



GUEST EDITORIAL

GAME CHANGERS

The John Deere 440 Skidder changed the game when it was released in 1965. On the 50th anniversary of our first skidder, we're proud to introduce our new L-Series Skidders and Wheeled Feller Bunchers.

To develop our latest game-changing forestry machines, we went to the woods and met with loggers — the ones who live it every day. Through Customer Advocate Groups, we collected fresh ideas on what works and what doesn't. Then our engineers devoted over 250,000 hours to designing prototypes. But we didn't stop there. We refined and validated these machines with over 11,000 hours of testing in everyday, real-world conditions.

As you'll learn in our Tech Tips (page 5), Logger's Round Table (pages 6–9), and Deere Gear (pages 10–11) articles, our L-Series machines are our most reliable and productive ever. Built on 177 years of groundbreaking innovation, backed by over a half-century in the woods, and designed with proven components to withstand the toughest environments, these new machines redefine your expectations of what a skidder or wheeled feller buncher can accomplish for your logging operation.

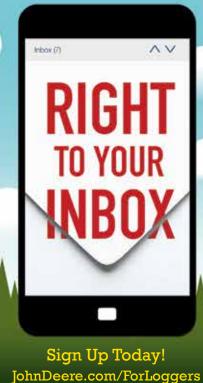
Since 1965 when we introduced the 440, we've continued to change the game for loggers with safer, more comfortable, more reliable machines. Today that same customer-inspired commitment lives on in our L-Series machines. Because when you talk, we listen.

Moter L. William

By Marty Wilkinson, Vice President, Worldwide Forestry & Business Development



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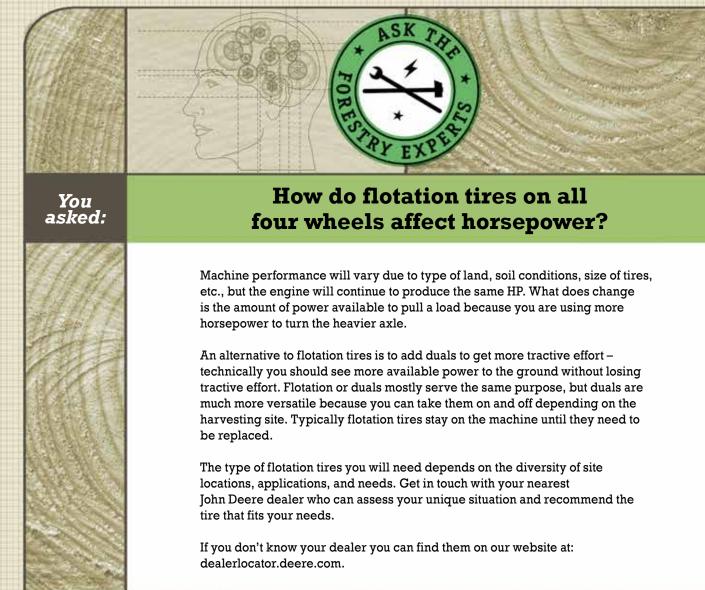
Andrew Jaroche recently took delivery of the first M-Series Harvester off the assembly line. And he's taking on the world with a crew of young loggers.

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Logger and youth baseball coach Morris Etheridge shares his secrets for success in business and in life.

Cover image:

At a time when the forestry industry is struggling to find young loggers, Andrew Jaroche is building a successful business on young talent.



SHARE YOUR STORY

Did you receive the Game Changers window cling in our Winter issue? Submit a photo online showing where you put your cling, and we'll send you a new John Deere Game Changers hat*.

Submit your photos at: JohnDeereStories.com



Women comprise majority of **UC-Berkeley's forestry program majors**



program is unique. In a male-dominated field, two-thirds of the program's 32 students are women. Berkley began offering a forestry program in 1914. Only eight women had graduated from the program prior to 1965. Beginning program in the Sierra Nevadas, living in log in the 1980s the program has since become mostly female. Today the program is one of only a handful of forestry programs in the state, and is the only one dominated by females.

The University of California, Berkley began offering a forestry program.

The University of California, Berkley's forestry The curriculum covers everything from policy and economics to plant biology and taxonomy. Students learn to design, plant, and manage forests. As part of the curriculum, students participate in an eight-week summer field cabins while developing a management plan for 160-acre forest plot.

> Many of these women will find work for the U.S. Forest Service or private industry, managing and protecting the state's threatened forests. Forestland covers a quarter of California and more than 6 million acres in the Sierra Nevadas alone need to be restored.

Deere supports Louisiana forestry operator training

In response to a growing need across the forestry industry for young qualified operators, The Louisiana Timber Harvesting Equipment Operator Course was established in to provide vocational training for aspiring loggers. In addition to hands-on machine instruction, the three-month training course provides Master Logger certification along with firstaid and OSHA training. The school is a collaborative effort among the State of Louisiana, U.S. Forest Service, the local community technical college, many current and retired loggers, John Deere, and the local John Deere dealer, Doggett Machinery. With the support of John Deere, Doggett has provided three John Deere forestry machines for the training:

The Louisiana Timber Harvesting Equipment Operator Course provides:

- Hands-on machine instruction
- ▶ Master Logger certification
- First-aid training
- OSHA training

a feller buncher, skidder, and knuckleboom loader. In the past two years the school graduated 22 students, most of whom had job offers. The school expects enrollment to grow in 2015 and beyond.

3 The three-month training

STUDENTS GRADUATED FROM THE PROGRAM IN 2013 AND 2014 - MOST OF WHOM RECEIVED JOB OFFERS.





West Coast ports resolve labor dispute

After nine months of negotiations and uncertainty, the Pacific Maritime Association (PMA) and the International Longshore and Warehouse Union (ILWU) came to a five-year labor agreement on February 20 for workers at all 29 West Coast ports. The deal was reached with the help of U.S. Secretary of Labor Tom Perez and a federal mediator. The ports can now resume full business operations after months of congestion and slowdown. The ports are an important gateway to commerce, handling more than 60 percent of U.S. container cargo, valued at 12.5 percent of the nation's gross domestic product. Weyerhaeuser had been forced to temporarily shut down its paper mill in Longview, Washington, affecting over 500 workers. Most of the mill's product moves through the ports of Tacoma and Seattle: according to a company spokesman, Weyerhaeuser was unable to get its product to customers due to the congestion at



20,000 dockworkers at these ports.

TECH TIPS

Machine Configuration Made Simple

The new game-changing John Deere L-Series Skidders are designed to be easy to use and operator friendly. Using the monitor, the machine owner can adjust machine- and operator-specific settings to best suit the needs of the application and the operator.

- Machine settings. Operators can adjust global settings for the skidder, including security PINs; fan-reversal, auto-idle, and auto-shutdown intervals; language mode; and system of measurement.
- Security. A PIN can be assigned to each operator. When an operator logs in, the machine recalls that operator's specific settings (see next section).
- Fan-reversal intervals. The reversing fan can be set to activate at 15-, 20-, 30-, 45-, or 60-min. intervals - or manually as necessary at the push of a button to reduce core-clogging buildup, depending on the amount of dust and debris in the work environment.
- Auto-idle and auto-shutdown intervals. Auto-idle can be set to engage from as soon as 5 sec. up to as long as after 15 min. of inactivity. Auto-shutdown can be set to engage from one min. up to as long as 60 min. This reduces engine wear and fuel consumption.
- Language mode. Choose English, Spanish, French, Russian, Portuguese, or German.
- System of measurement. Select metric or English.
- Operator-specific configurations. Operators can fine-tune ground-speed ranges, transmission and hydraulic aggressiveness, and joysticks to personal preferences. Up to 10 operator-specific configurations can be saved. When an operator enters his or her specific PIN, it calls up his or her specific settings.

- speed settings. The maximum of each of the six ground-speed ranges can be adjusted to operator preference, depending on ground conditions and operator experience.
- Transmission aggressiveness. Operators can tune how rapidly the machine accelerates, decelerates, and reverses - from quick and aggressive to slow and smooth. The operator can set the response so it is similar to the transmission he or she is used to. For example, high aggressiveness will feel similar to a hydrostat, whereas medium aggressiveness will seem more like a torque converter.
- Boom and arches. The operator can swap the boom and arch controls on the joystick to match what they are used to. The axes can also be inverted so moving the joystick forward (instead of backward, which is the default) lowers the arch. And the axes can be set to invert when the seat is rotated. For example, the operator may want to push the joystick consistently toward the engine to complete a function, regardless of the direction the seat is facing.
- **Tong-button mapping.** Tong functions including open, close, and rotate can be assigned to buttons on the right-hand joystick, according to personal preference.
- Hydraulic-function aggressiveness. Operators can adjust the aggressiveness of the joystick to be snappier and more responsive or more forgiving, depending on their comfort level or experience.

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GAME-CHANGING L-SERIES SKIDDERS AND WHEELED FELLER BUNCHERS

Our new L-Series Skidders and Wheeled Feller Bunchers were inspired by invaluable input from loggers around the world. Through our Customer Advocate Groups (CAGs), they told us what they wanted in these nextgeneration machines. And we continued to refine designs and test the machines until we got them exactly right.

We recently spoke to a panel of these CAG participants. They told us about the CAG process and how John Deere really listened and responded to their input. And they are proud of the result — machines that change the game in terms of uptime and productivity.

"THE CAG PROCESS REALLY WORKS"



"John Deere is really interested in what loggers have to say. Getting customer input allows them to make their machines more operator-friendly, productive, and reliable. They've done a great job."

Darren Harrison, Harrison Logging, Grenada, Mississippi

"Deere is totally open to any opinion. 'How can we make it better?' is their mantra. And they've really applied our suggestions to these new machines. That's what you want in a company. It makes a huge difference."





"John Deere comes out to the woods and listens to the people who run the machines every day. And they really came through on the L-Series Wheeled Feller Buncher. It's a totally different machine, with better cab comfort, visibility, and serviceability. They are the only equipment company I know of that loggers can feel confident will address their concerns and stand behind themachine. That really makes us feel valued and involved, and ultimately helps us better run

Brent Hickman,Brent Hickman Logging, Wiggins, Mississippi

our businesses."

"It's important to listen to customers, because we're the ones who have to run the machines. John Deere was very, very serious about listening to anything and everything we had to say. And they nailed it with these skidders."



Thad Cain,Woodchop Timber Harvesting Service,



"BETTER PERFORMANCE"



"L-Series Wheeled Feller Bunchers have a lot more power. Take saw recovery, for example. You make a cut, and power is immediately right back to where it was."

John Whitfield,

Whitfield Timber Company, Wewahitchka, Florida

"The new skidder is beefy and very, very structurally sound. It has a strong look and a strong build — just very modern."

Thad Cain,

Woodchop Timber Harvesting Service, Lafayette, Alabama



"The new CVT on the skidder is very operator friendly. It doesn't take very long to figure

out what everything does and how to run it."

"I like the new Continuous Variable Transmission on the skidders.

There's no more shifting. With the

constant engine speed, you don't

have to feather the throttle when

the joystick steering — it's very

you grab a bundle. And I like

responsive."

Main-ly Trees,

Strong, Maine

Rob Thorndike,

Kevin Harrison,

Harrison Logging, Grenada, Mississippi

"BIGGER, QUIETER CAB **AND BETTER VISIBILITY"**



"They've done pretty much everything we discussed. A big improvement is the size of the cab. And the joystick controls are quite easy to use — they're great."

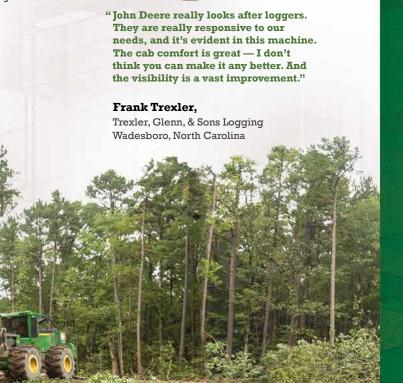
Roger Ferguson,

Taupo, New Zealand

"It's vital to produce machines that customers need. We had a long list of suggestions for these new skidders, and it's nice to see John Deere listened. A new transmission, a roomier cab, joystick steering, a rotating seat, a new HVAC system almost everything we asked for is here."

Alexander Chekmenev,

Siberia, Russia



"SKIDDER'S ROTATING **SEAT REDUCES STRAIN"**



"Instead of backing down those long roads looking over your shoulder, you can simply turn the seat around. After a 10- or 12-hour day, imagine how much better your neck and back will feel. Your operator is going to feel a lot better and a happy operator is a more productive operator."

Jack McFarland, McFarland Timber. Winnfield, Louisiana



button and you can turn the seat completely around so you can look out the rear when you're backing up instead of constantly straining your back and neck all day."

Rob Thorndike, Main-ly Trees, Strong, Maine

"MORE UPTIME, LESS MAINTENANCE"



"The new cooling system is a big plus. You can swing out the radiator and easily wash it or blow it out on both sides."

Lowell Hubbard,

Lowell Hubbard Logging, Winnfield, Louisiana

"Serviceability is wide open. You can get to anything. Even with the Final Tier 4 components, it's a lot more accessible. You can remove all the side screens in a matter of minutes and everything is right there."

Thad Cain,

Woodchop Timber Harvesting Service, Lafayette, Alabama

"Deere really beefed up the L-Series machines. Pins are bigger. Bushings are better. Everything is built to last."

John Whitfield,

Whitfield Timber Company Wewahitchka, Florida



"The skidder is definitely beefier, including the articulation joint and axles. The machine will stand its ground, that's for sure."

John Peters,

Exact Harvesting, Alberta





TO SEE MORE OF WHAT OUR CAG PARTICIPANTS HAD TO SAY ABOUT THE NEW L-SERIES. VISIT:

JohnDeere.com/LSeriesRoundtable





ANDREW JAROCHE AND HIS
POSSE OF YOUNG LOGGERS
ARE CHANGING HOW IT'S DONE

PHOTOS

MICHAEL MAURO KRISTEN FULLER

STORY

KEVIN ORFIELD





N JANUARY, OUR FIRST M-SERIES HARVESTER ROLLED OFF THE ASSEMBLY LINE AT OUR FACTORY IN DUBUQUE, IOWA.

We're excited that these game-changing machines are finally hitting the streets (or logging roads, in this case). And our first M-Series customer, Andrew Jaroche of Maples Sawmill in Hessel, Michigan, is also pretty excited about taking delivery of this machine at an upcoming Gold Key ceremony (see sidebar).

Jaroche was involved in some of the final testing of the M-Series machines. "For Deere to come out and listen to us, a smaller operation, was very impressive. It says a lot about Deere that they took my opinion seriously, and that it would make a difference."

The new 803MH Harvester will be a perfect addition to a logging operation that includes a John Deere feller buncher, two Deere processors, and two forwarders. "We were testing an 859MH, and it worked out great — very productive and absolutely bulletproof. The 803MH is a better fit for our hardwood select-cut system and will be a great addition. M-Series machines are really a step forward, with more spacious cabs, better lighting, outstanding visibility, more accessible fuel tanks, and simpler serviceability.

"It's a great opportunity to own the first one. Deere definitely did their homework. They know what they're doing, and it's working. The company has done so much to incorporate customer-inspired changes to the machine, and we know they will throw their full support behind the new product

SAWDUST IN HIS VEINS

John Deere MC Crawler and a chain saw after returning home from World War II. "That crawler dozer got us started using John Deere. And the dependable service we've received in the remote regions of the Upper Peninsula from our Deere dealer, AIS Construction Equipment, has solidified that relationship over the years."

Jaroche was a young boy when his father moved the company to the Upper Peninsula. Over the years they

continued to expand, adding a sawmill and maple-syrup operation. "I grew up with that sawmill in my backyard since I was three years old. I would sit and watch the mill run all day. My grandmother says I have sawdust in my veins. I don't have a choice really; it's something I was born into. I really have a passion for this industry."

The young logger brings a lot of energy and fresh ideas to Maples Sawmill. After he graduated from Lake Superior State University with a degree in business, he returned to the woods. He's being groomed to run the company one day, so he is currently on a tour of duty of every aspect of the company's operation. "Right now I'm running a logging crew, I'm procurement manager, and I'm sawyer in the sawmill, along with wearing a lot of other hats. I like the challenge.

Today the sawmill produces up to 120,000 board-feet of rough-saw timber in a week. "The sawmill is a big deal for us because there's a place for our logs to go. The hardwood we harvest is used for flooring, countertops, trim, and cabinetry."

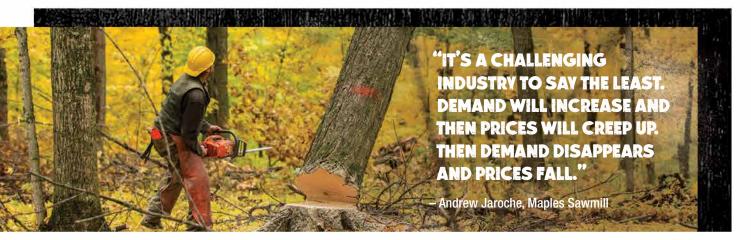
The company's maple-syrup operation has grown significantly in a short amount of time. Last year it produced over 10,000 gallons of syrup, putting it among Michigan's top producers. "We used to cut maple trees, but now I'm not allowed anywhere near them (laughs). Actually I don't want to go anywhere near there — they work day and night. Thankfully it's only for three months out of the year."

Twenty-two-year-old Jaroche is a fourth-generation logger. Lis great-grandfather started the business with simply a IT'S A NEAT OPPORTUNITY TO OWN THE FIRST ONE. **DEERE DEFINITELY DID** THEIR HOMEWORK."

- Andrew Jaroche, Maples Sawmill



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YOUTH MOVEMENT

Jaroche hires mainly young loggers. He knows an influx of youth is needed to keep the industry alive.

"We're looking to employ younger, fresh minds we can mold to do things the way we want — something my father and I have been talking about for a long time. We got tired of bringing in 40- and 50-year-old guys who do everything a certain way. Sure, these guys were ready to go, but they were not always willing to listen to a 22-year-old about new ways of doing things. So we're trying to instill a different perspective, a more efficient attitude."

Efficiency is the operative word for Jaroche's operation. "It's a challenging industry, to say the least. Demand will increase and prices will creep up. Then demand disappears and prices fall. You just never know. Every day is a new day, so you just attack it with that in mind."

Many new young crew members had never even seen a logging machine before coming to Maples Sawmill. Terry Appleton, age 21, worked as a painter and Seth Purgiel, age 21, painted, installed docks, and worked at a fast food restaurant. "Both are young and eager and want to get at it. And they are operating very efficiently. The bottom line is that it is a very lucrative and rewarding industry. There's just an immense amount of opportunity for guys willing to go out and work hard every day."

LIKE ONE OF THE FAMILY

Jaroche admits it's not easy attracting young workers. "It's a tough job — you have to get up at 4:30 in the morning and it's sometimes 30 below. Your fingers are freezing and you're busting a knuckle fixing a hydraulic hose. So I've pushed hard to find guys my age with the same passions and tried to create a positive work environment for us."

To many, the environment he works hard to create feels like family. "We've become good friends with a lot of our loggers and truckers, and we share a love for the industry. The company is fun, and people really seem to enjoy working together. They can make a comfortable living, though not a glamorous one. It's a hard sell, but many of the guys willing to go out into the woods have really found their niche.

"I tell guys to just give it a shot. They might find they really like the freedom of going out to the woods, of not being bothered all day with someone looking over their shoulder. It doesn't take much. Just a little taste and a lot of guys really enjoy it."



Providing healthcare benefits and retirement plans also helps build loyalty in an industry where many loggers have trouble finding guaranteed work. "Our guys can count on a paycheck every two weeks. Around here, that's a big thing. We're looking to keep our guys around long term, so this is definitely an advantage."

SUSTAINABLE FUTURE

In addition to attracting young people to the industry, Jaroche believes that loggers must change the hearts and minds of those in their community. "Many people in our area don't understand sustainable logging. There's still this common misconception that logging is bad — that the forest is simply cleared away and no one cares about what happens down the road. We have to convince them that attitude is long gone."

Jaroche has done presentations at local festivals about the benefits of logging. "People need to know this industry is very helpful for the environment. You get a lot healthier growth when forests are logged and managed properly. Because ultimately we're harvesting for future generations, not just for today."

Does that future include another young Jaroche? "As soon as my kids are walking, they'll be sweeping up around the mill, just like I was. I'd like to keep the logging gene going. It's important for the industry."

Maples Sawmill is serviced by AIS Construction Equipment Corp., Williamsburg, Michigan.



GOLDEN — OPPORTUNITY

In January, Andrew Jaroche of Maples Sawmill in Hessel Michigan, received the full VIP treatment during a Gold Key event at John Deere Dubuque Works. After being flown in courtesy of his dealer, AIS Construction Equipment, he took a factory tour and was presented with a Gold Key at the end of the assembly line for his new 803MH Harvester. "The people at my local dealer and the Deere factory really went all out. It's a pretty neat deal, something I wish everyone in our industry could experience. As a small operation, this is such an honor. This is a once-in-a-lifetime opportunity — the cherry on top."

Jaroche was very impressed by Dubuque Works. "The cleanliness of the factory is amazing — people are welding and grinding and working with metal all day, and the place is just immaculate. It's top-notch. And all the employees have smiles on their faces and wave at you. You can tell everyone takes a great amount of pride in their work."

"AS A SMALL OPERATION,
THIS IS SUCH AN HONOR.
THIS IS A ONCE IN A
LIFETIME OPPORTUNITY THE CHERRY ON TOP."

- Andrew Jaroche, Maples Sawmill



Andrew Jaroche receives the Gold Key for his 803MH, the first one off the assembly line at John Deere Dubuque Works.



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Southe Crimson Tide

lifelong love of baseball has helped Morris Etheridge, owner of Hamilton Timber of Nanafalia, Alabama, understand what it takes to be successful in any endeavor. "It's just a sport you really have to work hard at. Like logging, there are no shortcuts to success."

Back in college, Etheridge was a left-handed pitcher for the University of Alabama. After graduating with a public relations degree in 1993, he got his start in logging, working for his father-in-law for a year before he started working for Charlie Hamilton, from whom Etheridge's company takes its name. "My wife, Daphne, grew up in the timber business, so she understands the long hours. And she's a baseball mom and a schoolteacher. We don't have any girls so she fits right in."

After 17 years, Etheridge bought the company from Hamilton. "Not to say the transition was completely smooth, but I did have the good fortune of

taking on an already well-established company with a good reputation." Today the company runs four crews and has 48 employees.

Etheridge coaches the baseball teams of his two sons, 10-year-old William and 12-year-old John Thomas. "Some of the coaches are really gung-ho, but I want to keep it fun. I just really enjoy teaching and showing the boys what I've learned from the good coaches I've had over the years. I want them to play hard, but have a good time."

This approach has been a hit (pun intended) with Etheridge's teams. His older son plays on a traveling team that competes in weekend tournaments from the end of March until June. "We're usually the top seed in the final bracket, and we've won a few tournaments. But baseball is a weird sport. One day everything goes your way and the next day it doesn't. As with anything in life, you just have to roll with it."



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M-SERIES TRACKED FELLER BUNCHERS AND HARVESTERS

At John Deere, we're all about making your logging operation more efficient. That's why we equipped our new L-Series wheeled feller bunchers and skidders and our M-Series tracked feller bunchers and tracked harvesters with JDLink™ and remote diagnostics for rapid service response and roomier cabs with adaptable controls for daylong comfort. Plus, you can make it all affordable with one of the industry's best finance packages.

Cut costs significantly when you purchase your new John Deere L- or M-Series at **0.9% FOR 48 MONTHS*** before June 30, 2015. You'll get lower payments and more out of your investment. Because at John Deere, we're for loggers.

Visit JohnDeere.com/ForestryOffer or see your dealer for complete details.

*Offer valid until June 30, 2015, and subject to approved credit through John Deere Financial installment plan. Some restrictions apply.

Offer valid on all new John Deere tracked feller buncher models 803M through 959M, and tracked harvester models 803MH through
909MH, and wheeled feller buncher models 643L through 843L, and skidder models 640L through 948L. See dealer for complete details
CR2211146





Since 1965 when we introduced our 440 Skidder, we've continued to change the game for loggers with safer and more comfortable machines. To make your tough job just a little bit easier. Today that same customer-inspired commitment to quality lives on in the L-Series Skidders. Because when you talk, we listen. At John Deere, We're For Loggers.



JohnDeere.com/Skidder50