of thousands of dollars for our small town of 400," says Neiman. "It really gives our community and local businesses a shot in the arm."

Each year, several celebrities participate in the event, including governors of Wyoming, Denver Broncos and Colorado Rockies players, recording artists, and radio and television stars. The event has been covered by film crews from Cabela's® and *NBC Sports*. "Other hunters throughout the United States get to learn about our small Western town," says Neiman. "It's a nice way to recognize this great community and encourage hunters from all over to come pay us a visit."

"IT'S A NICE WAY TO RECOGNIZE THIS GREAT COMMUNITY."

— Jim Neiman, Vice President and CEO, Neiman Enterprises

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*Offer ends February 28, 2016. Subject to approved credit on PowerPlan, a service of John Deere Financial, f.s.b. Available at participating dealers. Some restrictions apply. Repairs must be made to John Deere equipment using John Deere OEM parts. Prior purchases are not eligible. After promotional period, interest charges will begin to accrue at prime plus 14.99% APR. 0% APR for 180 days and 1.9% for 12 months offers have a minimum \$3,000 purchase required with at least \$1,000 of the purchase being parts. Other special rates and terms may be available. See your local John Deere dealer for full details and other financing options.

CR2110656



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JOHN DEERE



Learn more about the features of our M-Series machines at [JohnDeere.com/GameChangers](https://www.johndeere.com/GameChangers).