

CATALINA'S STORY

and so the ADVENTURE Begins

"GO WEST YOUNG MAN!" WITH THAT MANTRA, THE ADVENTURE BEGAN.

IN JANUARY 1983, JIM MCGHEE DROVE FROM SNOWY ROCHESTER, NY, TO SUNNY NEWPORT BEACH, LANDING AT 54TH/SEASHORE. THANKS TO A COLLEGE FRIEND, HE HAD A COUCH TO CRASH ON. THREE MONTHS LATER, HE HAD TWO JOBS: DOORMAN AT MALARKY'S BAR AND SALES REP FOR GENERAL BINDING CORPORATION (GBC), WHERE HE SOLD PRESENTATION EQUIPMENT AND LAMINATING MACHINES.

ONE OF HIS SALES CALLS WAS TO INDEX INDUSTRIES INCORPORATED IN HUNTINGTON BEACH, WHERE DAN WILSON, THE FUTURE PRESIDENT OF INTERLAKE, HIRED HIM.

JIM SPENT SIX YEARS AT INDEX INDUSTRIES INCORPORATED AND FOURTEEN YEARS AT ADVANCE STORAGE PRODUCTS BEFORE DECIDING TO VENTURE OUT ON HIS OWN.

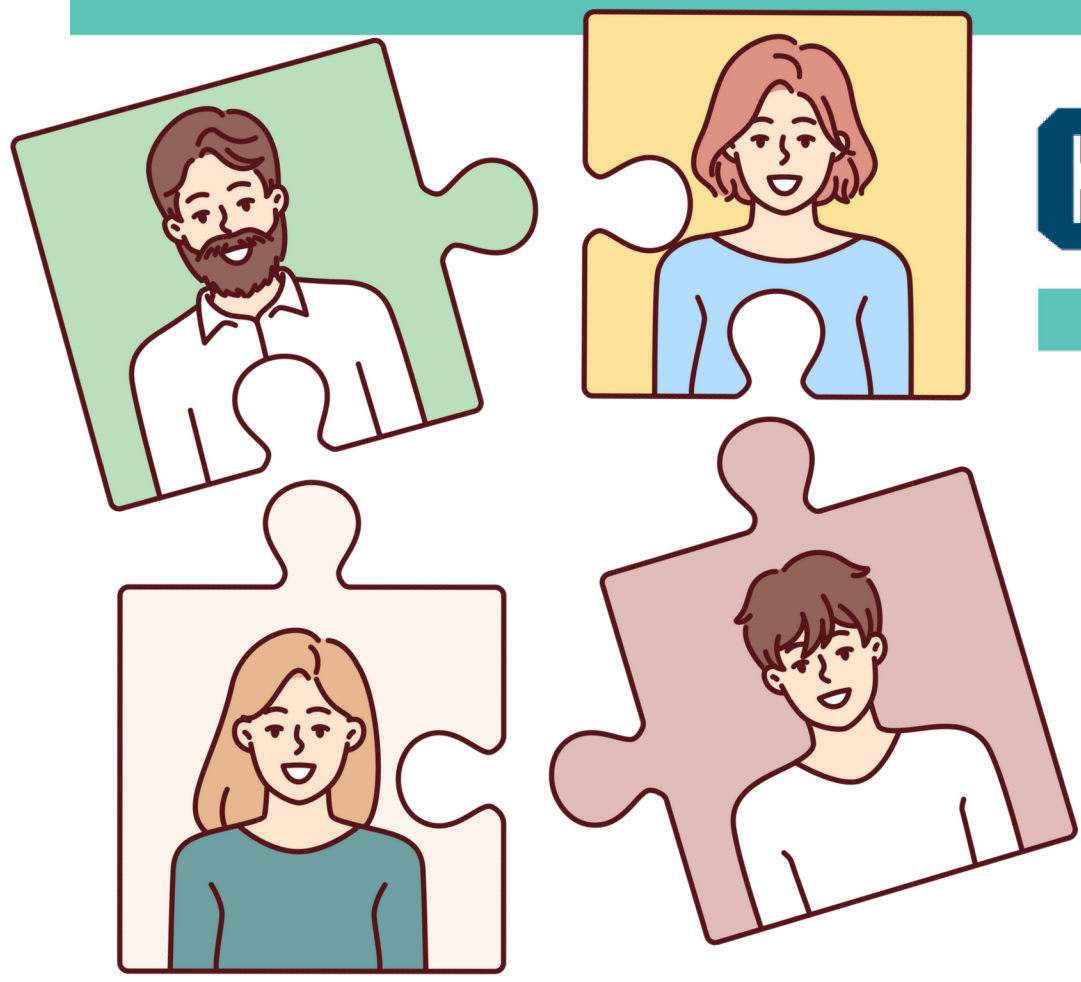
WITH SUSAN'S UNWAVERING SUPPORT AND A SMALL TEAM (1.5 EMPLOYEES), CATALINA MATERIAL HANDLING (CMH) WAS BORN IN APRIL 2004. OPERATING FROM A COZY 1200 SQUARE FOOT SUBLET OFFICE ON LONG BEACH BLVD./36TH STREET, THE NAME WAS INSPIRED BY JIM'S CHERISHED WEEKENDS SAILING TO AVALON WITH FRIENDS.

HIS DREAM TAGLINE? "PLACE THE ORDER WITH US AND GO TO CATALINA FOR A NICE VACATION, WITH NO WORRIES."



CATALINA MATERIAL HANDLING

RACKING AND STORAGE SOLUTIONS



INITIALLY, OUR HIRING DIDN'T PAN OUT AS EXPECTED. BUT THEN WE FOUND OUR GROOVE WITH BONNIE YOUNG, OUR OFFICE MANAGER, AND RON YOUNG (NO RELATION), OUR CAD DESIGNER. THEIR LOYALTY AND HARD WORK HELPED BUILD THE COMPANY FOR OVER A DECADE UNTIL THEIR WELL-DESERVED RETIREMENTS.

AS CMH GREW, SO DID OUR NEED FOR SPACE.

JIM AND SUSAN FOUND THE PERFECT SPOT: A 7900 SQUARE FOOT OFFICE/WAREHOUSE IN GARDEN GROVE. OUR OFFICE STARTED AT 2300 SQUARE FEET BUT SOON EXPANDED TO 4300 SQUARE FEET, THANKS TO MODULAR OFFICES AND A GROWING TEAM.

BY 2017, WE HAD 8 EMPLOYEES. TODAY, WE HAVE 24, AND OUR REVENUES HAVE INCREASED MORE THAN FIVEFOLD!



TO KEEP UP WITH GROWTH, WE BUILT A STRONG SALES TEAM, FEEDING THEM LEADS FROM OUR BROKER NETWORK AND OTHER SOURCES. RECENTLY, WE HIRED SALES REPS IN HOUSTON AND DALLAS TO COMPLEMENT OUR SUCCESS STORY IN ATLANTA AND THE SOUTHEAST.

IN MARCH 2024,

JIM, SUSAN, STEVE (GM), Ee YEEN (AUTOMATION), AND ZEKE (OUR FRIEND AND CONSULTANT SINCE 2015) WENT TO SONOMA TO PLAN THE NEXT THREE YEARS.

WHEN WE STARTED, "MATERIAL HANDLING" WASN'T A COMMON TERM, BUT OUR FOCUS HAS EVOLVED. WE'RE NOW DIVING INTO AUTOMATION, ROBOTICS, FORKLIFT SALES, AND HAVE A LIGHTING DIVISION.

CONSIDERING THIS EVOLUTION, WE DECIDED TO REBRAND TO BETTER REFLECT WHO WE ARE AND WHERE WE'RE HEADED. WELCOME TO CATALINA INTEGRATIVE SOLUTIONS! OUR NEW NAME CAPTURES OUR ESSENCE AND DIFFERENTIATES US FROM COMPANIES OFFERING LOW-COST RACKING. "INTEGRATIVE SOLUTIONS" MEANS BLENDING INTUITION, REASON, AND IMAGINATION TO TACKLE ANY PROBLEM, AND TURNING CHALLENGES INTO OPPORTUNITIES.



OUR NEW BRANDING, INCLUDING SOCIAL MEDIA, EMAILS, AND LETTERHEADS, WILL REFLECT THIS EXCITING CHANGE.

WE'RE THRILLED TO EMBRACE THE TECHNOLOGY AND INNOVATIONS THAT WILL SHAPE OUR FUTURE.



HERE'S TO THE NEXT CHAPTER OF CATALINA INTEGRATIVE SOLUTIONS!