

Rowand Machinery Company

Spokane, WA –Member Since January 2012



Shortly after acquiring the assets of Western Machinery Company, Gordon W. Rowand founded Rowand Machinery Company in 1961. In its fifty-first year, Rowand Machinery Company is still locally owned and operated and continues to serve the Inland Northwest construction and forestry industry as it has since its inception. Today, the company employs over sixty people.

During the mid 1970s, Gordon's sons, Gordon H. Rowand, Jr. and David C. Rowand took over the day-to-day company management and are still active in the business today as President and Vice President respectively.

Geoff Rowand, Operations Manager and In-House Counsel, began his involvement in the company in 2007, thus becoming



(L to R) David, Geoff and Gordon Rowand at Rowand Machinery Company headquarters in Spokane, WA.



Rowand Machinery Company has been operating since 1961.

feller bunchers. Other products include skid steer loaders, screening plants, trailers and extensive types and sizes of attachments.

Rowand Machinery Company has intentionally maintained its business close to the core construction and forestry industries, but has added areas related to heavy equipment such as storage containers and trailers. Each of its locations is primarily engaged in sales, rental, and support of the products it sells, but is set up to serve the individual needs and challenges of each specific region. There are locations in Spokane and Pasco, WA and Hayden, ID. The company also maintains a fleet of heavy equipment that is available to rent. They can work out flexible terms with rent-to-purchase options.

the third generation in the company. (Geoff is the son of Gordon H. Rowand, Jr.). Geoff received an MBA and a JD from Seattle University in 2004 and worked in Seattle as an attorney focusing on business matters prior to joining the company in 2007.

In the beginning, the company focused on cranes and other construction equipment, but with the progression of heavy equipment there was a natural expansion to forestry equipment. Today the company's core business is comprised of construction and forestry equipment. Construction offerings primarily include excavators, backhoes, dozers, loaders, graders, and compaction equipment. As for forestry, Rowand Machinery carries skidders, log loaders, forestry excavators, and tracked



All lined up and ready to go . . . backhoes and 4WD loaders for rent or sale.

Rowand's customer base is primarily commercial and comprised of contractors, loggers and governmental entities of all types and sizes. The company maintains an extensive network of relationships around the United States that enables it to help its customers find exactly what they need. The company's product support network is what sets them apart from the competition. Not only does it have an extensive footprint of service facilities and field service trucks, its staff has the experience and training to get the job done right. Geoff Rowand said that the company has seen a gradual improvement in business since the regional economy bottomed in 2009.

Like any consumer, heavy equipment operators are sensitive to fuel consumption and operating costs. Rising fuel prices and new emissions regulations have led to advancements in engine technologies that have decreased overall fuel consumption. One helpful tool currently available is John Deere's JDLink telematics system, which comes standard on all of its new machines. The technology sends data remotely via the internet on machine operating efficiencies, which enables owners to react and make changes to lower fuel costs.

The staff at Rowand Machinery Company has extensive experience with all types, makes, and models of machinery and they continue to provide superior product support and competitive pricing. The company stocks a broad array of parts for the brands it sells and has access to most others within 24 hours. For expediency, parts can also be shipped directly to a customer's location.



One of Rowand Machinery Company's fully equipped service facilities.



A logger's dream machine, new John Deere skidders ready for the woods.

Rowand also maintains a presence on the internet at www.rowand.com where company information and equipment listings may be found. There, customers can find extensive equipment listings including backhoes, dozers, skid steer loaders, excavators, and forestry equipment. This is another way the company is assisting customers with finding the equipment they need to fit their budgets. The website can be accessed any time of the day or night and is actively maintained.

Rowand Machinery Company is committed to continual improvement of internal efficiencies and how it does business. The company knows the importance of good training and employee retention. Well-trained and experienced employees are critical to minimize the incidence of mistake and re-work. Geoff said, "We strive to provide the best overall value and consistency of service for our customers. Our reputation is everything to us."

Rowand Machinery Company joined TPM in January 2012. As a new member, Geoff Rowand said, "We originally joined because we saw value in joining the TPM Trust medical health plan for our employees. We have not yet fully leveraged many of the TPM resources available to us but we intend to in the future - particularly the business support services such as HR, safety, and risk management."

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