

Caterpillar Visitors Center Hits Target



The highly anticipated Caterpillar Visitors Center has seen the numbers and made impressions since its grand opening October 20.

According to Autumn Wickenhauser, responsible for marketing and communications for the Visitors Center, the team has been busy ever since the grand opening on that chilly October morning.

"We have a lot of retirees come through. We also do have a lot of families come through with kids younger than school age," Wickenhauser said.

"We've had several high school groups with FFA coming in as well as dealers, suppliers and customers.

"We are really hitting the target groups we looked at going into this."

The grand opening hosted current and former Caterpillar chairmen and CEOs, as well as U.S. Secretary of Transportation Ray LaHood, U.S. Congressman Aaron Schock and members of the Holt family.

Wickenhauser said opening weekend, the Visitors Center hosted 2,200 employees and retirees on employee day and nearly 2,000 on opening day. The Center has hosted more than 17,000 visitors to date.

Wickenhauser said many of the exhibits

have been popular with visitors.

"The theater is definitely the biggest attraction. It wows you. The people also really like the history and heritage gallery.

They spend a lot of time reading through," Wickenhauser said. "The product floor is family friendly. It seems to be good for all age groups."

According to Wickenhauser, the Visitors Center has received many positive comments.

"People are very proud. When they leave

the theater or the exhibits, they leave with tears in their eyes or are grinning. People are saying, 'I am so proud to work for Caterpillar.' They are so excited to be a part of this," Wickenhauser said.

17,699
visitors to date



Corporate Affairs Director Jim Baumgartner speaks to a crowd in the 797 Mining Truck theater before the video begins.

MESSAGE
FROM DOUG

TWO SIMPLE WORDS: THANK YOU

When I was deciding what to write for this edition of Cat Folks, the first thing that came to mind is simply, thank you. I could talk about how the business is doing and what's happening in the economy, but you already know that. You are the ones getting product out the door and to our customers. And I know you've seen a difference in our orders.

In many facilities, we are temporarily slowing production to get aligned with



demand. We are taking necessary, short-term measures today, so we are well-positioned when the economy improves. But I know that it's more than a simple matter of supply and demand—slowdowns hurt you and your family.

I'm optimistic about our long-term prospects. The world needs the products

that you make—and you make them better than anyone else in the world. The U.S. economy will get back on track. The global economy has incredible potential.

Growth is coming more slowly than we'd like, but it is coming.

The decisions we are making today, will allow us to be successful in the long run.

"The world needs the products that you make—and you make them better than anyone else in the world."

Caterpillar has been here a long time, and will continue to be a strong company in the future.

Thank you for your hard work, for your sacrifice and for everything you do to make our customers

successful and to keep them coming back for more of the products you make!

Doug

Employee's Truck Boasts Five-Page Magazine Spread

For eight years Andrew Karker has worked to turn his truck into a heavy-duty, truck pulling machine.

Karker, a process engineer at the Tech Center, has slowly been turning his truck into something other than a regular 2004 GMC Sierra 2500 HD.

Although his truck is smaller than most used to compete in truck pulling and drag racing, Karker is almost always on the winner's list.

With these bragging rights and the truck to back it up, Karker was approached by *Diesel Power Magazine* at the HOI Fair to do a story on his work.

The magazine did a five-page spread, describing the muscle and torque behind Karker's truck, with photos included. The article dives into the extensive work Karker has put into his truck throughout the past eight years.

Karker said the central United States editor for the California-based magazine contacted him and gave him about three weeks to prepare for the interview.

"We spent about three and half hours together. We talked and test drove the truck and he took photos. It was a pretty cool experience," Karker said. "It was exciting."

The five-page spread can be found in the November 2012 issue of *Diesel Power Magazine*.



Andrew Karker



Caterpillar Foundation Announces Community Service Awards Recipients

This year's winners exemplify Our Values in Action through their ongoing commitment to communities in need.

Each year the Caterpillar Foundation recognizes dedicated employees who show outstanding commitment to their communities. One international team, one international individual, one United States team and one United States individual are selected as Community Service Awards recipients.

Congratulations to the 2012 winners:

• **Earthmoving and Electric Power Division employees Fernando Ebling Sanchez and Carlos Alberto Fernandes Sgrinelli** (international team—Brasil), selected for their work with Centro de Valorização da Vida (CVV) to provide free counseling to those who are depressed or considering suicide. Fernando and Carlos volunteer several hours each week, working with CVV clients and assisting with CVV community projects. Their efforts help with suicide prevention, volunteer training, improved communications and course development.

• **Excavation Division employee Joel Navez** (international individual—Belgium), selected for his work with the Society of St. Vincent de Paul to aid the elderly, the homeless, the hungry and the poor. After working his day job at Caterpillar, Joel typically spends three to four hours a day helping people in need. In addition to supporting the society's clients, Joel serves as association secretary and assists with various IT issues.

• **Reman and Components Division team Rebuilding Together** (United States team—Central Illinois), selected for repairing and rehabilitating distressed



Founded in 1952, the Caterpillar Foundation has contributed more than \$500 million to help make sustainable progress possible around the world.

homes and neighborhoods for those who are unable to do the work themselves. From July 2011 to July 2012, Rebuilding Together contributed more than 1,900 hours to revitalize homes and not-for-profit facilities. Volunteers from 14 Caterpillar divisions participated in this year's Rebuilding Together projects.

• **Solar employee Paul Portrey** (United States individual—Chula Vista, California), selected for his work with Care House to aid homeless and at-risk children. Paul's efforts include working at the

outreach center, providing one-on-one tutoring sessions, volunteering at community events and serving on the Care House Board of Directors. Paul is a past recipient of the Care House Life Saver Award for outstanding service.

Nominations were judged on volunteer service performed from July of 2011 to July of 2012, and alignment with core enterprise values. The winners' organizations will receive \$25,000 USD to help continue their charitable works.

The 2012 competition was especially difficult to judge due to the high number of exceptional candidates.

"Thank you to everyone who nominated a colleague, and thank you to all the 2012 nominees for their impressive commitment to volunteerism and community service," said Caterpillar Foundation Manager Jennifer Zammuto.

Founded in 1952, the Caterpillar Foundation has contributed more than \$500 million to help make sustainable progress possible around the world by providing program support in the areas of environmental sustainability, access to education and basic human needs. To learn more about the global impact of the Caterpillar Foundation, please visit caterpillar.com/foundation.



PDLC Hosts First Customer Seminar

The first ever Panama Customer Value Creation Seminar was hosted earlier this year and happened to be the first seminar in the PDLC's short history.

"Our customers are the focus of our business and the reason we are building the Panama Demonstration and Learning Center. Without our clients, we wouldn't be in business," said Dave Littlepage, the PDLC project manager.

There were more than 180 participants including Cat dealers and customers from throughout the Americas South Region.

The two-week seminar focused on machine productivity and the impact job site setup and technology in its holistic form play in building a healthy bottom line for the clients in attendance. The seminar also provided the first AT-740 B Series ejector demo in the region.

"It was our first event at the PDLC, and since it isn't finished yet, we had a lot of help from Dave Littlepage and his team. It was really fun coordinating it," said Robert Lozano with the Latin America - Northern Region of GCI. "We had some folks come down from the U.S., they did an insane amount of work to ensure we were prepared and the customers received the value promised."

Lozano said there were some setbacks the first week, such as heavy rain and translator equipment malfunctions. The second week, however, came with much better weather and the benefits of lessons learned from the previous week.

Max Chong, of FCC, one of the largest clients in the region stated, "A comprehensive and value-based solution is one of the many reasons we choose to purchase Caterpillar equipment. This seminar outlined many of the ways Caterpillar can help customers improve their bottom line."

Lozano said the seminar could not have been successful without the enormous amount of help from so many Caterpillar teammates.

"Without all of you, this event would not have been possible. Your hard work, dedication, willingness to make changes 'on the fly' and support made this event a great success," he said in an email to the individuals associated with the seminar.

Caterpillar Donates Custom Skid Steer Loader to NC State

For 10 years, Caterpillar has supported the North Carolina Athletic Department, with the help of Wolfpack Sports Properties, through the Caterpillar Scholar Athlete Program, which recognizes athletes who excel in the classroom as well as on the field.

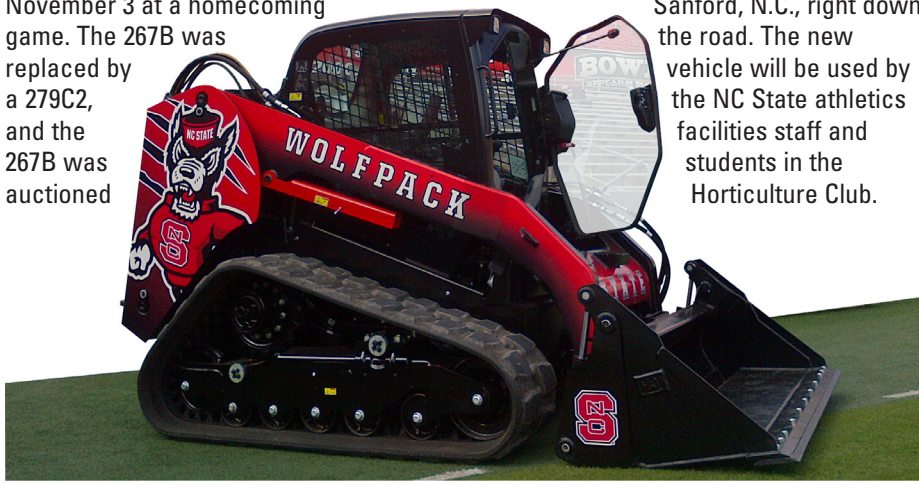
With support from the Gregory Poole Equipment Company, Caterpillar donated a one-of-a-kind NC State branded skid steer loader in 2006 to help the athletic facilities crew maintain the stadium.

The skid steer loader was replaced November 3 at a homecoming game. The 267B was replaced by a 279C2, and the 267B was auctioned

off at the game. During a ceremony prior to the NC State vs. Virginia football game, Norman Coley from Conover, N.C., was named the highest bidder and was presented the keys to the red NC State multi-terrain loader.

Caterpillar Commercial and Association Managers Jeff Griffith and Jason Becker then presented Assistant Athletic Director Ray Brincefield the keys to a brand new custom designed black NC State tracked skid steer loader.

The loader was manufactured in Sanford, N.C., right down the road. The new vehicle will be used by the NC State athletics facilities staff and students in the Horticulture Club.



CATERPILLAR PRODUCTS GET THE JOB DONE

Dale McCray of Crane & Dragline in Denison, Texas, has been playing in the dirt his whole life. McCray purchased his first Cat Track Loader around 1975 when he realized he needed to move a lot of dirt with his company.

McCray has always bought Cat machines, and according to him, "If it's not a Cat, it's a dawg."

In the summer, a dredge sitting in the Red River was sold and needed to be moved to another site. The dredge was about 50 feet from the shoreline and needed to be moved out of the river and onto the other side of the previous owner's property line. McCray was called in with his Caterpillar tractors to get the job done.

Overall, it took more than 1200 horse power and almost a month to place chains and cables and pull the dredge, but McCray got the job done with his team of Cat tractors.



"If it's not a Cat, it's a dawg."

— Dale McCray of Crane & Dragline

Cat Backhoe Helps Continue Honduras Resort Project

Caterpillar employee Mike Leonard's father-in-law fell in love with an area of Honduras called the Laguna de Los Micos, "Lagoon of the Monkeys," and made it his home about 60 years ago. He saved money for years to purchase a piece of property along the coast to fish, farm the land and raise his family of eight children.

About 20 years ago, the family dream of building an eco-friendly resort on the coast of this lagoon began. The family, principally Leonard's brother-in-law, Mario, believed that this would be a worthwhile investment because it would bring jobs and more opportunities to the people living in the remote and forgotten community of Agua Chiquita.

With the help of a rented backhoe, Mario broke ground on his own piece of neighboring property about five years ago and today he has four big cabins, an open-air restaurant and a conference room on the property.

When the rented backhoe proved to be an indispensable tool to the continuation of the project, Leonard decided to contribute to the family dream by purchasing a Cat backhoe. On August 10,



Cat dealer Cemcol delivered a certified used 2010 Cat® 420E backhoe.

"I have to say that everyone I dealt with at Caterpillar was very helpful. From the account managers at Wayne-Walker, who got us quotes on used gear; to the people in Miami at Cat Used who were very helpful with information on comparable machines available in Central America; to the representatives at Cemcol in San Pedro Sula, Honduras, who helped us with pricing, purchasing, delivery and training on our machine," Leonard said.

In the near future, Leonard said he intends to assist the community of Agua Chiquita by helping them improve the access road to their remote village.

"But in the meantime, I simply enjoy being a part of it, visiting once a year to see it grow and to watch how one small Cat machine can make such a life-changing difference to a community.

It is so cool to work for the company that made possible what was once believed to be an impossible dream," he said.

Leonard and his wife, Maria, also founded a charity, Coffee Arabica Foundation for Education, which utilizes coffee from a cooperative in Honduras as its fundraising vehicle and helps improve the lives of impoverished Honduran children through educational scholarships that allow the children to

study beyond sixth grade. Visit the www.coffeecoop.org/.



Mike Leonard, left, hands his brother-in-law, Mario Villatoro, the keys to a Cat 420E Backhoe. Mario, his sister, Elida Villatoro, Leonard and his wife, Maria, purchased the backhoe for a resort project in Honduras.

Folks Photos



A Caterpillar Visitors Center guest tests his skills at the simulators on the product floor of the Visitors Center.

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Cat Folks is published quarterly by Corporate Affairs. Please send comments, questions and story ideas to cat_folks@cat.com. You can visit us online at caterpillar.com/company/employees-and-retirees. We always appreciate your feedback!

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