

KDW & Peterson Cat – Teamwork Pays Off

Submitted by *Eselle Iyora*, Marketing Coordinator

KDW is more than a construction contractor: they're a family. This was evident throughout the morning spent on site in Newark, CA, watching the team interact as a dozen Cat machines prepped the land for development. Representatives from Peterson Cat, Cat Financial, SITECH and Cresco all came together to talk business and celebrate the solid partnerships that had been built over time.

KDW was started by DJ Woods and Bill Medinas on April 1, 2013. They are a general engineering contractor that specializes in all phases of residential land development.

Their relationship with Peterson began in January 2014. When we first started working together, they owned one skip loader and rented the majority of their earthmoving equipment from Cresco. At that time, they needed a 140M2 Motor Grader. We set them up on our Rental Purchase Option (RPO) program for this unit and soon after they added a 613C. One of their first purchases with the Peterson family was a SITECH Trimble system for the 140M2. By the end of 2014, they had purchased both the 140M2 and 613C.

As of today, KDW owns 11 pieces of Cat equipment. Most of those machines have Trimble systems attached. They also rent most



KDW's 815F compactor and another rented unit at work on a Bay Area jobsite

of their other gear from Cresco. Peterson also does all of their lube services in the field and does their major repairs at our San Leandro facility. They also do all of their equipment financing with Caterpillar Financial. Cat Fi has the ability to customize their financing solutions to meet the needs of KDW.

KDW's sales rep, **John Parodi**, had this to say about his customer: "I think the story here is **Teamwork**. They use all facets of the Peterson organization to achieve their goals. I'm excited for their future success, and look forward to continuing to provide them with great Cat products and services." ♦



The KDW team and their fleet of Cat earthmoving machines!

*save
the date!*

11TH ANNUAL RETIREE CELEBRATION DINNER IS JULY 26, 2018

Hello Peterson Retirees,

This is your BFF retiree buddy Ernie coming to you with exciting news on our annual reunion. We have rec'd input from several of you, and this year we are trying something new! A lunch celebration instead of a dinner! Yayyyy!! So, mark your calendars right now for a fabulous lunch at the **Brass Door on Thurs. July 26th at 12:00 PM** till whenever?? Not to worry, I've been cautioned and threatened "Do not touch the Dessert selections" Beverly, Theresa and I will be working on the lunch menu, and update you soon!!

Take care and be safe, Lunch Bunch Committee,
Theresa, Beverly, & Ernie



*Ernie Fierro, PMCo
President, Retired*