



CREATE YOUR OWN PATH



BUILT FOR IT

PART 2. BUILDING A LEGACY THAT LASTS: MIKE WILLHITE, WILLHITE GRADING AND EXCAVATION

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Mike Willhite is a well-known figure in the industry. As owner of Santa Barbara County's Willhite Grading & Excavation, Mike's network extends beyond California and the United States. With thousands of Instagram, Facebook and Twitter followers, he is globally connected to up-and-coming operators, like-minded contractors and small business owners.

"I like to teach," says Willhite enthusiastically. "I like to turn 'guys' into professional operators and give them a trade they can make a living on."

After owning his business more than six years, Mike is determined to instill confidence and know-how into the next generation of builders. He is helping them avoid the mistakes and pitfalls he made in the beginning of his career. He says it all starts with choosing the right partner. His relationship with Cat® Dealer Quinn Cat continues to play a critical role in his business' success, and his advocacy for skilled labor.

"To anyone who is ambitious, I encourage them to get out there and do it on their own," says Mike. "Create your own path in life."

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MX Track Builders' John Steiner is taking Mike's advice. He reached out to Willhite via social media looking for tips on excavation. After a series of conversations, Mike offered John the opportunity to join his team.

"It's been great learning the excavation and grading side of this industry," says Steiner. "Mike is an excellent mentor to me and I'm learning a lot."

As we continue our series on Mike and his legacy, watch as he constructs not only the community around him, but the careers of others as well.

Create Your Own Path: Mike Willhite, Willhite Excavation & Grading



Cat customer Mike Willhite has developed a worldwide following through social media. Through his influence and knowledge, he is teaching the next generation of operators and business owners how to create and maintain a rewarding career.

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[Part 3: Just Start the Conversation](#)

[Part 4: The Driving Force](#)

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WILLHITE GRADING AND EXCAVATION**
WAYS TECHNOLOGY MAKES IT EASIER TO WORK SMART AND SAFE


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CAT PRODUCTS NEWS


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30-year heavy equipment operator David Smith says, "If you need a nice, comfortable working machine, buy a Cat® 325F compact radial excavator."




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TOMA SA in northern Greece uses Cat® Machine Drive Power to help eliminate thousands of passes, doubling working speed.



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Better productivity, service and resale value—that's why Proton Edge Scrap Management relies on Cat® machines and work tools. The recycler's experience with the new 3307D scrap shear is no exception.



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From everyday projects to once-in-a-lifetime jobs. From first-time operators to third-generation business owners. From the world's biggest cities to its most remote villages. Be the first to hear these stories about Cat® products, their owners and the operators who run them.

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CAT® PRODUCTS AND DEALER SUPPORT HELP SMALL CONTRACTOR COMPETE WITH BIGGER OPERATIONS

