

WoodWorks

Heimlich Landscaping & Construction Corporation

Woburn family business specializes in synthetic-turf fields



Customers enjoy appreciation event, pg 14

Mark Heimlich,
Secretary/Treasurer

Todd Heimlich,
Vice President



A Message from Woodco Machinery



Dear Valued Customer:

There is no show quite like CONEXPO-CON/AGG; it continues to grow and get more impressive each time. I hope you were able to attend and witness what the future of construction holds. If not, take a look at the CONEXPO recap in this issue of your Woodco Wood Works magazine for a glimpse.

Walking around the show in Las Vegas, it was evident that technology is playing an increasingly larger role in both the use and support of today's equipment and will continue to do so going forward. Additionally, it was clear that the manufacturers we represent are at the forefront of the industry.

It's gratifying to know that we have aligned ourselves with leaders in GPS technology and other systems, which make today's machinery more efficient and productive than ever. The introduction of Volvo Active Control, an automated grading control system available on EC220E, EC250E and EC300E crawler excavators, may help companies see up to a 45-percent reduction in grading time. You can find more information about Volvo Active Control inside.

Technology is great, but you still need quality equipment that performs to your expectations without significant downtime. Volvo featured its most complete lineup of products at CONEXPO, including several electric-drive, zero-emission machines. Learn about this equipment and new technology as you read through this edition.

I think you will also find the feature on Heimlich Landscaping & Construction's approach to creating synthetic fields insightful. Read about this family company on page 4.

As your operations hit high gear, don't neglect routine maintenance. It's essential to keep your equipment running at peak performance. We're here to help if you need any assistance.

As always, if there's anything we can do for you, please call one of our branch locations.

Sincerely,

Robert S. Benard
President

Dana MacIver
VP and COO

**On the cutting
edge of
technology**



Wood Works

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Meet the Massachusetts brothers who are carrying on the family business, which specializes in kid-friendly facilities, such as parks and athletic fields.

Branch Event pg. 8

Join the festivities as Woodco Machinery's Woburn branch celebrates an open house featuring the famed Volvo 'Gold Rush' excavator.

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Check out the latest from the construction industry in a recap of the recent CONEXPO-CON/AGG show in Las Vegas.

Customer Appreciation pg. 14

Look in on the special event Woodco Machinery hosted for its clients during CONEXPO-CON/AGG.



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Heimlich Landscaping & Construction Corporation succeeds with specialization in synthetic-turf fields



Todd Heimlich,
Vice President



Mark Heimlich,
Secretary/Treasurer



Heimlich Landscaping & Construction founder Raymond W. Heimlich passed away in early 2019, and the business is now led by his sons, Todd and Mark. Raymond's beloved dog, Heidi, often accompanied him to jobsites.



In 1932 during the Great Depression, Alexander Heimlich took a risk by purchasing a plot of land in Woburn, Mass., and opening Heimlich Nurseries. The gamble paid off, and Alexander later passed the business to his sons, Raymond and Sandy. In 1985, Raymond recognized the growing demand for professional landscaping and branched out to form Heimlich Landscaping & Construction Corporation with two of his sons, Mark and Todd.

Today, both companies share the original property; Sandy continues to run the nursery while Mark, Todd and their mother, Linda, have taken over the landscaping and construction business after Raymond passed away in 2019.

"Our father had a passion for equipment and began the company with just a six-wheeler and a backhoe," noted Todd. "We started out doing high-end residential work before trying commercial landscaping. By the mid-90s, we were getting out-priced by larger companies and eventually found our niche with athletic fields and park-type projects."

"When we first switched our focus, we subbed out a lot of the work," continued Todd. "Then we started buying our own equipment and growing in the early 2000s. To stay busy, we bid synthetic fields, which was a little out of Dad's comfort zone. We were close to being the last

contractor to get a foot in the door for synthetic turf, and now it's the center of our business."

The company operates primarily in Massachusetts and New Hampshire with a staff of about 40 people, including Bob Iannacci, an operator who has been a member of the team since the early days.

Heimlich Landscaping & Construction spends approximately 85 percent of its time creating synthetic fields, tracks and athletic complexes as well as parks with playgrounds, skate areas and water features. The rest is devoted to installing water, sewer, and utilities; crushing, screening, and composting recycled material for resale; and plowing snow. Ensuring that tasks are done correctly and on schedule is essential to Mark and Todd.

"There's a Heimlich on every site at least once a day," stated Mark. "If a question comes up, we can answer it and keep things moving. The average field is \$2-3 million and is on a tight window, so timeliness is key."

"We're doing something different each day," continued Mark. "The end results are really exciting because almost everything we build is for kids. Whether it's tracks, basketball courts, baseball fields or tennis courts, it's a good feeling when we're done and able to see people enjoying these facilities."

Creating synthetic surfaces

Heimlich Landscaping & Construction has completed more than 50 jobs ranging between \$2 million and \$6 million since turning its attention to synthetic-field work, which is a multistep process.

"After initial digging, we lay down a series of 12- to 15-inch perforated pipe underneath the field that's then covered with 10 inches of a three-quarter stone blend. This allows water to drain through freely without creating any puddles," explained Mark. "Then, we'll final grade the surface and do an infiltration test. These things are designed so there could be 10 inches of rain and the city would be underwater, but the field would still be ready in 20 minutes for a game."



► VIDEO

Operator/Supervisor Jeff McLaughlin uses the company's Volvo ECR305LC excavator on a recent project. "The 305 is a big machine with a lot of power. It's also has the zero-tail-swing, which is useful," said McLaughlin. "We can put it on somewhat of a small job and do a lot of work in a short time."

Many of the athletic complexes include structures, such as restrooms and concession stands, that would fall under vertical construction. To separate itself from competitors, Heimlich Landscaping & Construction obtained a state certification, which allows it to install prefabricated structures using a crane. Often, this gives the Heimlichs a slight competitive advantage when bidding.

Recent projects include a \$6 million athletic complex for Wayland High School in Wayland, Mass., and a nearly \$3 million multipurpose field at Lexington Center Track and Field in Lexington, Mass.

"The Lexington project featured a synthetic field and a track with some shade shelters, water bubblers, benches, trash receptacles and lighting," described Mark. "We removed the old track and natural turf and installed the perimeter draining. More than 6,000 linear feet of drainage pipe and 800 feet of large pipe had to be put in as part of getting it ready for turf."

For associated concrete work, Mark and Todd turn to their brother, Raymond Scott, and his concrete business, RSH Landscapes Inc.

"He does a lot of the concrete curbs for fields and creates the foundation for any structures we install," said Todd. "It's nice to keep as much within the family as possible."

At Wayland High School, Heimlich Landscaping & Construction removed the existing field and structures to make way for a new synthetic field and track, bleachers with a storage unit underneath, press box and more.

"At Wayland it was a little bit more extensive than Lexington with 1,300 feet of large drain and 6,000 feet of flat-panel drainage," stated Mark.

Woodco offers best service, equipment

For the last six years, the Heimlichs have worked closely with Volvo and Woodco Sales Rep Brian Doherty to meet their equipment needs. After convincing their father to give Woodco a chance, Todd and Mark never looked back.



Discover more at
WoodcoWoodWorks.com

Continued . . .

Tight-tail-swing excavators deliver versatility

... continued



**Bob Iannacci,
Operator**

"Until six years ago, our dad bought only a competitive brand of equipment," recalled Mark. "Once we started working with Brian, we stayed with Volvo. A lot of it has to do with the service."

"We'll call Brian about service and although he's not in charge of that, he has someone get back to us right away," added Todd. "When we have a question about which machine we might need, he'll let us demo one. And, if a machine goes down, Woodco has a technician at our jobsite quickly, so we don't lose a day or two. That's a huge advantage."

The firm uses two Volvo ECR305C tight-tail-swing excavators that it acquired

from Woodco and Doherty to remove material and load trucks.

"The 305 is a big machine with a lot of power. It also has the zero-tail-swing, which is useful," said Operator and Supervisor Jeff McLaughlin. "We can put it on somewhat of a small job and do a lot of work in a short time. On sites like the Lexington Center it can sneak by rock trucks and still swing around."

The company also recently acquired a Mauldin M413XT grader to reach final grade when finishing an athletic field. The machine is outfitted with turf tires for low ground pressure and features an eight-foot moldboard.

"It's the perfect size for what we do," said Mark. "It's a nice in-between option. We've done three fields with it, and it's worked great."

Future growth

Building on steady growth and consistency throughout the past three decades remains the focus for Heimlich Landscaping & Construction. While the brothers contemplated retirement after their father passed away, their passion for what they do and the employees who have built careers with the company were more important.

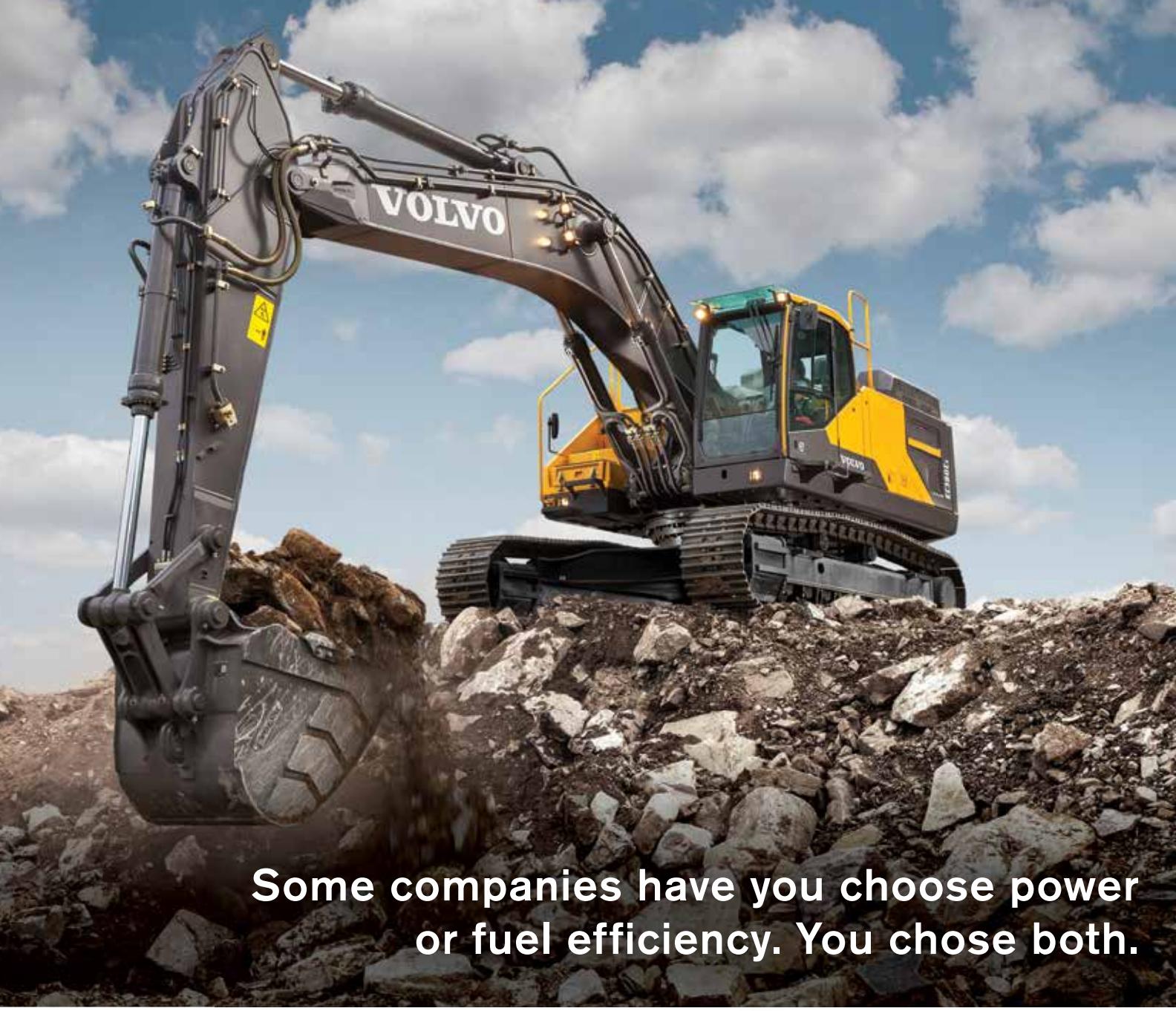
"We both wanted to keep it going," said Todd. "We just bought the new grader, excavator and dump truck. We're both a little bit too young to retire and want to continue to grow this." ■

(L-R) Secretary/Treasurer Mark and Vice President Todd Heimlich call on Woodco Machinery Sales Rep Brian Doherty for the company's service and equipment needs. "When we have a question about which machine we might need, Brian lets us demo one. And, if a machine goes down, Woodco has a technician at our jobsite quickly," shared Todd.



Members of a Heimlich Landscaping & Construction team work on a \$6 million athletic complex for Wayland High School in Wayland, Mass. Crews removed an existing field and structures to make way for a new synthetic field and track, bleachers and more.





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Famed 'Gold Rush' excavator on display for customers and fans at Woburn open house



Dana MacIver,
Vice President and
Chief Operating
Officer,
Woodco Machinery



Woodco Machinery President Bob Benard (center) along with Oto Albanese (left) and Marco Albanese both of Albanese Brothers enjoy the open house festivities.



Dan Rott,
General Manager,
Woodco Machinery



Sean Rae (left) and Hal Monsini of Costello Dismantling

More than 250 customers, family and friends attended Woodco Machinery's open house in Woburn, Mass. It featured Volvo excavators, wheel loaders and pavers. In addition, representatives from Steelwrist, Dromone Engineering, and Volvo were on-hand to inform customers about the products and services that Woodco Machinery represents. One highlight of the open house was the famous "Gold Rush" Volvo excavator.

The machine was inspired by the popular Discovery Channel series "Gold Rush," in which one of the families uses a Volvo excavator to prospect for gold in the northern reaches of Canada. The one-of-a-kind golden Volvo EC200EL excavator was designed specifically for touring the United States and Canada to commemorate the television show's tenth anniversary.

"The tour serves a dual purpose for Volvo," said Volvo representative Eric Dalton. "It's primarily to celebrate the 'Gold Rush' on-air anniversary as well as Volvo's involvement

Continued...

A specially designed Volvo EC200EL excavator serves as the centerpiece of the Woburn open house. The one-of-a-kind machine is touring the United States and Canada to celebrate the tenth anniversary of the Discovery Channel show "Gold Rush," which features a similar excavator.





(L-R) Woodco Machinery Sales Rep Bob Rosa and Paula Benard meet with George Haseotes of Great Cedar Cattle Feeders and Rick Chaves of Bay State Sewage Disposal at Woodco Machinery's Woburn open house.



Todd Heimlich (right) of Heimlich Landscaping & Construction with his son, Colton



(L-R) Woodco Machinery Marketing Manager Gerry Carney Jr.; Vice President and Chief Operating Officer Dana MacIver; and Dan Costello of Costello Dismantling



NELM Corporation President/Owner Ray Delmonico (left) and Woodco Machinery Sales Rep Bob Rosa



Guests enjoy food, fun and prizes

... continued



**Bob Biagini,
Owner, Biagini Inc.**



**Tim Bettencourt, District Customer Support Manager,
Volvo Construction**



Christian Yanes and Andrew Perkins of Steelwrist Inc.

with the show since its inception – something Volvo is proud to be a part of. The other is to reintroduce the 200 series, 20-ton-class excavator after our engineers went back to the drawing board and redesigned the machine."

The featured EC200EL excavator sports a unique gold paint job that required more than 140 hours to apply, at a cost of \$700 per gallon. The bucket, cab and tracks were all covered in the special paint with "Gold Rush" written in large black and white letters across the cab and boom.

"The availability and the timing for the excavator to come to our location worked perfectly," said Woodco Vice President and Chief Operating Officer Dana MacIver. "We coupled the tour stop with the open house and invited a wide range of our customers, including contractors, municipalities and small and large landscapers. We had a good cross-section of industries and a fantastic turnout." ■



Brookline Commissioner of Public Works Andrew Pappastergion (left) with Brookline Director of Highway, Sanitation and Fleet Maintenance Kevin Johnson



(L-R) George Haseotes of Great Cedar Cattle Feeders, Woodco Machinery Sales Rep Bob Rosa and Rick Chaves of Bay State Sewage Disposal



Vincenzo D'Aloia, Owner/President, V. D'Aloia & Sons Construction, Inc.

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Crowd pours into Las Vegas for CONEXPO-CON/AGG, IFPE triennial gathering

The crowd was much better than expected under the circumstances," said David Price, Chairperson of International Fluid Power Exhibition (IFPE), which had a co-located event with CONEXPO-CON/AGG's show at the Las Vegas Convention Center and Festival Grounds. "We were very pleased with the strong showing from the 300-plus exhibitors at IFPE 2020, and we are looking forward to the 2023 gathering."

Even amid concerns about COVID-19, CONEXPO-CON/AGG and IFPE drew large daily attendance. The showcase featured the latest machinery and technology for the construction, mining, scrap handling, waste, forestry and other industries. Registrations for the show totaled more than 130,000.

"CONEXPO is a great way to see what's new," said Seth Wisney with McGuirk Sand-Gravel of Mt. Pleasant, Mich. "It's very impressive."

Despite the last day being cancelled, the event reached some key metrics according to organizers, including overall contractor and producer attendance growth of 14 percent. Attendees purchased a record-breaking

75,622 tickets for educational sessions, a 46 percent increase from three years ago.

"We refer to this as the 'heavy metal' show, but it's much more than that," stated Mary Erholtz, CONEXPO-CON/AGG Show Chairperson.

"It has giant machines, incredible exhibits, fantastic education and huge expectations. Organizers have a legacy of building and innovating on previous shows, and the 2020 gathering extended that record of success."

Technology at the forefront

CONEXPO-CON/AGG highlighted technology in today's and tomorrow's construction industry with the Tech Experience. This exhibit emphasized the effects of artificial intelligence, autonomous equipment, big data, sustainability, smart cities and modern mobility.

"I'm amazed at what some of the minds at the Tech Experience think up," said Helen Horner, Director of Education Programs at the Association of Equipment Manufacturers (AEM), the organization that co-owns and operates CONEXPO-CON/AGG. "What we're seeing in bringing all of these

Continued . . .



Attendees visit the Volvo exhibit area at CONEXPO-CON/AGG 2020. Featured machines included the EC950FL crawler excavator; the 105-ton R100E rigid hauler; the fully electric ECR25 electric excavator and L25 electric wheel loader; and the EC200EL excavator used on Discovery Channel's "Gold Rush" series.

Looking to the future of the industry

... continued



CONEXPO-CON/AGG 2020 attendees check out Volvo's largest excavator, the EC950FL crawler excavator, shown loading the 105-ton Volvo R100E rigid hauler.

ideas to one place is how some connect to form new ideas. Hopefully, those germinate after the show to give us even more amazing technology to explore at the next CONEXPO-CON/AGG."

Tech talk topics included Driving Decisions with Artificial Intelligence; Smart Cities; 3D Printing Buildings – Current Possibilities and Future Implications; Wireless Energy Transfer; and Prevention and Protection of Traumatic Brain Injuries.

"New ideas and connections are the core of what we want people to experience at CONEXPO-CON/AGG," said Show Director Dana Wuesthoff. "The big iron and big deals are definitely fun, but the technology, information and education are what secure the future of the industry and the continuing viability of the businesses that attend and exhibit here." ■

Woodco hosts customer appreciation event at CONEXPO



Customers and vendors enjoy food and drinks during Woodco Machinery's social event at the PBR Rock Bar & Grill in Las Vegas.

Woodco Machinery customers and vendors gathered at PBR Rock Bar & Grill after the third day of the show. Vendors included NPK, Terramac, ASV, Lemac, BOMAG and Paladin. The gathering was an opportunity for networking and casual interaction outside of the convention.

"It was great to get many customers and vendors together and thank them for their support," said Woodco Sales & Marketing Manager Gerry Carney Jr. "We appreciate their desire to attend CONEXPO and continue their relationship with Woodco." ■



WOODCO

USED EQUIPMENT SPECIALS OF THE MONTH

Manufacturer/Model	Stock No.	Year	Hours	Manufacturer/Model	Stock No.	Year	Hours
EXCAVATORS				COMPACTION EQUIPMENT			
VOLVO EC27D	27239	2018	5	VOLVO DD15	CE3440	2019	15
VOLVO EC35D	13199	2017	295	VOLVO DD25	CE3178	2017	15
VOLVO EC220EL	310959	2018	15	VOLVO DD110B	285092	2014	1,479
VOLVO EC300EL	312565	2018	325	VOLVO DD110BHF	285056	2014	3,140
VOLVO EC480D	210372	2013	6,300	VOLVO DD110BHF	285066	2014	1,930
VOLVO EC750EL	310089	2018	1,390	VOLVO DD110BHF	285068	2014	1,650
VOLVO ECR305CL	110150	2012	9,040	VOLVO DD110BHF	285074	2014	2,895
WHEEL LOADERS				VOLVO DD140B	289004	2014	775
VOLVO L90C	63028	1998	8,950	VOLVO DD140BHF	278013	2014	1,650
VOLVO L90E	67477	2006	12,512	VOLVO DD140BHF	278019	2014	2,760
VOLVO L90E	67480	2006	13,082	ASPHALT PAVER			
VOLVO L350F	1696	2014	8,686	MAULDIN 1860	MA0056	2019	6
SDLG L938F	640035	2018	193	OFF-HIGHWAY TRUCK			
				VOLVO A35G	340168	2015	4,500

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