



Machinery Row

Structural Changes for Universal Forest Products

As of January, Universal Forest Products, Inc. was divided into two entities: a Northern Division and a Southern Division. Scott Greene, currently president of the Eastern Division, became president of the Southern Division. Robert Lees, a 32-year Universal veteran and regional vice president of the Company's Northeast Region, was promoted to president of the Northern Division.

The company also appointed Michael Mordell to Executive Vice President of Purchasing, replacing David Phelps, who is retiring. Mordell, an industry veteran and 16-year Universal manager and leader, will oversee the newly integrated purchasing company.

Tropical Forest Foundation Names Caterpillar's John Carpenter as Chairman

John Carpenter, president of Caterpillar Forest Products, has been elected chairman of the Tropical Forest Foundation. Carpenter has served as vice president on the TFF board since 2007.

Caterpillar has been involved with the Tropical Forest Foundation (TFF) since its formation in 1990. TFF is an association of leaders of industry, science, education, and conservation working together to address the growing concern for the protection of tropical forests. The primary mission is to promote sustainable forest management as the best way to preserve the renewable resources and natural habitats of tropical forests.

"The harvesting process begins with heavy equipment in the forest and mechanization is growing each year," said Carpenter. "It's important for manufacturers to design harvesting equipment with reduced impact features in mind. We need to make sure communities that depend on the forests are aware that we are committed to preserving their environment and are investing in equipment designs to do just that."

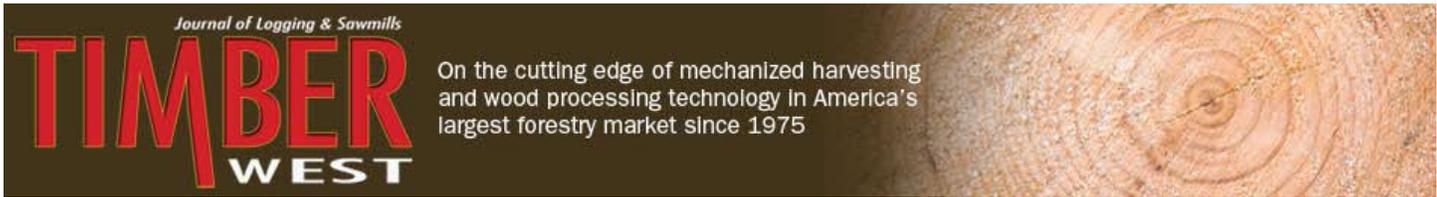
www.tropicalforestfoundation.org

Tigercat Signs F5 in U.S. Southwest

Tigercat has announced the addition of F5 Equipment Inc. to its North American dealer network. With the corporate office located in Tempe, Ariz., and additional full service facilities in Placitas, N.M., and northern Calif., F5 is the authorized Tigercat distributor for the states of Arizona, New Mexico, Nevada, and California.

F5 represents Liebherr, among other lines, and offers a substantial array of services including heavy equipment rentals, service, and parts supply.

"While F5 Equipment carries several complimentary product lines, we take great pride in operating Tigercat dealerships in the southwest." said F5 president Suzanne Medley. www.tigercat.com



Volvo Ramps up Production

Following an initial start-up phase, production of the BL60 and BL70 center-mounted backhoe loaders at Volvo Construction Equipment's modern plant in Mexico is now in full operation. The facility, located 25 miles north of Mexico City and shared with sister company Volvo Bus, is equipped to meet the growing demand, in the North American and Latin American markets, for backhoe loaders. www.volvo.com

Samuel R. Allen Elected Chairman of Deere & Company Board

Deere & Company announced in December that its Board of Directors had elected Samuel R. Allen as Chairman of the Board, effective at the conclusion of the Feb. 24, 2010, annual meeting of stockholders. Allen will continue as Deere & Company President and Chief Executive Officer.

Allen is a 34-year veteran of Deere with a broad range of leadership experience in many divisions of the company. Allen has served as a senior officer at Deere since 2001, was president of the Worldwide Construction & Forestry Division, and also led John Deere Power Systems, John Deere Credit's global operations, and Deere's global human resources and labor relations. www.deere.com

Ridewell Welcomes Griffin

Ted Griffin joined Ridewell Suspensions as Western Regional Sales Manager. His territory includes Washington, Oregon, California, Idaho, Nevada, Montana, Wyoming, Utah, Arizona, Colorado, New Mexico, and Alaska.

Griffin has been in the commercial truck and trailer industry for 25 years. The earlier part of his career focused on class 8 truck sales, and he has spent the past 12 years specializing in heavy duty suspensions.