

To: All Louisiana Cat Employees  
From: Trey Hebert  
Ref: Personnel Changes

I am pleased to announce that we have been actively working to establish our 2X26 Strategy to Double Services by 2026. In order to better achieve success we will have a number of changes coming out in the next couple of weeks from myself and other members of leadership. These strategic moves will assist us in being aligned with current Caterpillar initiatives and most importantly better serving our customers.

Effective immediately, **Ron Barrett** will become the General Service Manager covering Machine and Engine, reporting to Trey Hebert. He started with us in June in 2019 as the Engine Parts and Service Manager and since May has been the Director of Health, Safety and Environmental. Prior to Ron joining the Louisiana Cat team, he worked for Tidewater as the Sr. Direct of Supply Chain Management and IT and served as the Global Growth Innovative Leader for General Electric Aero Derivatives (GE). He will be responsible for all Service Managers and Operations Excellence Manager, Rich Albert. Replacing Ron will be announced at a later date, but safety will continue to remain on the forefront of everything we do.

In order to support our 2X26 initiative we will be adding the position of a Parts Product Growth Specialist into Product Support to better support the PSSR's and Sales teams with Product Specialization. **Greg Andes** will be the Parts Product Growth Specialist in Hydraulics. He has been with the company since 2004, starting as a Mechanic Apprentice in Alexandria, and has since then moved into various positions such as PSSR, Parts & Service Sales Manager, Certified Operator Instructor, GSM, and including his current role as our Technical Services Manager for machines. **Neil Whitam** has been with the company since 1994 and also held various roles including his most recent as PSSR proving his expertise in many fields. Neil's background consists of PSSR, JCG Account Manager, Service Manager, and PSSM along with other critical Product Support roles within Louisiana Cat. He will be the Parts Product Growth Specialist in Undercarriage. They will be responsible for leading the development and execution of the Hydraulics and Undercarriage strategies. Both will report to Lonnie Latiolais, Parts and Service Sales Manager. These Department Specialists will be the single point of contact to Caterpillar as far as product, training, Prioritized Service Events (PSE's), and merchandising.

Replacing Greg Andes as the Technical Services Manager will be **AJ Massey**. AJ has been with the company since 2011 and also held various positions including Service Manager, Product Health Manager, GSM, and with the most recent being PSSR for the Reserve territory. Given AJ's background and variety of roles through the years this will allow him to continue the success we have made in Technical Services. AJ will have responsibility for Machine TC's and the Machine Product Health Center. **Mike Messa** will become a Technical Communicator replacing recently retired, Richard Allbritton. Mike started his career with us in 2016 in Lafayette as a Sales Technician and advanced to the Lafayette Service Manager role in 2018 before

his current position as Service Manager in Reserve. Mike was able to successfully grow the service business in both locations during his time as Service Manager. Assisting our Reserve customer base and Louisiana Cat technicians with technical support will be key to the Product Support success in this particular area of the state.

**Bubba Donald** will replace Mike Messa as the Reserve Service Manager. He began his career with us in 1999 and has held various Product Support positions concentrating mainly in service. Prior to his current role as the Bossier Service Manager, Bubba has served as Service Manager in Alexandria, Belle Chase, and Lafayette. He also played a major role in the Joint Venture between Louisiana Cat and the local Caterpillar Dealer in Trinidad serving as Director of Operations for over 2 years. With his service background and proven work history Bubba will be able to fit into his new position smoothly and continue the success of the Reserve Service Department. **Nick Gallman** will replace Bubba in Bossier as Service Manager. Nick began his career with us in 2005 as Parts and Service Expeditor and became a Service Sales Coordinator in 2007 handling machine and engine customers over that time period. Nick has done an excellent job over the years handling the different aspects of the Bossier Service Department, thus this will be a perfect fit for leading our service team in Bossier.

Sincerely,

*Trey*

Trey Hebert  
Product Support General Manager