

## Truckee Home & Building Show: Featured Exhibitor Mel “Bobcat Mel” Squires

Bobcat West serves California, Oregon, Nevada and Washington. Bobcat Mel is the territory sales manager for Bobcat West in Placer, Nevada, Plumas, Sierra, Yuba, Sutter and Lassen.

TRUCKEE, Calif. — Mel was a Bobcat customer before joining the Bobcat West team more than 13 years ago. He was pleasantly surprised with the customer service he received from Bobcat West and this was memorable for him. Bobcat West is part of the Papé Group of companies and, as such, shares a commitment to exceeding customer expectations. Founded in 1938, the company's commitment was evident to Mel through the integrity and genuinely care they had for his needs and how each person he worked with consistently followed through with their promises. Mel knew this was the kind of company he wanted to partner with, in order to support others like himself, the heartbeat of America.

Mel brought a unique passion for customer service and focused on meeting their needs rather than sales. Dubbed “Bobcat Mel,” he is as excited today about the company and his customers as he was 13 years ago. He gets up in the morning to make a difference.

When you choose to work with Bobcat West, their team will expertly fit the right tool to the right application whether your trade is cement, landscape, or roofing, etc. Mel explains, “We want to support you ... by matching the tool to the job like a glove to a hand, keeping in mind always, profitability. We are not here to just make a sale, our business is about developing relationships. My whole life and the company's reputation hangs on your (the craftsman's) success. Therefore service doesn't stop when you go out the door with our product. When you buy our product we are joined at the hip. If you have trouble day or night you call me, Bobcat Mel or my service hotline. We assess the problem and get help to you in a timely fashion. The relationship continues with product support that includes periodic maintenance, 24 hour/ day on call service, and education.”

Mel is deeply impressed with the thousands of contractors who wake up every day to support their families. “They have no deep pockets to depend on, just themselves and their customers. They are the thread of America, her very heartbeat,” said Mel.

Since these craftsmen need to be able to operate business in partnership with others, Mel's intention is to come alongside to support them, no matter how big or small the job. All customers are treated with the same respect and dignity.

Bobcat Mel lives in Sacramento and works near Nevada City. He is a member of the Lion's International Club. With the support of the Bobcat West team he has been able to provide equipment for community service projects including the Eagle Scouts of America and the Lion's Club camp, Ross Relles, which cares for blind, disabled and underprivileged children.

Throughout California, Oregon, Nevada, and Washington Bobcat West offers excellent service, but here in

Northern California there is only one “Bobcat Mel.” He will be present at the Truckee Home and Building Show along with three models of Bobcats. Come out and meet him along with all the other exhibitors who will be displaying “everything you need to build, remodel, redecorate and landscape your mountain home” at the 18th annual Truckee Home & Building Show, Saturday and Sunday, May 29 and 30, Memorial Day Weekend at Truckee High School from 10 a.m. to 5 p.m., both days.

–Submitted to the Sun via e-mail to [aedgett@sierrasun.com](mailto:aedgett@sierrasun.com)

---

<http://www.sierrasun.com/apps/pbcs.dll/article?AID=/20100527/COMMUNITY/100529923/1057&ParentProfile=1051&template=printart>