

# 'Round these parts

"From the Red River to the Rio Grande"

Fall/Winter Issue 2010

COVERSTORY

## Texas Stadium Imploded to make way for Progress



On April 11, 2010, the iconic Texas Stadium, home to the Dallas Cowboys since 1971, met its date with destiny, and 400 HOLT customers, employees and their families were there to witness it. HOLT CAT's Irving facility is directly across the highway from

the stadium site and provided front row seats for the implosion event. This once-in-a-lifetime early morning implosion party began at just about 7:00 am with an impressive fireworks display. Following the fireworks, there was a long few minutes of silence, and then 10 bottle rockets were shot to mark the implosion countdown. The tenth rocket was followed by a long series of BOOMS and in less than 45 seconds, Texas Stadium was a pile of rubble, hidden in a cloud of dust. Ten minutes

later, the dust had settled and the effects of the blasts could be seen. All that was left standing on the stadium site were remnants of two concrete pillars.

Texas Stadium is now just a memory and the Dallas Cowboys are settling into their new home in Arlington, but exciting things are in the works for the stadium site. Future plans are not finalized, but may include development of a mix of retail, office and residential properties, with extension of the Dallas area light rail lines connecting the Irving and Las Colinas areas to other parts of the metroplex.



### STADIUM FACTS:

<b>Name:</b>	Texas Stadium	<b>Cost:</b>	\$35 million
<b>Location:</b>	Irving, Texas	<b>Capacity:</b>	65,675
<b>Opened:</b>	October 24, 1971	<b>Tenants:</b>	Dallas Cowboys (NFL)
<b>Closed:</b>	December, 2008		(1971-2008)
<b>Owner:</b>	City of Irving		Dallas Tornado (NASL)
<b>Operator:</b>	Texas Stadium Corp.		(1972 – 1975), (1980-1981)
<b>Surface:</b>	Artificial Turf		SMU Mustangs (NCAA)
			(1979-1986)



HERE'S A QUESTION:  
**IF EVERYBODY HAD AN  
OFFICE JOB, WHO WOULD  
BUILD THE OFFICES?**



Hi, I'm Mike Rowe and questions like this keep me up at night. That's why I teamed up with HOLT CAT. They understand the value of people like you — people who build our infrastructure. They also understand the value of hard work and the importance of total support. Does HOLT CAT "get it"? No question about it.

If you're ready to work, visit [mikerowe.catdealer.com/HOLTCAT](http://mikerowe.catdealer.com/HOLTCAT).

**HOLT CAT**

Share  
**"ROUND THESE PARTS"**  
with others

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
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**HOLT CAT**

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HERE'S A QUESTION:  
IF EVERYBODY HAD AN OFFICE JOB,  
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If you're ready to work, visit [mikerowe.catdealer.com/HOLTCAT](http://mikerowe.catdealer.com/HOLTCAT).



# Mike Rowe is Ready to Hit the Dirt with Caterpillar Customers and Dealers



## The Dirty Jobs creator and star is teaming with the company to showcase Caterpillar Customers, Dealers and Employees.

Caterpillar has announced that it is partnering with Mike Rowe, the creator and star of the Discovery Channel's Dirty Jobs and founder of mikeroweWORKS.com. With Mike's dedication to the trades and Caterpillar's commitment to its customers, the two have joined forces to highlight the important and essential work Caterpillar customers perform everyday.

Rowe will be spending time with Caterpillar customers and dealers to get a real world perspective on their jobs and how the two partner to be successful. These encounters will be featured on cat.com and at Cat Dealerships across the country and will be used to demonstrate the solutions that HOLT CAT provides their customers throughout the lifecycle of their

equipment, highlighting their superior parts and service support.

"When hard work is being performed and progress is being made, Mike wants to be in the thick of it, so teaming with him is an absolute perfect fit," said Denny Vosberg, Caterpillar Parts and Service Support Manager. "Our dealer personnel are the best in the world and have been supporting our customers with their critical work for generations. Now is the time to shine a light on it, and Mike is going to help us with that."

Rowe, who calls himself a perpetual apprentice, has performed more than 300 jobs in locations around the country via his show, Dirty Jobs, which is currently one of the Discovery Channel's most popular programs. Mike is also the creator

of mikeroweWORKS.com, a website dedicated to and for people in the trades to meet, discuss relevant topics and learn what is the latest in the industry.

He said his partnership with Caterpillar was "inevitable" because the two share the same work philosophy.

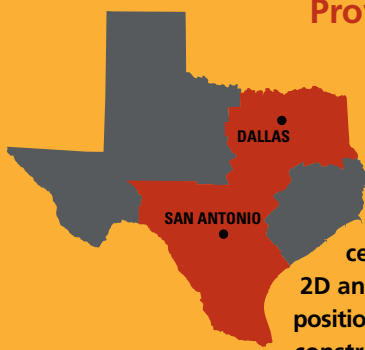
"I see Cat equipment and the hard-working people operating it around the world, building and creating infrastructure," said Rowe. "I'm excited to go beyond the machine and talk with the people who are actually making it happen."

HOLT CAT invites you to go to their website [www.HOLTCAT.com/mikerowe](http://www.HOLTCAT.com/mikerowe), introduce yourself to Mike and see what he is talking about this month.



## Construction Technology for Your Job Site

Providing the Tools to Revolutionize  
Your Construction Workflow



SITECH Tejas is the authorized dealer for Trimble Heavy and Highway construction products and services, as well as Accugrade grade-control products across its 118 county territory in south, central, north and northeast Texas. These include 2D and 3D grade-control, paving control, site positioning, construction asset management and marine construction systems, as well as supporting infrastructure and data prep solutions. SITECH Tejas is also the authorized dealer for Trimble Ag products in its 160 county Agri-business territory in Texas.

Call one simple number for all your construction technology needs: 877-385-8032 or visit us at [www.sitech-tejas.com](http://www.sitech-tejas.com)



## Some Favorite iPhone and iPad Apps

### for the Construction Industry

With the release of the new Apple® iPad, there is no better time to look at applications that are available for the construction industry.

In no particular order, here are some available applications:

- The new *AEC Info iPhone App* provides architectural, engineering and construction content through an easy-to-use reader. You can find content separated in categories for News, Green, Marketing and Law. You can view the articles through the application or through Safari. You can also share articles via email or Twitter with a simple click. There are numerous content providers, including: *Best Practices Construction Law*, *Engineering News Record* and *AGC Smartbrief*.
- *gUnit by Axonic Labs* is a must-have conversion tool for those who went to law school rather than engineering school. *gUnit* helps convert the following unit categories: Area, Energy, Temperature, Time, Length, Weight, Speed, Pressure, Power and Volume.
- *Carpenter's Helper* comes highly recommended if you need a construction calculator that can perform normal, unit and roof calculations. The Professional version contains memory bank and conversion features not available in the Lite version.
- In our multi-cultural society, what project work-



site exists without an array of languages. Want to invite your staff to lunch for a meeting, but don't know how to say it in Spanish? Try the *Free Translator: Vamos a comer y hablar sobre el trabajo*. Don't have an iPhone? Then try *Mike Brittain's Mobile Translator* that will work on any mobile device.

- The *iHandy Carpenter* is just a fun tool for a construction executive or lawyer, although it is probably more useful for the guy out in the field needing a level, a plumb bob, a ruler or a protractor.
- And finally, take a look at the *LEED Green Associate Practice Exam & Flash Cards*. The earlier version produced by *greenexam-prep.com* can be used to study for the new construction v. 2.2 LEED AP test. This one gets the same reviews and has some really good information.

Recently an article in *ConstructionWEEKonline.com* featured a new construction app called *goBIM*, which was designed by Ian Keough, a senior technical designer at international engineering consultancy Buro Happold. The application supposedly allows the user to view BIM on iPhones and iPads and, thus, in remote locations including on site.

What are some of your favorite iPhone and iPad applications or applications for other Smart Phones? Send them to: [marketing@holtcat.com](mailto:marketing@holtcat.com).



# A Sad Day for the Texas Mining Industry



R-L Scott Perlet, Mining Sales Manager presents plaque to Joe Micheletti, Mine Manager, for Texas Westmoreland Coal Jewett Mine

It was with great sorrow that Texas Westmoreland announced the passing of “Boo-One” to its final resting place at the boneyard of the Texas Westmoreland Coal Jewett Mine. “Boo-One”, also know as Cat® 5130-5ZL00024 and BH0001, was born on February 28, 1994, and passed this week at the age of 115,863 service meter hours. He is survived by three younger siblings — 5130B BH009 at 93,000 SMU; 5130B BH0011 at 65,000 SMU; and 5110B BH0012 at 70,000 SMU.

“Boo-One” was Cat’s first 5130 in the backhoe configuration. It leaves an unforgettable legacy of reliability and productivity. Over its illustrious career, it averaged 19.5 operating hours per day. There is no telling how many million yards of coal and overburden have been moved by “Boo-One.”

This machine is a tremendous testimonial to Cat durability and HOLT CAT support. A special recognition plaque was presented to Texas Westmorland in 2008 when the machine crossed the 100,000-hour mark.



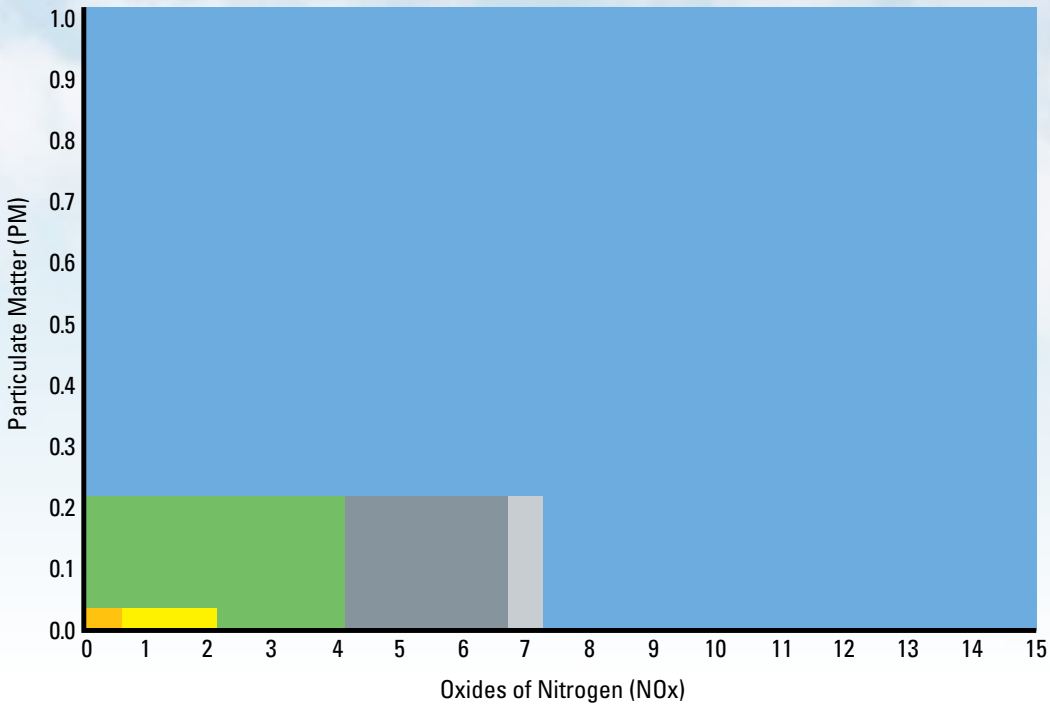
## Cat® Tier 4 Interim/Stage IIIB – The Next Phase

### THE NEXT PHASE IN EMISSIONS REDUCTION

Cat Tier 4 Interim/Stage IIIB engines meet tough emissions standards and deliver the performance and efficiency that successful businesses demand. Like all manufacturers of diesel engines, Caterpillar is required to deliver engines that meet government emissions standards that are being phased in throughout the United States, Canada, Europe and Japan.

#### EMISSIONS REDUCTION

Tier 1/Stage I (1996) – Tier 4 Final/Stage IV (2014)  
Engines rated 130–560 kW (175–750 bhp)\*



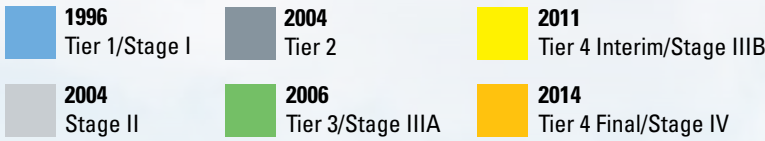
### CLEANER FUEL & OILS

Also part of the upcoming emissions standards, industry technology requires ≤15 parts per million (mg/kg) Ultra Low Sulfur Diesel Fuel (ULSD) for use in Tier 4 Interim/Stage IIIB engines. In Cat engines, not only will ULSD need to be used, but also low sulfated ash oils. These cleaner fuels and oils will help reduce ash and maintain service intervals, contributing to low emissions and reduced operating costs. The new Cat engines will also have B20 biodiesel capability, adding even greater sustainability where desired or required.

Emissions standards have been systematically reducing levels of Particulate Matter (PM) and Oxides of Nitrogen (NOx) since 1996 when the first standards went into effect.

From Tier 1/Stage I (1996) levels to Tier 3/Stage IIIA (2006), emissions standards required an approximate 65 percent reduction in PM and a 60 percent reduction in NOx.

The next phase of emissions standards, called Tier 4 Interim in the U.S. and Canada and Stage IIIB in the European Union, take effect in 2011. Compared to Tier 3/Stage IIIA levels, Tier 4 Interim/Stage IIIB standards require a 90 percent reduction in PM and a 50 percent decrease in NOx. Tier 4 Final/Stage IV standards, which will become effective in 2014, reduce NOx by an additional 40 percent, taking PM and NOx emissions to near-zero levels.



\* Engines rated 56–130 kW (75–175 bhp) are required to meet Tier 4 Interim/Stage IIIB standards in 2012 and Tier 4 Final regulations in 2015. Engines rated >560 kW (750 bhp) will meet Tier 4 Interim standards in 2011 and Tier 4 Final regulations in 2015 (EPA only). Standards differ by power category.

## COMMITTED TO CUSTOMER SUCCESS

Caterpillar equips every Tier 4 Interim/Stage IIIB engine with ACERT™ Technology with an ideal combination of electronic, fuel, air and aftertreatment components, based on engine size, the type of application and the geographic location in which it will work. Applying technologies systematically and strategically optimizes them to meet Holt’s customers’ high expectations for productivity, fuel efficiency, reliability and service life. The right technology fine-tuned for the right application results in:

**IMPROVED FUEL EFFICIENCY** Up to 5 percent improvement in fuel efficiency

**POWER AND PERFORMANCE** Integrated design boosts power and performance across applications

**RELIABILITY** through commonality and simplicity of design maximizes and reduces downtime time and reduced cost with world-class support from HOLT CAT

**LONG LIFE** Cat durability and long life to overhaul minimizes impact of service and maintenance on operating costs

**SMOOTH TRANSITION** Design and modular aftertreatment pave the way for a smooth transition to Tier 4 Final/Stage IV solution. No additional space required.

**REDUCED EMISSIONS** Up to 90 percent reduction in particulate matter (PM) and 50 percent reduction in Oxides of Nitrogen (NOx)

The entire line of Cat Tier 4 Interim/Stage IIIB engines is precisely engineered, rigorously tested and validated, and built for the reliability and durability you count on from Cat.

① <b>More Powerful Engine Electronics</b>	Common features and connections increase quality, reliability and ease of use.
② <b>Next Generation Fuel System Options</b>	Precise injection systems deliver maximum fuel efficiency and soot control.
③ <b>Innovative Air Management</b>	Simplified turbocharging optimizes productivity, fuel efficiency and reliability.
④ <b>Cat NOx Reduction System</b>	Rugged, reliable system lowers combustion temperatures and reduces NOx emissions.
⑤ <b>Aftertreatment Technologies</b>	Durable components, designed to withstand demanding applications, reduce pollutants in exhaust stream.

## HELPING YOUR BUSINESS REACH THE NEXT LEVEL

We believe that part of our commitment to our customers is to understand your needs and your business. We know that engine maintenance, service and support are critical not just to power and performance, but to achieving the lowest total cost of ownership. Value is cumulative, and HOLT CAT is dedicated to delivering this for the life of your engine.

### World-class Service and Support

HOLT’s technicians have been expertly trained to support the technologies of Tier 4 Interim/Stage IIIB engines.

The parts commonality built into the Tier 4 Interim/Stage IIIB line of engines enables common service tooling and parts stock coverage, further enhancing the value that product support can deliver. With industry-leading parts availability, cost-saving Reman options and Cat Certified Rebuild programs, you can keep your engine performance high and your operating costs lower.



**Tier 4 Interim/Stage IIIB engineering minimizes additional maintenance and maximizes efficiency to stabilize operating costs.** Testing and analysis results suggest that total owning and operating costs will remain fairly stable, because improvements in fuel efficiency are expected to offset costs associated with aftertreatment maintenance.

Caterpillar has taken every possible step to effectively manage service and maintenance issues and minimize the impact of those activities on operating costs.

Eliminated 500-hour initial valve lash service requirement.

Basic oil and filter change intervals have not changed.

Engines are required for use with Ultra Low Sulfur Diesel (ULSD) fuel and also accommodate B20 biodiesel when blended with ULSD.

New emissions standards drive new service intervals and maintenance activity:

• 5,000 hours (C7.1 ACERT–C18 ACERT) for DPF ash removal. Removal options:

- Mobile ash-removal tool
- Stationary ash-removal tool
- Cat Reman exchange

• 2,000 hours for Open Crankcase Ventilation filter CEM aftertreatment is designed with a removable center section to allow easy access to the DPF for ash service.

HOLT also offers Customer Support Agreements and fleet and business management expertise that can help you reduce overall costs and manage your business even more effectively...which may take your success to a whole new level.



## SALES • RENTALS • PARTS • SERVICE

## Portable Screening, Crushing and Conveyor Systems

## TRACKED CRUSHERS

**JXT JAW CRUSHER**

Universal Engineering Jaw Crusher  
Caterpillar® C-9 Tier III 300 HP Diesel Engine  
Automatic Hydraulic Blockage Clearance  
Automatic Hydraulic Tramp Iron Relief

**5256T IMPACT CRUSHER**

52" x 56" (1.32M x 1.42M) Horizontal Impact Crusher  
Caterpillar C-15 Tier III 475 HP Diesel Engine  
Remote-controlled Curtain Relief System  
U.S. Patent #7,229,041

**4043T IMPACT CRUSHER**

40" x 43" (1.02M x 1.09M) Horizontal Impact Crusher  
Caterpillar C-9 Tier III 300 HP Diesel Engine  
Remote-controlled Curtain Relief System  
U.S. Patent #7,229,041

## SPYDERS

**SPYDER 516T BELT FEEDER**

5' x 16' (1.52M x 4.88M) Double Deck 2 Bearing Screen; Cummins® QSB 4.5 Tier III 110 HP Diesel Engine; Caterpillar Tracks; U.S. Patents #6,669,026 and 6,698,594; Patented *Smooth Start®* Technology; Load Hopper Over Three Sides; Heavy Duty Unibody Frame Chassis; Adjustable Screen Angle; Grade 80 Steel Construction

**SPYDER 516T APRON FEEDER**

## SCALPERS

**SCALPER 107T**

Dual 7'-0" (2.13M) Long Screens  
Remote Control Tracked Movement & Operation  
13'-9" (4.1M) Wide Feed Opening  
U.S. Patent #6,669,026 & 6,000,553

**SCALPER 107D**

Dual 7'-0" (2.13M) Long Screens  
Fuel-efficient 48 HP Caterpillar Diesel Engine  
15'-3" (4.64M) Wide Feed Opening  
U.S. Patent #6,000,553 & 6,401,533

**SCALPER 77C**

7' x 7' (2.13M) Double Deck 2 Bearing Screens  
Wide Feed Opening with Low Feed Height  
Material Stockpiling Height of 11'-5" (3.48M)  
U.S. Patent #6,401,933

## TROMMELS

**612T TROMMEL**

84 HP Yanmar® Tier III Diesel Engine  
6' x 12' (1.83M x 3.66M) Heavy Duty Trommel Screen  
160 Sq.Ft. (142.89 Sq.M) of Actual Screening Surface Area; Four-Wheel/Twin Motor-driven Trommel Drum; Feed with 1'-3" (.76 Cu.M x 2.29 Cu.M) Yard Loaders; Two Variations: Tracks or Wheels; Tracked Variation Controlled by Wireless Remote; Multiple Feed Hopper Variations Available; Tall Side Discharge Conveyor Generates Large Stockpiles

**612W TROMMEL**

## CONVENTIONAL SCREENING PLANTS &amp; RADIAL STACKERS

**DEVELOPER**

110 HP Cummins® QSB 4.5 Tier III Diesel Engine  
5' x 12' (1.52M x 3.66M) 2 Deck Four Bearing Screen  
Opt. 5' x 10' (1.52m x 3.05M) 3 Deck Wash Screen  
11 Cu.Yd. (.841M) Hopper with Remote Grizzly

**PRODUCER**

80 HP Cummins® Diesel Engine  
4' x 8' (1.22M x 2.44M) 2 Deck Four Bearing Screen  
Optional 3 Deck Wash Screen  
9 Cu.Yd. (.688M) Hopper with Grizzly

**RADIAL STACKING CONVEYORS**

30' (9.14M) and 40' (12.19M) Heavy-duty Channel Frame Design  
60' (18.29M) Heavy-duty Deep Truss Design  
80' (24.38M) Heavy-duty Deep Truss Side-Fold Design

## COMPACT SCREENING PLANTS

**< MIGHT II  
SHREDDER/TROMMEL**

3' x 4' (.91M x 1.22M) Trommel Screen; 26 HP Yanmar® Diesel Engine; High-speed Hammermill Shredder; 1 Cu.Yd. (.76 Cu.M) Hopper with Grizzly

**SCALPER 55D >**  
5' x 5' (1.52M x 1.52M) Double Deck Shaker Screen; Yanmar 4.5 HP Diesel Engine; 4,900 lb. (2,233KG) Heavy-duty Bolted Assembly; U.S. Patent #6,401,933

**SCREEN MACHINE INDUSTRIES, INC.**

Contact your **HOLT CAT®** Sales Rep for  
more information or call 800-865-3744  
[holtcat.com](http://holtcat.com)

**HOLT CAT**

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# Twenty-five Years of Cat® Certified Rebuilds Brings Multiple Lives to 5,000 Cat Machines

Caterpillar initiated the Cat® Certified Rebuild (CCR) Program in 1985, and this year, 2010, the 5,000th machine will be rebuilt under the program. In 2009 alone, Cat dealers worldwide completed 500 total-machine rebuilds, which, on average, cost each machine owner 40 to 50 percent less than buying a comparable new machine — even though the process involves disassembling the machine to the bare frame, then rebuilding to like-new specifications. The major structures and components of a Cat machine are designed to maintain their fundamental integrity throughout a lifetime of service, allowing the machine to be rebuilt, economically, under the strict guidelines of the CCR Program.

The long-term success of the CCR Program prompted Caterpillar to add the Certified Powertrain (CPT) Program in 2001. The concept of the CPT Program is the same as that of the CCR Program, but CPT is limited to the machine powertrain. Most customers who opt for the powertrain rebuild, however, usually have additional work performed on the machine.

The extensive Cat Certified Rebuild programs incorporate the very latest Cat technology and critical engineering updates into each machine or powertrain at a fraction of the cost of buying new. Only trained dealer service professionals and only Cat parts are used to complete a certified rebuild. The result is an array of proven options for Cat



customers when it comes time to make the decision to repair, rebuild or replace.

**Attention to detail**

Each CCR or CPT begins with a thorough inspection and evaluation of the machine and components. Testing in the CCR process (evaluation, in-process and final) involves more than 350 detailed checks, and the CPT process involves more than 200 tests. Based

on evaluation testing, the Cat dealer (certified by Caterpillar to perform authorized rebuilds) then develops a customized rebuild plan for the machine, together with a cost estimate.

The CCR process includes automatic replacement of more than 7,000 parts (including wiring harnesses), and more than 3,000 parts are replaced in a powertrain rebuild. Remaining parts are measured against Caterpillar strict reusability

guidelines, and those not measuring up are either replaced with new or Cat Reman Parts, or reconditioned to meet specifications.

Total-machine rebuild includes work typically not part of an “overhaul.” The CCR can include procedures such as straightening and reinforcing frames; replacing worn linkage pins and shaft bearings; restoring hydraulic systems to original levels of performance, reliability and cleanliness



(ISO 18/15); and replacing electronic control modules and software. Integrating significant technical enhancements, such as emissions control, is a critical aspect of the rebuild process.

New paint and a new serial number complete the CCR process. All replacement parts carry a new parts warranty, and the like-

new condition of the machine qualifies it for available Extended Powertrain Coverage from Cat Insurance.

**More Certified Rebuild possibilities**

Since 2005, the Certified Engine Rebuild (CER) Program has allowed owners of Cat engines in other manufacturers’ systems (i.e., locomotives, ships, generating plants and pumping stations) to rebuild these power plants to like-new specifications. The primary focus of the CER Program is 3500 and 3600 Series engines.

The Certified Hydraulic Rebuild (CHR) Program, added in 2007, allows economic rebuild of the complete hydraulic system in certain Cat hydraulic excavators. Then, to complete the range of Cat Certified Rebuild Programs, a Certified Machine Component Rebuild (CMCR) Program was initiated in 2008, allowing machine users to have individual components, such as engines and transmissions, rebuilt to like-new specifications.

For more information about Cat Rebuild Programs, customer should call a HOLT CAT Product Support Sales Representative.

## HOLT Powertrain Rebuild & Caterpillar Certified Powertrain Rebuild Options

The rebuild process starts with a complete powertrain inspection; the powertrain is completely disassembled and rebuilt. All critical engineering updates and improvements are included in the replacement or reconditioning of approximately 3,000 parts. Approximately 200 tests and inspections ensure the same high level of quality you expect from a new Caterpillar powertrain.

The Cat Certified Powertrain Rebuild program covers the engine, transmission, radiator, torque converter, transfer gear box, universal joints and drive shafts, differentials, final drives, brakes, powertrain electrical switches, sensors and sending units, plus all powertrain electronic control modules and software,

including a new engine wiring harness.

HOLT Powertrain Rebuild follows Caterpillar Rebuild guidelines, but may not include all Caterpillar engineering updates.

**Which Machines Qualify?**

Cat Certified and HOLT Custom Rebuilds can be performed on many different machine models including: Wheel Loaders, Track-Type Tractors, Excavators, Scrapers and Motor Graders.

**Warranty Information**

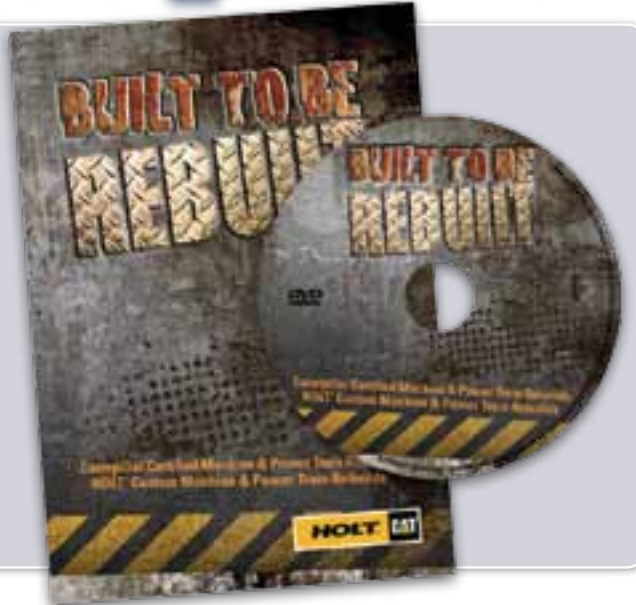
The Caterpillar Certified Rebuild program doesn't end with the rebuild process. The value of your

machine is further increased with warranties and extended powertrain coverage from Caterpillar – supported by the largest dealer and parts distribution network in the world.

A **Certified Machine and Powertrain Rebuild** includes a 3-year or 5,000 service hours warranty; extended warranty is available.

**HOLT Custom Machine and Powertrain Rebuild** includes a 1-year or 2,000 service hours warranty; extended warranty is available.

Go to [www.holtcat.com/rebuilds](http://www.holtcat.com/rebuilds) to request a free rebuild program DVD or call your HOLT CAT Product Support Sales Representative who can help determine which rebuild program is right for you.



**Now, There is Just One Number to Call for ALL Metroplex Machine Field Service Needs\***

Call  
**1-866-403-4658**

and the nearest HOLT CAT® Field Service Technician will be Dispatched.

HOLT has centralized Our Metroplex Field Service Operations To:

- Minimize Your Cost for Service
- Maximize Customer Service & Response Time
- Optimize Productivity

Call HOLT CAT and we'll be there in no time at all!



*Let's Partner Up!*

\* Dallas/Fort Worth Metroplex (Irving, Ft. Worth, North Dallas and Lewisville area stores) ONLY



## Irving Equipment Yard Access Has Changed

- Tucasa St. (Darr Ave) on WEST side of store will be closed to public access
- NORTH & SOUTH ends of Tucasa will have controlled access gates
- Request for access will be through intercoms located at each gate
- NO GATE ACCESS 5pm – 7am, Monday through Friday and ALL DAY on week-ends.





## CUSTOMER SPOTLIGHT

### CAPITAL CONCRETE

*Since 2003, Capital Concrete has provided quality concrete and excavation service to residential and municipalities in a 100-mile radius around Austin, Texas.* The company now has 90 full-time employees busy with concrete and excavation projects. Several years ago, Jordan Moore, Vice President of Capitol Concrete and HOLT CAT developed a business relationship that continues today. Jordan has experienced the value-added service that HOLT CAT delivers, along with the quality of the Caterpillar brand.

“Our operators enjoy the joystick controls on the CAT 252B2 Skid Steer Loader, I don’t think they want to operate any other skid steer loader. The CAT Skid Steer Loader is the industry leader in ease of operation. Capitol Concrete also owns a CAT 304 CR Mini-Hydraulic Excavator. This machine is so popular with my operators that I decided to buy second one. The mini-hydraulic excavator is a great machine for working in confined spaces. Because of its tight turning radius and zero tail swing, we can get up close to buildings.”

**Jordan Moore,**  
Vice President  
Capitol Concrete



## CUSTOMER SPOTLIGHT

### CLEAN SCAPES

*Since 2005, Clean Scapes has been providing full-service commercial landscaping in Austin, Texas.* They specialize in the construction and maintenance of softscape, hardscape and irrigation systems. The Austin Business Journal named Clean Scapes Austin’s fastest growing company because of their quadruple digit growth over the past three years. To be competitive in the landscape industry, Clean Scapes needs reliable and productive equipment from HOLT CAT. They own five Caterpillar Multi Terrain Loaders, which they use for finishing work, spreading loam and sod, loading and unloading trees and planting. Jay Grona, Senior Operations Manager said, “We use Caterpillar Multi Terrain Loaders because their dependability is the highest in the industry.”

**Jay Grona,**  
Senior Operations Manager  
Clean Scapes



## CUSTOMER SPOTLIGHT

### EARTHWISE INC.

*Richard Coufal, owner of Earthwise Inc. in Belton Texas, has been in the commercial landscaping and hydro mulching business since 1988.* Since 2001, he and his 14 employees have been busy planting over 50,000 trees on Fort Hood, Texas. Recently they planted more than 6,700 trees for the Corp of Engineers at a habitat restoration project on Lake Sill House Hollow. Richard uses three Caterpillar 287 Multi Terrain Loaders and a Cat 304CCR Mini-Hydraulic Excavator from HOLT CAT to get the job done. He said that Cat machines “are tough, consistent, dependable, versatile, comfortable, and they look good on my job site.”

**Richard Coufal,**  
Owner  
Earthwise Inc.



**A HOT DEAL ... BEST INTEREST RATE EVER**

**0%**  
Financing for **48** months

**BEST INTEREST RATE EVER**

This financing is available on the following qualifying new Cat® machines:

- Skid Steer Loaders
- Compact Track Loaders
- Compact Wheel Loaders
- Mini Hydraulic Excavators
- Backhoe Loaders
- Small Wheel Loaders
- Small Track-Type Tractors
- Small Hydraulic Excavators

For more information and to register  
for a chance to win an Apple iPad  
visit [holtcat.com/GCOffer](http://holtcat.com/GCOffer)



Get the best...for less! For more information call your HOLT CAT Sales Representative or visit [holtcat.com](http://holtcat.com) to find the HOLT store nearest to you.

**(800) 865-3744**

\* Offer good to December 31, 2010 on select new models at participating Cat Dealers. Offer is available to customers in the USA and Canada only and cannot be combined with any other offers. Financing and published rate are subject to credit approval through Cat Financial. Additional terms and conditions may apply. Subject to change without prior notice.



**0% FINANCING  
FOR 24 MONTHS\*  
ON ALL CAT®  
WORK TOOL ATTACHMENTS**

Expand your capabilities and maximize the productivity of your machines with interchangeable Cat Work Tool attachments.

Buy now with a Cat AccessAccount™ and get two years with no interest. Cat Work Tool attachments also fit most other machines on the market.



**Call or visit a  
HOLT CAT®  
location.**

\* Offer expires on 12/31/10 Valid at HOLT CAT only. Cannot be combined with any other Work Tool attachment offer. Financing is subject to credit approval through Cat Financial. Financed amount must be \$1,000 or more. Other restrictions may apply.

Offer code WT-MULT-817



# Challenger®

## has the Right Baler for You

Whether you're a custom operator, commercial hay producer or livestock producer, you're sure to appreciate the Challenger LB Series large rectangular balers. Available in three sizes, LB Series balers are the finest in the industry, designed with the latest engineering and innovation.

Each model features an in-line design that keeps hay moving in a straight line from the wide, low-profile pickup through to the bale chute. They deliver big, solid bales that stack tight for transport or storage.

For more information, call (877) 882-5992 or go to [HoltAg.com](http://HoltAg.com)



### CHALLENGER LB SERIES LARGE RECTANGULAR BALERS

#### FEATURES AND BENEFITS

**RUGGED CONSTRUCTION** — All LB Series large rectangular balers from Challenger feature unitized, welded box-beam construction.

**LOW PROFILE PICKUP** — Each component on the wide, low-profile pickup was designed for a clean sweep of the windrow.

**BALE FORMATION** — As soon as the crop enters the pickup, centering augers gently feed it to the packer chamber throat opening.

**RELIABLE KNOTTERS** — Unlike some big bale knotter systems, Challenger's patented double knotter system ties two knots per bale.

**CONTROL MONITOR** — Equipped with new CANbus electronic systems, Challenger® LB Series large rectangular balers feature the Fieldstar® DataTOUCH® terminal.

**OPTIONS** — Challenger LB Series large rectangular balers are available with a long list of options designed for special needs and applications.

**MAINTENANCE** — Fast and easy service and maintenance features help keep LB Series balers in the field.

#### MODEL RANGE

LB33B • Bale size (inches): 31.5 X 34.4 • Bale Weight Dry Hay: Up to 1,000 lbs  
LB34B • Bale size (inches): 47.2 X 34.4 • Bale Weight Dry Hay: Up to 1,500 lbs  
LB44B • Bale size (inches): 47.2 X 50 • Bale Weight Dry Hay: Up to 2,000 lbs



### CHALLENGER RB SERIES ROUND BALERS

#### FEATURES AND BENEFITS

**BUILT TOUGH** — Challenger round balers are built to last with rugged steel channel and high-strength welded box beam frames.

**LOW-PROFILE PICKUP** — Productivity on a Challenger RB round baler starts at the wide, low-profile pickup.

**OPEN-THROAT CHAMBER** — The open-throat design on all Challenger balers feeds crop material directly into the vertical bale chamber.

**CONTROL** — You're always in control with a Challenger RB Series round baler.

**FAST TWINE TYING** — All five balers in the RB Series feature twin tube twine arms that apply two twines simultaneously.

**AUTOMATIC BALING** — The RB463A and RB563A can be set to bale your field with minimal input and stress on the operator.

**OPTIONS** — Challenger RB Series round balers are available with a long list of options designed for special needs and applications.

#### MODEL RANGE

RB453 • Bale size: 46.5 X 60 in.  
RB453A • Bale size: 46.5 X 60 in.  
RB463 • Bale size: 46.5 X 72 in.  
RB463A • Bale size: 46.5 X 72 in.  
RB563 • Bale size: 61.5 X 72 in.  
RB563A • Bale size: 61.5 X 72 in.

# HOLT® AGRIBUSINESS

A DIVISION OF HOLT CAT®

We're GENERATING a lot of excitement in the Texas Ag industry!

HOLT AgriBusiness offers a diverse line of Ag equipment PLUS the parts and trained technicians to keep your machines running smoothly.

And right now, we're offering you an ELECTRIFYING opportunity to GENERATE your own ENERGY. Enter your name in a drawing to win a portable generator by following the instructions in the red box.

For more information, call (877) 882-5992 or go to [HoltAg.com](http://HoltAg.com)



Win a generator! \$2,500 value. No purchase necessary.

Did you know? In addition to Challenger® Ag tractors, LEXION combines and Schulte mowers, HOLT® AgriBusiness now carries a full line of PRAMAC heavy-duty gasoline and diesel-powered portable generators. Follow these instructions to enter a drawing for a PRAMAC generator worth over \$2,500 or one of 100 other prizes:

1. Go to [HoltAg.com/PRAMAC](http://HoltAg.com/PRAMAC)
2. Answer a few short questions
3. Click the submit button

For more information about HOLT AgriBusiness products and services or to find a location near you, go to [HoltAg.com](http://HoltAg.com) or call (877) 882-5992.



Now carrying  
Schulte Mowers!



# Solid Waste Association Statewide Equipment Road-E-O Finals Held in San Antonio



On June 26th, members of the solid waste industry from across Texas came to San Antonio to participate in the 2010 Texas Lone Star Chapter annual Solid Waste Association of North America (TxSWANA) Equipment Road-E-O which the city of San Antonio's Solid Waste Management Department hosted. The Lone Star Chapter is an extension of the Solid Waste Association of North America (SWANA). Their challenge is to advance the practice of managing solid waste in the most economical and environmentally responsible methods possible. The Texas Chapter is comprised of a membership exceeding 400 public and private entities.

The Road-E-O fosters a spirit of competition and goodwill while also promoting professionalism and safety among participants. In addition, the competition allows solid waste industry employees the chance to network with their peers from across the state.

Contestants showcased their skills in landfill machinery operation, truck driving and mechanical skills. All of the contestants had already competed and won regional contests and the finals winners will have the opportunity to represent Texas at the International Road-E-O.

The landfill machine portion of the competition was held at HOLT CAT's facility and HOLT provided three Cat machines for the competition – a Cat 815F soil compactor, a Cat 950H wheel loader and a Cat D8T Track-Type Tractor.

In the landfill category, contestants maneuvered landfill machines through a timed obstacle course with several objectives, including parking, backing-up and precision driving, to simulate daily landfill operating situations.

Truck driving and mechanical skills competitions were held on the same day, but at other San Antonio locations.

HOLT congratulates all of the winners.



## Winners for the Landfill Competition are:

- COMPACTOR**  
Ryan Stoker (College Station) – 1st place  
Elmer Van Hoorebeke, Jr. (College Station) – 2nd place  
Juan Trivizo (El Paso) – 3rd place
- DOZER**  
Dean Mushinski (College Station) – 1st place  
Gabriel Rodriguez (Denton) – 2nd place  
Larry Tinney (College Station) – 3rd place
- LOADER**  
Jason Busa (College Station) – 1st place  
Jason Ortega (El Paso) – 2nd place

## Winners for other competitions are:

- MECHANIC**  
Richard Walley (San Antonio) – 1st place  
Adam Herrera (San Antonio) – 2nd place  
Michael Robicheaux (Dallas) – 3rd place
- TRACTOR TRAILER**  
Gregory Wickware (Dallas) – 1st place  
Daniel Palomo (Houston) – 2nd place  
Raul Perez (San Antonio) – 3rd place
- FRONT LOADER**  
Jesus Torres (San Antonio) – 1st place  
Randy Jones (Richardson) – 2nd place  
Rodolfo Valadez (San Antonio) – 3rd place
- ROLL-OFF LOADER**  
Michael Wilkerson (Beaumont) – 1st place  
Harry Ellis (Richardson) – 2nd place  
Fed Atkins (Richardson) – 3rd place
- REAR LOADERS**  
Robert Longoria (San Antonio) – 1st place  
Allen Byrne (Plano) – 2nd place  
Carl Guillory (Beaumont) – 3rd place
- AUTOMATED SIDE LOADERS**  
James Castillo (San Antonio) – 1st place  
Bradley Robertson (Plano) – 2nd place  
Benito Zamudio (Dallas) – 3rd place

# A FINANCE OFFER THAT MAKES THE CUT 48 MONTH, 0% FINANCING ON NEW, IN-STOCK MOTOR GRADERS



## MAKE EVERY DOLLAR COUNT

Cat® Motor Graders deliver the reliability and productivity that keep your operating costs low and profitability high. And HOLT CAT extends the value of your investment with technicians who bring the service to you, a fully-stocked parts department and 0% financing on new Motor Graders.

Contact your HOLT CAT representative for complete details, but hurry, this offer expires December 31, 2010.

\*Offer based on availability. Does not include 16M or larger models.



# Bonus Depreciation Extended for 2010 - TAKE ACTION TODAY!

The Small Business Jobs Act of 2010 has extended the first year bonus depreciation and expense deductions for qualified purchases made in all of 2010.

Accelerate Business

Purchase or Lease new Caterpillar equipment in 2010 and you may benefit from significant tax advantages due to the Small Business Jobs Act of 2010.

- If you use the equipment in your trade or business and make purchases in 2010
- of no more than \$2,000,000 in new or used equipment, you may qualify for higher
- first-year expense deductions up to \$500,000 for Section 179 qualified customers

- 50% bonus depreciation for new equipment placed in service in 2010 [Rental Purchase Option (RPO) must be exercised within 90 days of initial delivery]
- Regular depreciation on remaining basis

Increase Cash

These incentives will help defer your tax liability and improve affordability and cash flow.

The better you understand the legislation, the more you can better manage your next Caterpillar equipment purchase or lease.

Contact your HOLT CAT sales representative for details on bonus depreciation.

	Regular Depreciation	Bonus Depreciation	Bonus Depreciation with Section 179
Equipment Purchases	\$2,000,000	\$2,000,000	\$2,000,000
First-Year Expenses	n/a	n/a	\$500,000
Bonus Depreciation	n/a	\$1,000,000	\$750,000
Normal Depreciation*	\$400,000	\$200,000	\$150,000
Total First-Year Expenses & Depreciation	\$400,000	\$1,200,000	\$1,400,000

\*Assumes 5 Year MACRS



To calculate your individual depreciation benefits and find more information on bonus depreciation, visit [www.depreciationbonus.org](http://www.depreciationbonus.org)

This notification is for informational purposes only and should not be considered tax or legal advice. Caterpillar and/or HOLT CAT does not provide tax advice. Customers should always consult legal counsel, accountant, or tax advisor before making decisions.



## Safely Home EVERYONE. EVERY DAY.™

At HOLT CAT, the safety of our employees and others is top priority. We are constantly reviewing best safety practices with our employees and have developed a safety culture that is in-line with the Caterpillar motto: Safely Home. Everyone. Every Day.™

Caterpillar has developed an extensive variety of “Toolbox Talks” such as the one to the right that you can use within your organization, free of charge. Simply visit [safety.cat.com](http://safety.cat.com) to see safety tips, literature and videos that are available on dozens of other topics.



### Operator Visibility Around Heavy Equipment

**TOPIC: Operator Visibility** — Proper site planning, traffic control systems and employee training are good ways to reduce incidents where heavy equipment and employees must work in the same area.

Site Planning

- Whenever possible, plan your site to allow for drive-through operations, to eliminate backing-up
- Reduce the amount of foot traffic allowed on the jobsite
- Establish a traffic control system using traffic lights or spotters

Equipment Planning

- Equip machines with back-up alarms and be sure they are properly operating
- Train operators to sound the horn when moving backwards, forward, or when starting their machine
- Establish an alarm system that everyone uses (i.e. sounding horn 2 times when moving backwards, etc.)

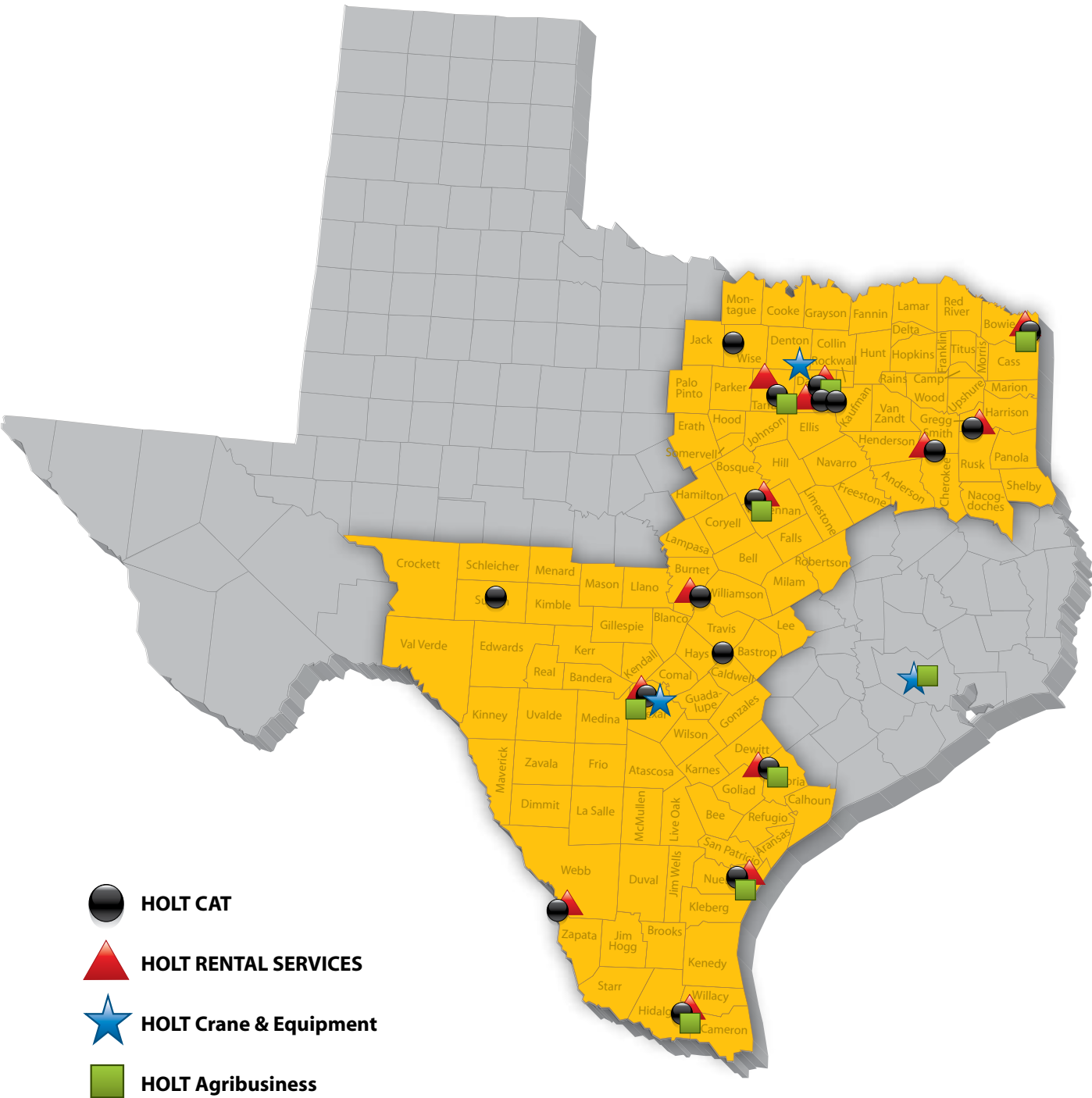
Employee Training

- If a spotter is used, always be sure they are wearing high visibility vests or equivalent, are properly trained, and use the necessary PPE for the jobsite
- Spotters should use clearly understood hand signals or traffic control devices, (i.e. signs, paddles, etc.)
- Spotters should always remain visible to the operator and be sure eye contact is made before any signals are given
- Workers on foot should be trained to recognize operator visibility limitations. They should remain safely visible to the operator and need to ensure eye contact is made before any signals are given
- Drivers must be trained to understand signals and ALWAYS obey the spotter
- Drivers should never move their machine unless given permission by the spotter

This material is provided for informational purposes only and not as a comprehensive or exhaustive resource on this topic. This material has been compiled from a multitude of sources believed to be accurate; however, Caterpillar Inc. or HOLT CAT assumes no responsibility for the accuracy or currency of this information and encourages you to consult experts in this area for more information. In no event does the content of this document supersede any applicable local, state or federal statutes or regulations.







<b>Austin</b> 9601 So. IH 35	512-282-2011	<b>Pflugerville</b> 16017 N. IH-35	512-990-7743
<b>Bridgeport</b> 707 US Highway 380	940-683-6298	<b>San Antonio</b> 3302 S. W.W. White Rd.	210-648-1111
<b>Corpus Christi</b> 1319 S. Padre Island Dr.	361-852-2200	<b>Sonora</b> 707 Glasscock	325-387-5303
<b>Fort Worth</b> 549 N. Jim Wright Freeway	817-246-6651	<b>Texarkana</b> 6263 Mall Drive	903-832-7535
<b>Irving</b> 2000 E. Airport Freeway	972-721-2000	<b>Tyler</b> 12218 State Hwy 31 West	903-595-6424
<b>Laredo</b> 14300 FM 1472	956-722-0075	<b>Victoria</b> 203 Holt Road	361-573-2438
<b>Lewisville</b> 1800 East State Hwy 121	214-483-2500	<b>Waco</b> 1700 W. Loop 340	254-662-4911
<b>Longview</b> 5110 W. Loop 281	903-758-6175	<b>Weslaco</b> 725 East State Hwy 83	956-968-2161
<b>North Dallas</b> 10950 Plano Rd.	214-342-6700		



<b>Corpus Christi</b> 1319 S. Padre Island Dr.	361-698-5742	<b>Pflugerville</b> 16017 N. IH-35	512-252-9696
<b>Fort Worth</b> 549 N. Jim Wright Freeway	817-935-6030	<b>San Antonio</b> 3302 S. W.W. White Rd.	210-333-8505
<b>Irving</b> 2000 E. Airport Freeway	972-721-6636	<b>Texarkana</b> 6263 Mall Drive	903-832-7535
<b>Laredo</b> 14300 FM 1472	956-722-0075	<b>Tyler</b> 12218 State Highway 31 West	903-595-6424
<b>Lewisville</b> 1800 East State Hwy 121	214-483-2590	<b>Victoria</b> 203 Holt Road	361-573-2438
<b>Longview</b> 5036 W. Loop 281	903-234-4747	<b>Waco</b> 1800 W. Loop 340	254-662-7373
<b>North Dallas</b> 10950 Plano Rd.	214-342-6710	<b>Weslaco</b> 725 East State Hwy 83	956-447-9105



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Weslaco  
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# Maximize Your PRODUCTIVITY

## 12 month - 0% financing on Machine Repairs

### When you use your Cat® AccessAccount\*

Take advantage of special financing on machine repairs. Repair amount must be \$5,000 or greater and can include component rebuilds, certified powertrain rebuilds, track reconditioning, undercarriage repairs, line boring, pump and motor repairs, and other repairs.

For more details on AccessAccount financing or to arrange for repairs, contact your HOLT CAT Product Support Sales Representative or go to [holtcat.com](http://holtcat.com) to find a location nearest you. Complete HOLT repair capabilities can also be found on the website.

\*Offer valid though December 31, 2010. Some restrictions may apply.

