

REEVES CONTRACTING

A RECOGNIZED LEADER IN THE INDUSTRY.

Building the Georgia Dome

Our special series on construction of the Georgia Dome begins with a look back at how Reeves Ditching and Contracting handled underground construction at the site.

When building a modern gym, you need to take both above and below ground into consideration. That's exactly the case for the Georgia Dome, which is the largest indoor arena in the world. The \$1.1-billion arena is the centerpiece of the Atlanta-Fulton County Stadium renovation. The project is set to begin in late 1992 and will be completed in 1994. The arena will be the largest indoor arena in the world, with a seating capacity of 70,000.

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Reeves Ditching and Contracting handled the underground construction of the Georgia Dome project. The company is a leader in the industry, and its expertise is recognized by clients and industry professionals alike.

Dixie Contractor
March 1992

Specialization brings profitability

LISTEN TO YOUR FATHER



Reeves started the company in 1952 installing water lines and sewer lines. When Dixie took over in 1983, he followed Roger and added a new line of business. He changed his name a few years later.

Make player
"Baby, Reeves Ditching specializes in water, sewer, storm drain and other projects in downtown Atlanta. The jobs are almost completed and difficult. Clients have to be trained and utilities must be supported. Services and skills must be built and there are steep learning curves regarding considerable amounts of digging when safety becomes an issue. Consequently, there are a lot of contractors who don't want any part of this type of work."

"It's one hour after school," Reeves says. "Whenever there's a tough project in downtown Atlanta, Reeves Ditching and Contracting gets it."

"Specialization wasn't always the plan. When Reeves took over from his father, he could not see volume. Most of the company's work was in subdivisions and shopping centers where there were no volume. He was doing the same work for the same price. After meeting parents and making equipment payments, profits were thin."

"It's a great legacy that means volume, more projects and more experienced men who mean money," he says.

With specialization came diversification of the company. At its peak, Reeves Ditching employed 30 people. Today there are 25 employees divided into four crews.

"We're a small company and quite family. I don't want to be any more than that," Reeves says.

"I've been down the 'igger is better' route and I know what we're able to do now. We can keep it simple for the operation and do a better job for our customers. We have the same equipment and they know what they're doing. We might as well be happy because we're all doing the same thing. The superintendents have been with us eight to 15 years. Our secretary has been with us 20 years and she's done most of the superintendents, pipe installers, and the kind of work of their high school days."

JCB Precision Controls
Reeves recently purchased a JCB 214 backhoe loader with JCB Precision Controls. This is Reeves' first JCB machine, and he has a lot to say about it.

"JCB had a good reputation in that product line for many years," he says. "That's why an operator is used to running an excavator with those types of controls and features. It gives the same look. The system offers better maneuverability from all directions."

"Precision Controls improve operator comfort and maximize backhoe loader productivity. The well-thought-out, low-effort backhoe controls give operators smooth and responsive reactions, improved productivity and more legroom. They have increased visibility during excavation operations, making the machine safer and easier to control."

When considering the 214 backhoe loader, Reeves looked at many factors.

"JCB came out on top for controls, price, equipment and job experience," he says. "When we added all that in, it was made sense to go with JCB."

Reeves and his wife, JCB dealer, Suffolk Tractor Co., had talked for more than a year about the machine.

"We have a good relationship," he says. "Our Suffolk Tractor Co. sales representative has always been very attentive to our needs. We had contacted them with hydraulic hammer from them in the past. They let us know they had a new hammer, which gave us a real good feel for the machine. It was an important part of our purchase decision."

Don Reeves says that when he considered all aspects of his equipment purchase, he only made sense to go with JCB.



Teamwork
Summer 2004

