

## Machinery Row

### Caterpillar Appoints Joe Allen

Joe Allen has been named Forest Industry Representative, a newly created position in the Caterpillar Forest Products marketing department. He will act as the division's industry and association liaison. In his new role, he will also be the division's point of contact on the biomass industry and will oversee customer visits to the LaGrange, Owatonna, and Prentice plants.

"I am responsible for strengthening Caterpillar's relationships with forest industry trade associations," Allen says. "As the liaison with logger associations, I will be able to provide input to Caterpillar and Cat dealers on what the issues are and what loggers are asking for, so we can make a difference and strengthen their businesses."

Allen will also be responsible for staying informed and up-to-date on the rapidly changing biomass industry. [www.cat.com](http://www.cat.com)

### Peterson Finalizes Purchase of Halton Co.

Peterson has completed the purchase of Halton Co., authorized Caterpillar equipment dealer for northern Oregon and southern Washington. Terms and details regarding the sale were not disclosed.

Duane Doyle, CEO and third-generation owner of Peterson, a privately-owned company, announced that Peterson Machinery, the company's Oregon and Washington operating entity, would begin serving customers in its newly-acquired territory on July 6. Peterson Machinery President Jeff Goggin will assume management of the expanded territory in addition to his current role, managing the company's southern Oregon operations. The company's headquarters will move from Eugene to Portland.

According to Goggin, the acquisition will occur without interruption in services to the company's customers: "Our goal is to make this transition seamless," Goggin said. "We will continue to maintain Peterson Machinery's southern Oregon locations while absorbing operations in four former Halton Co. locations: Portland, Salem, The Dalles, and Longview. [www.peterson-holding.com](http://www.peterson-holding.com)

### Hallco Welcomes Skelly

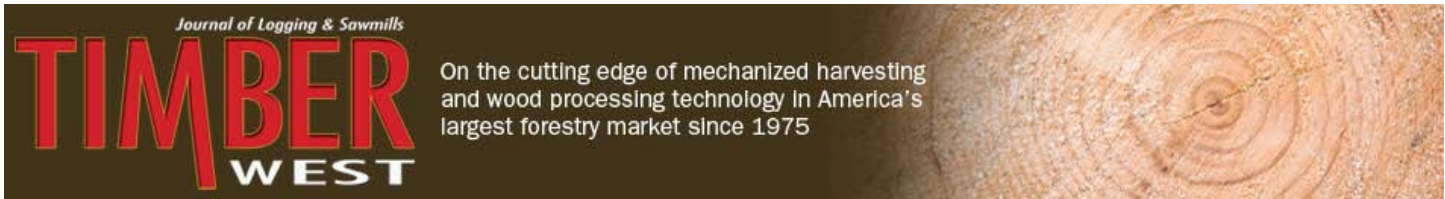
Hallco Industries is pleased to announce the addition of John Skelly to its sales staff as a Regional Sales Manager. John's experience in the trailer industry spans more than 21 years; most recently he held the position of Vice President for Reitnauer, Inc. of Reading, Pa.

In this previous role, John oversaw 80+ dealers throughout the United States and Canada, and he has worked extensively with transfer trailer lines and all the major waste hauling companies. John brings youth, energy, experience, industry knowledge, and a never-give-up attitude to the Hallco organization.

### Bejac Brings the Beast to Southern California

Bandit Industries recently signed on Bejac Equipment Corporation in southern California to carry their line of Bandit whole tree chippers and Beast Recyclers. Bejac is now the Bandit dealer for all of California.

Bejac has four locations throughout California, including San Diego, Los Angeles, Sacramento, and Redding. All are stocked and ready to demo Bandit equipment to customers in the area. All Bandit dealers are factory trained in sales and service for the optimum customer experience. [www.banditchippers.com](http://www.banditchippers.com)



### **Cat Hosts Pelletiers from 'American Loggers'**

Caterpillar Forest Products hosted several members of the Pelletier family, stars of the Discovery Channel series "American Loggers," at the East Coast Sawmill and Logging Equipment Exposition, May 21-22 in Richmond, Va.

After two seasons, the television show that chronicles the challenges the seven Pelletier brothers face logging in northern Maine is especially popular with other logging families. Exposition visitors lined up at the Caterpillar tent to get an autographed poster of the Pelletiers standing by their Cat® 545C skidder. Many also wanted to have their picture taken with brothers Rudy, Larry, and Wayne and ask them questions about their operation and filming of the show. For more information, visit <http://americanloggers.com>.

### **FAE USA & Bejac Host live Demo**

FAE USE and Bejace are hosting a live demo September 15 and 16. It will be held at Smith Station Road, in Groveland, Calif., from 10 am to 2 pm. Catered lunch and refreshments are included.

Machines in operation will include the UMM/EX 150, UML/SSL 150, PT 200, STC/SSL 150, UML/HY 100. To see them prior to the demo, just log onto [www.faeuse.com](http://www.faeuse.com).

RSVP by calling 1-877-FAEUSA-1 or [marketing@faeusa.com](mailto:marketing@faeusa.com).

### **Norco Equipment, New Source for Forestry and Bioenergy Equipment**

Norco Equipment was formed in 2008, by a team of industry insiders. The group began by acquiring companies that were creating highly original customer-focused equipment for niche industries that were in search of new ideas.

Bill Van Sant, Chairman of Norco LLC says there are two key principals behind Norco. First is to manufacture only value-engineered and differentiated products that deliver reliable performance at a price customers can afford. Second, is to recruit people with the knowledge and passion for their industry to provide extemporaneous service support.

As an example, Van Sant cites the new Puma and Dynamic equipment lines that Norco Equipment is now introducing. "We assembled a complete bioenergy product line, bringing together equipment from different specialized companies. The Puma and Dynamic lines make us the first OEM to offer a complete 'stump to chip' solution for this market." [www.norcoequipment.com](http://www.norcoequipment.com)