

CONSTRUCTION EQUIPMENT Distribution

PUBLISHED BY ASSOCIATED EQUIPMENT DISTRIBUTORS

November 2001
Vol. 67, No. 10

24 HOURS OF TEAMWORK

A dealership mobilizes to respond to the call for equipment.

Technicians at Michigan Cat in Novi, Mich., worked 24 hours straight to plumb one of the dealership's largest excavators with a grapple for the demolition work that lay ahead in New York.

Michigan Cat chairman Jerry Jung had just heard the stunning news and was wondering how to help when a demolition customer called to say he was bringing one of his Michigan Cat 375 excavators--without a contract, with no invitation to do so--to the site of the former World Trade Center. Michigan Cat decided to send a machine with it.

Bearing flags that announced the machines were "New York Bound," the two-excavator convoy was quite a sight as it made its way through Ohio, Pennsylvania and into New Jersey, where a police escort took them over the Brooklyn Bridge to the clean-up site on Sept 14. Among the entourage was a Michigan Cat service technician.

On their own initiative, other Michigan Cat technicians gathered and sent safety goggles, face masks, flashlights, batteries and gloves to the New York Fire Department.

Meanwhile, in Texas, the state's Caterpillar dealers decided to raise money for the New York City Firefighter's 911 Fund by raffling off a new skid-steer loader, valued at \$24,500. The dealerships include Darr Equipment Co. in Dallas, Holt Company of Texas in San Antonio, Mustang Tractor & Equipment Co. in Houston and West Texas Equipment in Midland.