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## Goodwest Hires Fred Ledesma as New Operations Manager

*2008 RANCHO CUCAMONGA Calif.* — Goodwest Rubber Linings has hired Fred Ledesma as its new operations manager. Fred has spent his entire career in the coating industry and knows the business from both the applicator's and manufacturer's point of view.

Fred's role at Goodwest is to manage the day to day order processing, production, safety/environmental, quality assurance, logistics, and vendor operations.

"Goodwest was rapidly growing and needed assistance in organization and oversight" said President Ryan Sears. "Fred was a great fit; he is well respected in the industry, and has years of experience in the lining and coating business. Fred has a knack for technical expertise, which is critical. He's very organized, analytical, and has great people skills."

Goodwest is continuing to progress and expand as a company, adding new employees and staying up to date on their product lines and capabilities. "It was important that we hired someone with tons of experience in this industry," said Ryan. "We are looking forward to the company's continued growth with Fred on board."

Fred started his career in the coating industry in 1986 when Sinclair Paints hired him as a store manager. He was later promoted to sales representative and eventually became the regional sales manager. Fred spent 1999 to 2008 working for the Carboline Company as a territory manager until he joined Goodwest.

### About Goodwest Linings and Coatings

Goodwest has installed dependable protective lining and coating systems since 1961. Water, oil, power, transportation, and other key infrastructure providers rely on Goodwest to ensure critical equipment stays in service as long as possible. Goodwest specializes in applying materials resistant to the most aggressive chemical, abrasion, and high temperature environments. Their facility is located in Rancho Cucamonga, 30 miles east of Los Angeles, and they perform field work throughout the western U.S.