

MDNA

News

April 2005 | Volume 21 | Number 2



MDNA 64th Annual Convention

Network in NY & More!

Maximize Networking Skills

Learn the art and science of networking from an expert, Ann Marie Sabath, President of At Ease Inc., who specializes in domestic and international business etiquette programs. Topics to be covered include: *Business Courtesies: A Dollar & Cents Evaluation; Techniques for Overcoming Mingle Phobia; The Art of Building Your Personal Network for Success; How to Generate Potential Business Opportunities for Your Organization; the Art of Initiating Business Dialogue; Why Follow-up is so Important After Unstructured Settings*, and much, much more! This seminar is not just for machinery dealers - spouses will also benefit.

The AMEA "Price is Right"

Come on down! Use your appraising skills and guess your best at pricing machinery at this continuing education session featuring a fast-paced machinery and equipment version of the "Price is Right." Participants will view a variety of recently sold machines and place a bid on what they believe was the selling price. Once the actual selling price is revealed, the characteristics of the machine will be reviewed which helped (or hurt) the selling price. Prizes will be awarded to those who bid closest without going over. *Attendees will receive 2 CE credits.*

Continued on Page 5

Win \$10,000!
page 7

**Prospective
Members**
page 11



A Farewell Message from the MDNA President

Spring is here, and the MDNA is gearing up for what promises to be one of the best attended

Annual Conventions in years. Over 140 tickets have been sold for the Friday theatre night featuring some of the best shows on Broadway. I look forward to seeing many of our members in New York City.

As I head down the final stretch of my term as MDNA President, I must give thanks to the many people that have surrounded me and contributed so much to the success of the MDNA. First of all, I would like to thank all of our MDNA members. Their support during the tough economic times

sustained the organization when many other firms went by the wayside. Out of these times came a more efficient, member-friendly association that is geared to common goals and member benefits.

Secondly, I would like to give special thanks to my Presidential Appointees (John Conroy, CEA; Jack Boecher, AEA; John Gabalis, CEA; and, Jeannine Harris, CEA). John Conroy has been a constant source of legal advice and help in interpreting the MDNA Constitution. As Chairman of the Convention Committee, John and his wife Kristine, have spent countless hours and substantial personal monies traveling to convention sites,

Continued on Page 3

AMEA Web Site...A New Experience

The AMEA Public Relations Committee had clear objectives in mind when they started working on a new look and feel for the AMEA web site. Top priority: a site with a Home Page that sells potential clients the many advantages of hiring an AMEA Appraiser and the functionality of the Find an Appraiser page to find that appraiser with just a click or two. Other goals and objectives included a robust Member Services/Back Office and Join AMEA content to encourage potential new members. Finally, and equally as important, the enhancement of the site's search optimization, (i.e., the ability of the site to report on numerous key word searches such as appraisal, appraiser, equipment appraiser, values, etc.).

The AMEA Public Relations Committee reported at the January Board Meeting that the redesign was almost complete and previewed for the Board several pages including: the Home, Find an Appraiser and About AMEA pages.

Lorna Frazier-Lindsey reported to the Board that the redesigned site allows customers to search for a certified or accredited AMEA appraiser by location or by name, or the option of contacting the AMEA office with specifics on the type of appraisal needed for distribution through

the AMEA free referral service. This fast and efficient referral service allows the AMEA member with experience in appraising the type of machinery outlined by the customer to contact the customer directly for immediate service.

Lorna went on to report that a new feature to the site is the AMEA Back Office, which is designed as a resource for members to provide access to pertinent AMEA documents such as the AMEA Standards, sample appraisal form, code of ethics, etc., as well as useful material such as: downloadable logos, the responses from the AMEA "Where Do You Find Your Values" survey, the documentation collected from the Machinery Identification Committee, past issues of the AMEA Appraiser newsletter, briefs on the AMEA Board and Committee activities, information on upcoming continuing education programs and other events, as well as late breaking news on AMEA activities.

According to Casey Mulqueen, CEA, Chairman of the AMEA Public Relations Committee, "We recognized that in order to compete in today's business environment our organization, and more importantly our individual members, must be more visible and easily found on

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John Stencil, III
Frank Bacon Machinery Sales Co.

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Wisconsin Metalworking Machinery

Second Vice President

Richard H. Levy, CEA
Machinery & Appraisal Co., LLC

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Martha Benton

Director of Communications

Anne M. Janeski

Director of Administration

Joyce M. Fitzgerald

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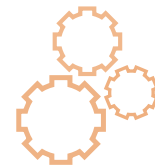
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Farewell from the MDNA President

Continued from Cover

planning every detail of accommodations and menus to ensure our MDNA Annual Conventions are memorable. Additionally, Kristine is President of our Austin D. Lucas Scholarship Fund. Under her guidance and administration, the Fund has flourished, providing even greater educational opportunities to the employees of MDNA firms.

Behind the scenes, Jack Boecher, AEA, has headed up the MDNA Nominating Committee and has done a great job landing future MDNA leaders. The MDNA now has a group of new leaders destined to carry out the future needs of the MDNA and its subsidiaries. In addition, Jack and Glenda have also been a great help through their service on the Convention Committee.

John Gabalis, CEA, chaired MDNA's Long Range Planning Committee, which has been very effective in bringing new ideas and change to the MDNA. John has shown great leadership, as well as an eye for the future, dealing strictly with the facts. It certainly is not surprising that John was awarded the Earl Elman Distinguished Service Award at the Annual Convention in Palm Springs last year.

Last, but certainly not least, are the contributions of Jeannine Harris, CEA. Jeannine's hard work, attention to detail, and sense of the MDNA have been immeasurable qualities in a leader. Jeannine has contributed greatly with respect to convention programming, convention planning, and as a member of the Nominating Committee. With Jeannine comes "big" Jean, who also has contributed greatly in his participation with convention fund raising and convention planning.

My officer team – First Vice President, JR Kraemer, AEA; Second Vice President, Rick Levy, CEA; Treasurer, Michael Feinstein, CEA; and Immediate Past President, Dan Strand, CEA – is one of the finest, most talented groups of officers ever assembled by the MDNA. Each of them has been a Past President of the MDNA or one of our subsidiaries.

First Vice President, JR Kraemer, AEA, has taken responsibility for seminars, government affairs, and has been an

officer liaison for *LOCATOR Services*. JR takes his responsibilities very seriously and has done a fantastic job supporting *LOCATOR* President, Steve Bignell, CEA, in transforming *LOCATOR Services* into a viable advertising medium in the 21st Century. JR has experience as the Chairman of the Membership and Public Relations Committees, as well as all positions within *LOCATOR Services*, including serving as its President. As I look to the future of the MDNA, I am confident knowing that we are all in good hands – JR will be an outstanding MDNA President.

Second Vice President, Rick Levy, CEA, was officer liaison to the Public Relations Committee and chaired a Long Range Planning Subcommittee which explored the future of *LOCATOR Services*. He also has worked as a liaison between the MDNA, the AMEA, and its President, Nate Arnold, CEA. Additionally, Rick's command of both written and oral communications has been an invaluable asset when writing changes or motions at the Board meetings or when making changes to the MDNA or AMEA constitutions. Rick has followed through with all that has been thrown his way and has performed admirably. Thank you, Rick.

Treasurer, Michael Feinstein, CEA, has been a watchdog for the MDNA's financial concerns. Michael has changed the billing cycle for MDNA dues, paid down a large portion of the mortgage on the MDNA National Office building, and has constantly shopped CD rates to get the best return for the MDNA. The accounting function has been running more smoothly now than at any other time since I have been involved with the MDNA. Michael, with the support of Accounting Manager, Martha Benton, deserves recognition for a job well done.

Dan Strand, CEA, Immediate Past President, has continued to support me and the MDNA. Dan has allowed other officers and me to develop and, at the same time, has added advice and help when needed. It has been a pleasure working closely with Dan over the past ten years.

Not one thing of substance can be accomplished at the Executive level

without the support and approval of the MDNA Board of Directors. I thank each and every MDNA Board Member for their perspectives and input throughout my two-year term. Each of them travels to meetings at their own expense so that they may give something back to an industry that has supported us all. Each one of us, and the industry as a whole, is much better off today because of their contribution.

The glue that holds this organization together on a daily basis is our MDNA staff, led by Commander, (Executive Vice President) Mark Robinson. They deserve credit for managing the many association activities that occur on a daily basis while delivering benefits to our members.

It has been a pleasure and honor serving the MDNA and its members. I will miss the day-to-day working relationships that I have developed over the past two years. The MDNA will always remain close to my heart.

Sincerely,

John Stencel, III
MDNA President

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Shelby Township, MI 48315

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Toll Free:	800-554-4880

Distributors Must be Ready for Life After Lean

by Mark Dancer, VP & Principal, Pembroke Consulting

In speaking with manufacturing executives at National Manufacturing Week in Chicago, I found optimism on the rise. By most accounts, the recession is seemingly fading into history, sales are increasing and profits will likely follow. There are even speculative plans to increase hiring in a number of sectors. Distributors should take note because their best suppliers may now be on the verge of asserting new strategies and seeking new relationships with their supply chain partners.

To be sure, manufacturers are still struggling. Many executives echoed the consensus view that U.S.-based manufacturing starts off its day with a built-in disadvantage of at least 22 points. Moreover, other familiar problems still threaten manufacturer competitiveness such as China, rising healthcare costs, a shrinking base of qualified employees to draw upon, and intellectual property rights to name a few. Also lurking in the background is tort reform, which is elusive and of particular worry to manufacturers that consider themselves targets in the inevitable next round of asbestos litigation.

There is a belief that many manufacturers emerged from the recession stronger than before, and lean manufacturing was given much of the credit. The fat has been trimmed to the bone and productivity has increased. The principles and managing processes that are now in place will carry forward and the gains will not be reversed. As sales continue to grow, profits will drop to the bottom line, and

soon, new investments and hiring will be necessary to sustain momentum.

I also discovered an emerging and still unanswered question: is there life after lean? Lean manufacturing helped manufacturers survive and morph into more competitive business models, but aside from the grail of increasing exports and international trade, many executives are looking for a next frontier to cross. A few offered a glimpse of the future.

Some executives are attempting to extend their newfound competitiveness to the way they take their products to market, through the supply chain, and ultimately, to the customer. Often, this means an extension of lean initiatives. Lean is now more than an initiative – it's a way of doing business.

With supply chain partners and distributors, lean manufacturers are seeking to build partnerships based on finding common ground for mutually reducing costs and increasing productivity. With customers, the goal is to reduce the customers cost of acquiring products, and ultimately, improve the efficiency of the customer's own business. If successful, these companies will transform lean initiatives into a market positioning, a force for driving competitive results and distancing themselves from long-term rivals.

U.S. manufacturing executives are looking for "life after lean." These companies are looking to the customer and seeking to deliver new value-added, differentiation and innovation. Far from seeking to be merely customer-driven,

market leaders will also seek to redefine and upgrade the customers' total experience. This new focus includes the traditional realm of manufacturers, namely the products they produce and the results that can be delivered. But, they also go further.

The emerging mantra seems to be that the strength of a company's brand is not only defined by product experience of consumers and users, but also by the activities and excellence of the supply chain that delivers it. Manufacturers can no longer be successful by floating their products in the supply chain, and hoping for distributors, mass merchandisers, specialty retailers and logistics companies to land it safely on the customer's distant shore.

They must seek ways to influence, upgrade and control the channel's value add. Brands go lacking when the customers' shopping, buying, fulfillment, and after-the-sale experiences are less than exemplary. In today's competitive world, bad experiences stick to a brand, detracting from its equity and negating a potentially powerful force for the manufacturer.

In my client experience, I find leading manufacturers are now rationalizing, unbundling, and restructuring their distributor supply chains. Others are seeking to create and even franchise new dealer, contractor or aftermarket service models that can upgrade the customer experience and effectively represent the manufacturer's products.

Continued Next Page

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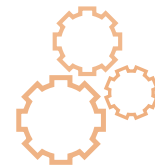
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Life After Lean

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Still others are expanding the role of supply chain service companies to include pick, pack and ship, order fulfillment, and post-sales support. These initiatives all share a common theme of extending the manufacturer's influence downstream, directing and redefining the supply chain for efficiency and effectiveness.

What does the future hold for distributors? It's not clear if a "next new thing" will emerge to replace lean manufacturing initiatives at leading manufacturers. Distributors should stick close to their most innovative and creative manufacturers. But, distributors can also go farther and establish new opportunities for partnering with suppliers.

In some cases, distributor innovation may lead to full, two-way sharing of data and information. CRM technologies provide a starting point, and RFID technology may allow further gains. The goal is to replace today's buy, hold, mark-up, and sell model with a lightning quick supply chain that builds, ships and delivers to directly to customer orders.

Other distributors may find opportunities by suggesting new channel pricing models to replace the current discount and rebate practices. From the manufacturer's viewpoint, discounts and rebates are compensation, that is, a method for motivating distributors to sell and support their products.

However, these mechanisms are, at best, indirect and increasingly destructive as power distributors negotiate increased compensation without commensurate gains or results for suppliers. Fee-for-service models are one potential solution to this problem.

In any event, in a "life after lean" environment, savvy distributors must seek to help support and sustain manufacturer competitiveness. Distributors and manufacturers are partners, and the partnership is strongest when both sides enjoy good fortune. If today's cautious optimism turns to excitement in the manufacturing sector, distributors will want to make sure they go along for the ride. ☺

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MDNA Convention Programs

Continued from Cover

Search Engine Optimization: The "Secret Code" to Driving Sales

On a daily basis, thousands of "red hot" buyers turn to search engines to find dealers of new and used metal working equipment. Are these buyers finding you? Steve Lankler, of Direct Capital Corp., will reveal the latest secrets and tactics that MDNA dealers can use to drive buyers and sellers to their web sites through search engines.

Joint Venture Standards & Procedures Working Lunch

This open forum discussion, led by Jean Harris, CEA, Harris Machine Tools Inc. and Jack Boecher, AEA, Raco Industrial Corp., will explore the range of possible problems when joint venturing machines. The result of the seminar will be the creation of a standardized form that all dealers can use as templates for conducting day-to-day business with other dealers.

International Business: A "How to" Lesson from A to Z

Learn the best ways to market your business to the ever-increasing worldwide market through both electronic channels and personal contacts. Learn how to build confidence and reassure clients thousands of miles away. Learn the importance of proper documentation: from invitation letters to making sure you get paid. And finally, learn the rules and procedures for doing business in Mexico and all of South America. Every country is different, so understanding the laws, documents, and logistics will unlock this region of the world. Industry experts presenting this seminar include: Dick Goldstein, Cadillac Machinery Co. Inc.; Lloyd Graff, Graff-Pinkert & Co.; and Cesar Damino, Tramar Industries, Inc.

Convention Celebrations...

MDNA Annual Conventions are not all work...they always include several FUN things. This year we have several great evenings planned!

New York City's Best

An entertaining tour guide brings New York City to life with an enlightening overview of what makes the "Big Apple" so special. From Rockefeller Center to Times Square to Macy's to Chinatown to SoHo to Greenwich Village to Little Italy, and much, much more! Your guide will give you an introduction to the City with a sampling of its history, and help you to maneuver the streets of Gotham while providing fascinating insights.

A New York State of Mind: Welcome Party

LOCATOR Services hosts this welcome reception where you will experience a savory taste of the "Big Apple." This get re-acquainted party includes great company, live entertainment, and many New York Surprises!



President's Reception & Banquet

Welcome the new MDNA President at this formal affair at the exclusive University Club, situated only three blocks from the hotel. The evening begins with a cocktail reception, followed by an elegant banquet. The festivities continue with music and dancing as we celebrate the beginning of the new MDNA administration! This annual event will be a spectacular gala. Dress is Black Tie optional (jacket and tie required by University Club).

MDNA Officers Participate in Challenge Course



At the MDNA Board of Directors meeting in Tampa, FL, this past January, some of the Officers took part in a challenge course. The course was designed to not only push the participants beyond their physical limits, but build a team atmosphere and camaraderie among each other.

"What a great experience both mentally & physically - A true lesson in teamwork, encouragement and self-awareness. I think everyone walked away that day with tangible knowledge of just how predisposed and channeled our thought processes can be, and how momentous it is when you're able to reach beyond your boundaries and think outside the box."

Scott Magnuson
Vice President, Wholesale & Industrial Services
Great American Group



Scott Magnuson, Great American Group, Walkin' the Tightrope

MDNA President John Stencel, III, Frank Bacon Machinery Sales Co. demonstrates the benefit of proper balance & concentration.



Could that be Spiderman? Or is it Marc Swirsky, CEA, of Great American Group?



Kim Walsh, Action Machinery Co., Inc. displays intense concentration and determination on "the Wall."



Mark Reynolds, CEA, Vulkan International Machinery Corp. and Ed Mazzetta, CEA, Centra Corporation enjoying a "bird's eye" view from up in the tree.



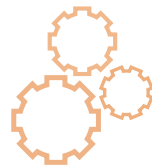
First VP, JR Kraemer, AEA, Wisconsin Metalworking Machinery, makes walking on a wire 40 ft. off the ground look easy.



Paul Lashin, CEA, Prestige Equipment Corp. and Marc Swirsky, CEA, Great American Group learn to work together in a whole new way.

Jean Novotny, CEA, Novotny Machinery demonstrates how to maintain a positive attitude and smiling face when the used machinery business may have you climbing the walls.





Be a Part of the "Dealers' Specialties" Section!



Order Your Listings for the 2006 Buyer's Guide

Make your sales rebound by supporting the *MDNA Buyer's Guide* and purchase listings in the "Dealers' Specialties" section.

The *Guide* is produced to help MDNA members make more money. Circulation of the *MDNA Buyer's Guide* is based on member participation. The more listings and advertisements that members buy, the more books will be printed and distributed via a global direct mail campaign. Remember, this directory is read and read again by potential customers.

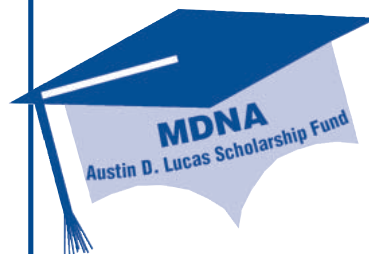
Each member firm receives one free listing of its choice from the Standard Category list in the "Dealers' Specialty" section. Additional listings from the Standard Category list are \$75 per listing. Take this opportunity to tell your company's story through the "Specialties" Section of the *Buyer's Guide*. The more listings you purchase, the more you tell potential customers about your company's used equipment expertise and thus – increasing your company's sales potential!

The MDNA also allows members to be creative in the marketing of their specialties. Members may purchase Custom Category headings of their own choice at \$150 per listing. Member listings in the "Dealers' Specialties" section of the *Buyer's Guide* will have hyperlinks from the MDNA web site to the member's own web site. You will have exposure on the Internet 24/7 at no added cost...this is a bargain too good to pass up!

Members are also invited to purchase display advertising in the *Buyer's Guide* for gaining even greater exposure. And the best news of all – once again, the rates have been reduced! A full-page ad is \$995, a half-page ad is \$650, and a quarter page ad is \$350.

So, don't delay! Be sure that your specialty listings and display ads are included in the 2006 *MDNA Buyer's Guide*. Complete the *Buyer's Guide* Order Form that you received in the mail and return it to the MDNA National Office before June 1, 2005. Remember, after the deadline, it will be too late to get your message out on the specific machinery expertise and services that you offer to potential customers. For more information, contact Anne Janeski, Director of Communications at the MDNA National Office: +1 703 836 9300 x117 or anne@mdna.org.

WIN \$10,000!



Support the Austin D. Lucas Scholarship Fund

- Buy a raffle ticket! Or sell a ticket to Friends, Family, or Business Associates
- Winner receives \$10,000
- Seller of Winning Ticket Wins \$500!
- Other Bonuses Awarded
- Only 300 tickets are sold so the odds of winning are excellent!
- Drawing at the MDNA Convention in New York City, May 2005

Jackpot Drawing Ticket Purchase Form

I want to purchase _____ Jackpot Tickets at \$100 each.

Total cost of purchase is \$ _____

Method of Payment:

- Check enclosed, payable to "MDNA Austin D. Lucas Scholarship Fund"
- Credit Card Payment:
- | | |
|---|-----------------------------------|
| <input type="checkbox"/> American Express | <input type="checkbox"/> Discover |
| <input type="checkbox"/> Master Card | <input type="checkbox"/> Visa |

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5 Ways to Get the Most Value from LocatorOnline.com

The LocatorOnline.com web site continues to build traffic, prompting more inquiries and driving more buyers to dealers' web sites.

"The *LOCATOR* Board is very excited about the excellent traffic on our web site," said Steve Bignell, CEA, President. "We've worked hard over the past year and it's paying off! In February, the site recorded almost 710,000 hits and more than 53,000 visitor sessions of nine minutes average length. More than 15,000 people visited dealers' web sites from ours!"

Dealers can tap into the investment *LOCATOR* has made to promote their web sites, machinery for sale and dealers inventory. Here are five ways to get the most value from *LOCATOR*Online:

■ Place your company's banner ad in the machinery categories you seek.

Choose the UMCC and get the banner free in the larger search category (*i.e.*, UMCC G8100 Surface Grinders, Rotary Type, Single Spindle will appear when this category is searched, as well as appear as visitors search the large category for all grinders). Banners rotate in a section as a visitor changes views. In addition, your banner will appear when a visitor finds you in the dealer list and views all of your listings.

■ Add web-only listings.

Paid web-only listings are giving dealers the opportunity to list additional machines that may not warrant inclusion in the directory. With the reduced cost to add machines on-line, this is a good advertising venue. Directory listings continue to appear on-line at no cost.

■ Utilize sections for Low-Cost Machines and *LOCATOR* Toolbox.

When considering web-only listings, some dealers opted to place smaller machines and accessories in the special categories for Low-Cost Machines (\$3,995 or less) and tooling and accessories (*LOCATOR* Toolbox). Each listing is just 50¢ a month.

■ Add photos and spec sheets to on-line listings.

Make sure you aren't missing inquiries on your machines because a competitor includes a photo and specifications. It's easy to add items through the Dealers' Back Office. If you have a lot of photos and specs to add and can provide files that match your reference number (*e.g.*, ref #1234, photo 1234.jpg and specs 1234.txt), the *LOCATOR* staff can add them for you.

■ Advertise in the printed *LOCATOR* directory.

The directory continues to be the best avenue to reach prospective buyers with machinery for sale, as well as drive them to the LocatorOnline.com web site and dealers' web sites. Your listings automatically appear on the web site and reach the many prospective buyers who continue to prefer the printed book to find machines and dealers.

"Dealers should balance advertising between the directory and web site to reach a wide spectrum of prospective buyers," Bignell said. "The trend is certainly toward on-line resources. However, there is still an important segment of the market that buys the traditional way."

Many prospective buyers look for machines through the printed directory and contact dealers to inquire about a machine and negotiate a deal. *LOCATOR* has the most up-to-date and accurate list in the industry, geared specifically to the metalworking machinery market. In addition to promotions within the directory, *LOCATOR* targets prospects that are more likely to shop the web site with on-line and print initiatives.

"As always, the Board welcomes comments and suggestions from dealers," Bignell said. "We are committed to helping dealers sell machines and often glean valuable insights and ideas from advertisers."

Welcome Ed Mazzetta

"We are pleased to welcome Ed Mazzetta, CEA, to the *LOCATOR Services* Board of Directors," said Steve Bignell, CEA, Board President. "Ed is President of Centra Corporation in Baltimore, Maryland, and joined the Board at its January meeting in Tampa, FL. He has served in various capacities in the Philadelphia Chapter and on the MDNA Board of Directors. We welcome his experience and insights as the Board plans for the future."

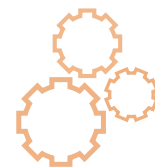
Other directors include: Immediate Past President Ron Shuster, AEA, Federal Equipment Div./PME Technologies Inc.; Treasurer Brian Gray, Standex Machine Tools Co.; J.R. Kraemer, AEA, Wisconsin Metalworking Machinery; Casey Mulqueen, CEA, Strategic Solutions for Industry; Mike Scott, Scott Machinery & Supply Inc.; and Terry Pitman, Secretary, *LOCATOR Services*.

Just one sale...



...resulting from the Hartford Steam Boiler Program could pay for your MDNA Membership dues for one year.

If you're not signed up for this program, call the MDNA today!



AMEA Web Site

Continued from Page 2

the web. The AMEA members also need access to more powerful research tools. We think our membership will be pleased when they preview their new site. The site is expected to launch in mid-April."

Casey went on to say, "This project's success was the result of the hard work, helpful suggestions, and thoughtful comments of many including the entire AMEA Public Relations Committee; President Nate Arnold, whose enthusiasm and spirit encouraged us to raise the bar; Lorna Frazier-Lindsey, whose creative suggestions and oversight produced outstanding results; MDNA's Mark Robinson, who kept us in balance; and, Terry Pitman, of LOCATOR Services, who is hosting our site on a new server and who coached us every step of the way. This project was a great team effort."

Be sure to visit www.amea.org in mid-April for a whole new experience.

Guess the Machinery Dealer!

We proudly present this new, fun feature of the *MDNA News*.

Periodically we will have photos of our machinery dealers in their "early years."

Try to guess the identity of this dapper, young, machinery-dealer-to-be.

Answers will be posted in the Member's Only Back Office of www.mdna.org.

If you have any photos you would like to submit for inclusion in this feature, please contact Anne Janeski at the MDNA National Office, +1 703 836 9300 or anne@mdna.org.



MDNA, LOCATOR Services, AMEA, Scholarship Fund Meeting Schedule

Held in Conjunction with 64th Annual Convention

**Sheraton Hotel & Towers
May 10-14, 2005
New York City, NY**

Tuesday, May 10, 2005

1:00 - 3:00 PM

*MDNA Officer's Meeting
(includes AMEA and LOCATOR presidents)

3:00 - 5:00 PM

*MDNA Long Range Planning Committee Meeting

Wednesday, May 11, 2005

8:00 AM - 12:00 PM

*AMEA Committee Meetings

8:00 AM - 5:00 PM

*LOCATOR Services Meeting

9:00 AM - 12:00 PM

*MDNA Membership Committee Meeting

11:00 AM - 12:00 PM

*MDNA Nominating Committee Meeting

12:00 - 1:00 PM

Lunch (Advance Reservation Required)

1:00 - 1:00 PM

*AMEA Board Meeting

1:00 - 3:00 PM

*Austin D. Lucas Scholarship Fund Meeting

Wednesday, May 11, 2005 (cont.)

1:00 - 4:00 PM

*MDNA Public Relations Committee Meeting

3:00 - 4:00 PM

Convention Committee Meeting

3:00 - 5:00 PM

*MDNA Ethics & Mediation Committee Meeting

4:00 - 5:00 PM

*MDNA Officers Meeting

5:00 - 6:00 PM

*MDNA Executive Committee Meeting

6:30 - 8:00 PM

*Reception

Thursday, May 12, 2005

7:30 - 9:00 AM

MDNA Board Breakfast

8:00 AM - Until

MDNA Board Meeting

Saturday, May 14, 2005

8:30 - 10:30 AM

MDNA Annual Meeting/Board Meeting

**By Invitation Only*

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Key Questions Other Finance Companies Won't Ask, New Offerings from Direct Capital and More!

by Steve Lankler, Direct Capital Corporation

Thank you to all association members for supporting the Equipment Financing for MDNA Program. We now have more than 100 dealers enrolled in the program and continue to make steady progress. Over the next six months, Direct Capital will be attending and contributing to each local Chapter meeting and the MDNA Annual Convention in New York City this May. We look forward to meeting with you! Below is a wide range of program news and notes to share with you.

Questions Other Finance Companies Just Won't Ask You

In speaking with MDNA Dealers, we always try to stress that a good leasing company provides much more than competitive rates and fast service. We have ten sample questions that we ask dealers who are interested in getting involved with the Equipment Financing for MDNA Program.

1. Would you like to be paid before you ship your equipment?
2. We often have customers that are interested in buying the equipment you sell. May we refer those customers to you?
3. Would you like 20% more of your customers to get approved for financing?
4. May we create a customized on-line finance center to help your customers gain easy access to financing?
5. May we generate new sales for you by conducting a call, fax, or e-mail campaign to your customers at our expense?
6. Would you like to be paid referral fees for the business you generate?
7. May we feature your equipment in our monthly mailer to 200,000 businesses?
8. Would you like to offer your customers up to \$150k in financing through a 1-page application?
9. Would you like "first-right-of-refusal" to buy back the equipment if your customer defaults or when the lease ends?
10. Would you like to be notified of plant closing and liquidations?

If these questions are important to you, then please give us a call. We have a great program for you!

New Equipment Financing for MDNA Web Site Is Live!

Direct Capital has launched a new web site devoted solely to the MDNA Equipment Financing Program. This site provides instructions on how to offer financing and covers all the key program information, including benefits and frequently asked questions. To view the web site, please go to: <http://www.directcapital.com/mdna/>.

Don't Take Our Word for It

Here are some comments from fellow dealers regarding the Equipment Financing for MDNA Program:

"We recently had a customer who needed financing and we decided to give Direct Capital a shot. The customer chose Direct Capital over a different lender that we have used for years. That tells me they have competitive rates and provide good customer service with fast response times. Even the pre-funding went smoothly. Direct Capital is off to a solid start and I encourage you to give them a try."

Robert L. Kroha, Jr.
Performance Machine Tools

"Our first deal with Direct Capital went very smoothly. They handled all financing details, promptly notified us of any progress, and paid us prior to shipment. The best part was the 'finder's fee' check that arrived just a few weeks after shipment. As a result, Direct Capital is one of only two financing sources that we recommend to our customers."

Mike Richards
Shamrock Machinery Co. Inc.

Exclusive Dealer Opportunity - Free E-mail Campaign

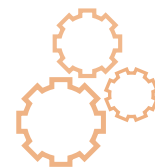
Tell your prospects and customers about the new equipment financing service you are offering and let Direct Capital pick up the tab! This is a great way to drive new business and the best part is – we make it simple. We create the copy, artwork, and template as well as handle all fulfillment for you. All you have to do is sign off on the final piece and the e-mail is out the door. Our e-mail campaigns generate response rates of over 25%. Take advantage of this great opportunity today!

We Have Increased Our Application-Only Funding Capabilities

When MDNA dealers speak, we listen! You told us that your customers wanted access to financing for large ticket equipment without the hassles of submitting financial statements. This month, we are proud to announce that we have increased our Application-Only limits. Your customers may now apply for up to \$150,000 in financing through a simple, one-page application!

Special Encore Presentation

Direct Capital's Steve Lankler will be conducting a 1-hour presentation on Search Engine Optimization at the MDNA Annual Convention in New York City, NY, on May 13, 2005. This session will cover simple techniques that you may use to improve your ranking in search engine results and thus, receive more targeted traffic and buyers to your web site. The focus will be specifically on the machine tool sector and will include easy-to-understand examples. ☺



Prospective Members

The following companies have applied for membership with the MDNA. Prospective members are published in the *MDNA News* and *MDNA News Biweekly* to ensure that all members have a chance to see and comment on them. If approved at the chapter level, the Board of Directors will vote on them at an upcoming meeting. Applicants must have at least one eligible sponsor to be published in the *MDNA News*. If you have any questions or comments about any applicant, or if you have done business with any applicant, please contact the MDNA Executive Vice President, Mark Robinson, at: MDNA, 315 S. Patrick St., Alexandria, VA 22314-3501, phone: +1 703 836 9300 x116, fax: +1 703 836 9303.

Applied Service Technologies, LLC

8055 Dixie Hwy., Ste. 200

Florence, KY 41042

Ph: +1 859 283 0701

Fx: +1 859 283 0704

E-Mail: browse@fuse.net

Principal: *Bill Rouse Jr.*

Chapter: *Ohio Valley*

Category: *Regular*

Sponsors: *MCI/The Machinery Center; Nationwide Machinery Sales Inc.*

Blue Star Machinery

1875 Fox Ln.

Elgin, IL 60123

Ph: +1 847 608 8505

Fx: +1 847 608 8510

E-Mail: info@bluestarmachinery.com

Web: www.bluestarmachinery.com

Principals: *Joe Lundvick, Sean Johnson, Tim Interrente*

Chapter: *Chicago*

Category: *Regular*

Sponsors: *Raco Industrial Corp.; Used Machinery Sales, Inc.; Wisconsin Metalworking Machinery*

Elite Machinery Inc.

4374 108th St.

Franksille, WI 53126

Ph: +1 262 878 9400

Fx: +1 262 878 9494

E-Mail: elitemch@rli-net.net

Principal: *Neal Kruszka*

Chapter: *Milwaukee/Minneapolis*

Category: *Regular*

Sponsor: *Madison Tool Inc.*

EquipNet, Inc.

50 Braintree Hill Office Park, Ste. 410

Braintree, MA 02184

Ph: +1 888 371 6555

Fx: +1 781 849 7668

E-Mail: jturok@equipnet.com

Web: www.equipnet.com

Principal: *Carl Cote*

Chapter: *New England*

Category: *Regular*

Sponsor: *Magrill Bros. Inc.*

Highland Machinery

333 Miller St.

Benton Harbor, MI 49022

Ph: +1 269 926 9600

Fx: +1 269 926 9601

E-Mail: sales@highlandmachinery.com

Principals: *Jim Patterson, C. J. Pawloski*

Chapter: *Chicago*

Category: *Regular*

Sponsor: *Holland Equipment Hunters Inc.*

Hilco Industrial, LLC

513 Haines St.

Boise, ID 83712

Ph: +1 208 336 5733

Fx: n/a

E-mail: mleister@hilcoind.com

Web: www.hilcoind.com

Principal: *Mark Leister*

Chapter: *Northern California*

Category: *Auctioneer – Branch*

Sponsor: *Wheeler Machinery Sales*

Hilco Industrial, LLC

5 Revere Dr., Ste. 202

Northbrook, IL 60062

Ph: +1 800 524 4526

Fx: +1 847 272 1951

E-mail: fcarus@hilcoappraisal.com

Web: www.hilcoind.com

Principal: *Fred Caruso*

Chapter: *Chicago*

Category: *Auctioneer – Branch*

Sponsors: *Presses for Industry, LLC; Perfection Machinery Sales Inc.*

Hilco Industrial, LLC

137 Pearl St. NW, Ste. 400

Grand Rapids, MI 49503

Ph: +1 616 233 0702

Fx: +1 616 233 3144

E-mail: swolf@hilcoind.com

Web: www.hilcoind.com

Principal: *Steve Wolf*

Chapter: *Chicago*

Category: *Auctioneer – Branch*

Sponsor: *Presses for Industry, LLC*

Hilco Industrial, LLC

2233 Parkway Dr.

Winston Salem, NC 27103

Ph: +1 336 723 4895

Fx: +1 336 723 4899

E-mail: ldanhauer@hilcoind.com

Web: www.hilcoind.com

Principal: *Lee Danhauer*

Chapter: *Southeast*

Category: *Auctioneer – Branch*

Sponsors: *Vulkan International Machinery Corp.; Dean Machinery International, Inc.*

Hilco Industrial, LLC

P.O. Box 715

Gainesville, TX 76241

Ph: +1 940 372 0441

Fx: n/a

E-mail: rjones@hilcoind.com

Web: www.hilcoind.com

Principal: *Renee Jones*

Chapter: *Southwest*

Category: *Auctioneer – Branch*

Sponsors: *Presses for Industry, LLC; Harris Machine Tools, Inc.*

K & C Machinery Limited

Sparta Close

Midland Trading Estate

Rugby, England CV21 1PS

Ph: +44 1788 576381

Fx: +44 1788 570182

E-mail: sales@kc-machinery.com

Web: www.kc-machinery.com

Principals: *Rodney Gee, Martyn Gee*

Chapter: *European*

Category: *International*

Sponsors: *J & M Machinery (Intl.) Ltd.; Westminster Machine Tools Ltd.*

Montrose Global Assets Inc.

139 Lafayette Dr.

Syosset, NY 11791

Ph: +1 516 364 8600

Fx: +1 516 364 8686

E-Mail: info@montroseglobal.com

Web: www.montroseglobal.com

Principals: *Arthur Muchnick, Charles Schaffer, Earl Coy*

Chapter: *New York/New Jersey*

Category: *Regular*

Sponsor: *Action Machinery Co. Inc.*

Calendar of Events

May

- 3-5 Twin Cities 2005 Expo & Conference
Minneapolis Convention Ctr.
Minneapolis, MN
- 10-14 MDNA/LOCATOR Services/
AMEA/Scholarship Fund
Meetings & Board Meeting
New York, NY
- 12-15 64th Annual Convention
Sheraton Hotel & Towers
New York, NY
- 19 Chicago Chapter Meeting
Liberty Machinery Co.
- 24-25 EASTEC
Eastern Sales Exposition
Grounds
West Springfield, MA
- 25-26 NWMT Machine Tool Show
Oregon Convention Center
Portland, OR

June

- 7-9 Cleveland 2005 Exposition
& Conference
I-X Center
Cleveland, OH
- 13 Chicago Chapter Golf
Outing
White Deer Run Golf Club
- 29-30 EAMTM Annual Meeting
Rodas Palace
Rhodes, Greece

July

- 1-3 EAMTM Annual Meeting
Rodas Palace
Rhodes, Greece
- 18 Detroit/Toledo Chapter
Annual Golf Outing
Rochester, MI



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