

# NORTRAX CUSTOMER SPOTLIGHT

## Udeen Trucking grows with strong core values

For more than 50 years, the name “Udeen” has stood for honesty, great service and hard work in trucking and excavating services in northern Wisconsin and Minnesota.

Founded in 1959 as Udeen Brothers, the Superior, Wisconsin company was acquired in February 1997 by Robin Cich and Scott Udeen. The name evolved to Udeen Trucking, Inc. but those core values of this family-owned business have remained steady.

As a diversified company, Udeen Trucking provides services to commercial, residential, and private companies. Services include but are not limited to trucking, excavating, site prep, sewers, waterlines, demolition, and lawn maintenance. The company strives to meet its goals of providing the highest level of services and the broadest selection of products at the most competitive prices.

In 2004 Udeen Trucking Inc. started a rock quarry operation called Thunderhill Aggregate, LLC., which has helped Udeen Trucking expand its range of services. John Deere equipment has been instrumental in getting this division up and running.

The company traces its relationship with John Deere back to 1979. “There have been so many changes in the trucking and excavating business since then, but what has not changed is John Deere’s consistency in their products and services,” says Cich.



One of Udeen Trucking’s first Deere excavators on a job site.

She says the company has been served by the same John Deere salesman from the time they started in 1979 until his retirement in December, 2010.

“We probably would not have purchased that first piece of equipment back then had it not been for his persistence and follow through. We didn’t even need it but our salesman convinced us we did!” laughs Cich. “Our Nortrax salesman always had a way of knowing what we needed before we did.”

Cich reflected that along the way there have been headaches, stomachaches, and heartaches regarding equipment, but there was always one constant. “I always knew when I picked up the phone and called Nortrax, they’d take care of my problem. John Deere dealers’ sales and service departments are well-known for resolving equipment concerns quickly,” she says.

“We believe our new Nortrax salesman will continue the same commitment to our business and philosophy as our long time salesman did,” Cich adds. “Nortrax and John Deere’s innovation in the industry and their concern for our success has contributed to our steady growth.”

Udeen Trucking, Inc. is certified by Wisconsin and Minnesota DOT’s and as a Disadvantaged Business Enterprise (DBE) and as a Women-Business Enterprise (WBE).

The company has participated in several large projects in the region. “We hauled approximately 40,000 tons of rip rap, and 30,000 tons of sediment sand for the Saint Louis River Interlake Duluth Tar Site Superfund Cleanup Site,” Cich says.

Enbridge Energy and Murphy Oil USA projects have been additional major jobs handled by Udeen Trucking. One Enbridge Energy project



Scott and Robin contribute continually diversifying as one of their elements to success.



This mural in the Udeen Trucking Inc. offices in Superior, WI features John Deere equipment.

involved supplying over 300,000 tons of sand.

The company has 7 full time and 25 seasonal employees. Many of the seasonal positions are filled by high school and college students. “We see the same students return to us during the course of their secondary education,” comments Robin. “These individuals are hard working, loyal, and promote a positive image for our business.”

Udeen Trucking, Inc. has been supporting Douglas County 4-H Club, Pattison Park Lions Club and the Superior Figure Skating Club for many years.

And, Robin adds, “Scott and I along with our employees ‘Dig Wisconsin’ and love the 2011 Super Bowl Champions, our Green Bay Packers!”