Steve grew up on a farm—growing rice and raising cattle—so he was no stranger to equipment. When he took his first job at a dealership, in equipment rental, his dad passed along one piece of advice that he's since taken to heart: "Don't EVER be caught lazy!"

That first boss, an old rice farmer himself, handed Steve the keys to a pickup truck, and gave him a phone, a rate sheet, and a spec sheet. He told him to drive around until he spotted the right colored piece of equipment, then pull over and get out. Then he'd just have to figure it out from there. So with those rather unconventional words of wisdom, Steve was off and running.

Fortunately, Steve's one of those people who regards a stranger as simply a friend he hasn't met yet. "I love to cold call," he shared with FOCUS on the night of the award banquet. Knowing many salesmen dread it, we had to know more. "My job as a salesperson is to do research. Not only do I find out what their business is, I find out who the decision-maker is."

"So I'll walk into that company and address the receptionist by her first name and ask "Where in the round world is so-and-so?" And because of the confidence — not cockiness, but confidence — I have when I walk in the door, they just might let me in. There's no pressure on me, and I'm not apologizing for anything. I'm just trying to get with o' so and so. I love it! I know that sounds crazy, but that is a favorite part of my job."

"Once I'm on the inside, I let them know I've been trying to catch up with them to see if they have any equipment needs."

Mick Mikami, KCMA President; Steve Green; Floyd Degueyter, President, CLM Equipment.

Richard Calhoun, General Manager, CLM Equipment; Steve Green; Tom Watts Jr., Branch Manager, CLM Equipment, Houston.

happen. If he needs something to help seal a deal, he has the confidence those key people will do everything they can to help.

"We are selling wheel loaders and relationships! Those customers know that they can call me any time of the day, and we are going to make something happen."

With that attitude, Steve, you will never "be caught lazy!" Congratulations!!
THE PROOF IS IN THE PERFORMANCE.
KCMA Corporation, marketers of the full line of Kawasaki wheel loaders in North America, announced the appointment of Mick Mikami to President. Mr. Mikami joins KCMA Corporation from Tokyo, Japan, where he held the position of Senior Manager in the Global Marketing capacity of the Kawasaki Construction Machinery Export Division and was instrumental in building the Export Division network into the largest, and most productive network in their history. Mr. Mikami succeeds T.J. Metsuura, who has been appointed Director for KCMA Corporation in Tokyo, Japan.

Mr. Mikami joined Kawasaki Heavy Industries in 1985 in the Construction Machinery Division, and worked briefly in the United States for KCMA Corporation, which at that time was known as Kawasaki Construction Machinery Corp. of America, as Assistant to the President. With extensive knowledge and experience in building distribution networks, major competition, sales management, and the North American market, Mr. Mikami is uniquely qualified to aggressively lead KCMA Corporation through the challenges of the construction-equipment industry.

"I am very pleased to be back in the United States with KCMA Corporation after a 15-year absence. The North American market is vital to the Kawasaki organization. I look forward to the ongoing introduction of the Z7 generation of wheel loaders, working with our North American Dealers, and most importantly, getting out in the field and meeting our customers. Customers have been instrumental in the development of the Z7 generation, and will continue to be, as we continue to seek solutions to their demands as well as the demands of our industry," stated Mr. Mikami. KCMA Corporation has been marketing wheel loaders in North America since 1978 through a growing network of independent dealers. The product line covers wheel loaders from .78 to 13 cubic yards. KCMA Corporation offers outstanding parts availability from the Kennesaw warehouse, as well as a component rebuild facility for powertrain and hydraulic components. KCMA operates as a wheel-loader specialist that is backed by one of the largest heavy-industry manufacturers in the world, KCM Corporation. For additional information, please visit www.kawasaki-loaders.com.

Mick Mikami, President