

# NEWS+VIEWS

GREEN INDUSTRY EVENTS, TRENDS AND TIPS

## Cat comes home

**M**anufacturing jobs are coming back to America.

Well maybe not in the droves that would put an end to unpleasant unemployment numbers, but at least one company, Caterpillar, is doing its part. The manufacturer of all types of construction

equipment, including a new line of Tier IV-ready skid steers, mini excavators, compact track loaders and multi-terrain loaders, announced in mid-February it will start building small-track type tractors and mini hydraulic excavators at a new plant in Athens, GA. Some 1,400 people will be employed at the new

plant when it's fully operational.

The new facility will be part of Caterpillar's Building Construction Products (BCP) Division, which is based in Cary, NC.

Earlier in the year Caterpillar launched its D-series of skid steers and compact track loaders. Caterpillar invited a gaggle of press members to its North Carolina facilities to get a look at the new models and enjoy a little "stick time."

According to the company, the new Tier IV ready machines offer increased fuel efficiency and productivity. For more information on the new products, visit your local Caterpillar dealer or the company's website: [www.cat.com](http://www.cat.com).



## TROUBLE IN PARADISE

BY DAN JACOBS EDITOR-IN-CHIEF

**W**henever you hear the words "mutual self destruction," you want to tread carefully. Tom Oyler, of the Wilson-Oyler Group, knew that many of the attendees of the Professional Landcare Network's (PLANET) Green Industry Great Escapes program would have a difficult time accepting his message.

"I'm wearing white, because I have a dark message," Oyler quipped as he took the stage to give his keynote presentation.

The content of Oyler's words were a sharp contrast to the relaxed surroundings of the event, held at the Atlantis Resort on Paradise Island in the Bahamas. But attendees weren't

there for just the fun and games.

Contractors are far too focused on their competitors and not enough on innovating, Oyler said. And while there is nothing wrong with eliminating waste, eking out a percentage point here and there is a temporary fix. Competitors — if they haven't already — will simply copy that approach and your advantage is gone. Doing something no one else can replicate is what will truly separate a company from its competitors.

And proving he's not all talk, Oyler said he's working with a company to bring a new way to manage staffing to blow away the competition.



One of thousands of fish in the Atlantis resort's numerous aquariums.