



SITECH Michigan's growing team has over 200 years of combined industry experience.

A Brief History of SITECH Michigan

Since 2010, SITECH® Michigan, LLC. has operated in Michigan as a wholly owned subsidiary of Chris MacAllister, who also owns MacAllister Machinery, Michigan Cat, and MacAllister Rentals. SITECH® Michigan is a leading distributor of easy-to-use, proven Trimble technology for construction companies of all sizes.

Work real-time on your latest blueprint design using Trimble 3D Earthworks and the easy-to-use, rugged Trimble cab display.

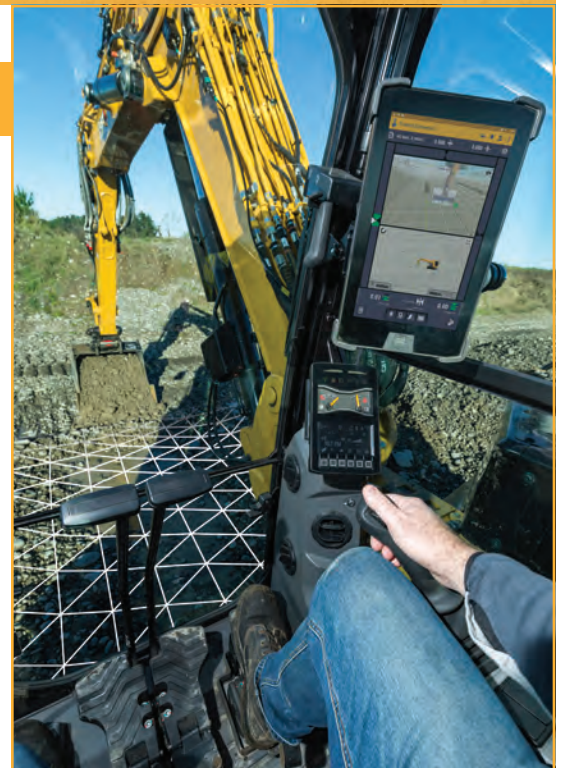
SITECH Michigan offers so many services across a wide range of applications, it is not easy to summarize all of them in one sentence, but this is a start: When you are on a job site and wondering how technology can make your job a lot easier, think SITECH Michigan.

SITE TECHNOLOGY IS what SITECH stands for. Easy enough!

Nick Pinaire, general manager, and his growing team of 15 employees with over 200 years of combined cross-functional experience across contractors, survey, technology, OEM manufacturers, engineering, repair,

etc., assists Michigan contractors with all of their jobsite technology needs. From machine grade control automation systems to survey site positioning systems and construction office software, SITECH customers find support, knowledge and experience to increase productivity and profitability through the use of powerful connected technology.

If the packed audience at SITECH's Construction Technology session during the MITA Annual Conference in January is any indication, there is definitely a demand in the industry for what SITECH offers and a curiosity





from contractors on how to take things within their own operations to the next level.

"Our culture is centered around ensuring a superior customer experience by helping contractors make more money with our technology solution investments than with any alternatives," Nick said. "Over 2/3's of our staff is focused on customer training, support and uptime (remote diagnostic capability)."

In addition, SITECH has over 4,500 parts in stock, professionals across the state within three hours of any Michigan contractor, eight statewide locations to leverage for repairs/rentals, and warranty options to protect customer uptime.

"We are committed to continuous improvement," Nick added, "and our team of experts help contractors navigate change within their own companies when it comes to onboarding new technologies and maximizing its value potential and return on investment. We realize it's a journey and we have our customer's back regardless of what level they are at on that technology adoption curve. Our technology solutions focus around improving those processes within our control on the jobsite. As an example,

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Member of MITA Since 2011

SPECIALTIES

For more details, visit www.sitechmichigan.com and download a complete brochure to reference who they are, what they offer, and how they can help you.

- Machine Control Systems
- Construction Surveying – Site Positioning Systems
- Construction Software Solutions
- Fleet and Asset Management Solutions
- Spectra Precision Lasers
- Personalized Training
- Local Customer Service
- Technical Support, Repairs, Calibrations, and more!

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we cannot control the weather, but we can control elements within the Construction Planning, Modeling, Surveying and Production phases of the jobsite. Technology means different things to different people. Bottomline: we serve contractors to help Control the Jobsite."

Being a member of MITA helps SITECH, Nick said, because the industry shares common problems that MITA and SITECH help try and solve. Those problems include improving safety, assisting labor shortages, winning more bids, growing productivity, becoming more sustainable (burning less fuel / less emissions), improving efficiency and managing costs (inflation is real!).

"The construction industry compared to other industries may lag in technology adoption (i.e., finance,

healthcare, information, automotive, retail, etc.)," Nick said. "MITA gives SITECH Michigan a platform to help inform contractors of proven technologies that can help our industry make serious progress with common problems faced. The COVID-era has been difficult for a number of reasons. In many cases, it has caused many to ask: 'What are we doing differently to help solve our top problems?'"

Nick said he admires how contractors are finding ways to navigate through all of the challenges to help build a better Michigan. With record level state and federal funding deployed, there appears to be a lot of work out there, he noted. With the shared industry problems that everyone is facing, he genuinely enjoys listening to what area a contractor wants to focus

on and allowing the SITECH Michigan team the opportunity to help their customer make positive steps to solve that problem, navigate change, and make money using technology.

"Once a contractor provides feedback that they are physically realizing the gains in the dirt and across the jobsite from our technology solutions, we feel we have done our job as team," Nick said. "We aim to WOW customers, under promise/over deliver, and continue to innovate ... this is what makes the work we do fulfilling."

One point in Nick's career actually summarizes how the industry has changed to make work easier for contractors.

"At one point, I was the guy asked to throw down in a trench and signal to an excavator operator whether they

SITECH Michigan's service, repair, and calibration capabilities protect customer uptime. (Ted Teise, SITECH - Technology Support Specialist in Novi.)



needed to cut or fill more to get to grade," he recalled. "Safety and grade control technology improvements have progressed A LOT since then."

Nick holds a master's in business administration and worked 15 years for a Fortune 500 global equipment manufacturer in a variety of management roles involving technology automation and connectivity. Now, he is focused on helping contractors maximize their return on investment on the jobsite through grade control technology automation, survey and digital software solutions with SITECH Michigan.

"Thank you again to all of our Michigan contractors who do the work to help build a better Michigan," he said. "With change as the only constant, your local SITECH Michigan partners can help along the journey." **CS**



Improve machine and application versatility using 2D or 3D technology.



Connect the planning, modeling, survey, and machine production processes using 3D design on the jobsite.