

MDNA

News

April 2004 | Volume 20 | Number 2



MDNA 63rd Annual Convention May 6-9:

You NEED to Attend!

You absolutely need to attend this year's annual convention if...

■ **...you want to visit top dealer warehouses but haven't had time.** Today's technology combined with our dealers' creativity, allows you to get up close and personal tours of warehouses around the country - *without even leaving the resort!*

■ **...you have ever been threatened with a lawsuit due to a bulk e-mail or fax - and this has been your key method of marketing.**

In this current litigious climate, business owners need to be educated in order to protect themselves. In this session, Attorney James H. Turken will discuss the ever-changing world of electronic communications laws.

■ **...you want to learn about our new marketing agreement with eBay.**

This session will be an introduction to eBay and the new marketing agreement established with the MDNA. Learn how this on-line marketplace got its start, how big it is today, and how you will benefit as a member of the MDNA.

■ **...you want to learn how to sell on eBay and want tips from the experts.**

An expert from eBay will cover the key techniques for successfully marketing your items to eBay's millions of daily visitors. It will also cover: listing best practices, fees, buyer payments, seller listing tools, freight, logistics, and other topics that will help you to get the most out of selling on eBay - the "World's On-line Marketplace®."

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Sell More Used Equipment with eBay!

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Austin D. Lucas Scholarship Fund Silent Auction

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Thank You MDNA 63rd Annual Convention Sponsors!

The MDNA would like to gratefully acknowledge the following sponsors who have agreed to contribute to the success of the 63rd Annual MDNA Convention in Palm Springs, CA:

LOCATOR Services
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The *LOCATOR* System Streamlines Customer & Inventory Management

Diamond Jack Machinery in Fort Smith, AR, is the latest dealer to switch to The *LOCATOR* System for Customer & Inventory Management. Installed in March 2004, the company moved data from a proprietary system. President Jack Yancey is pleased with the system and looks forward to having more MDNA dealers using the software.

If you would like to see the system at the MDNA Annual Convention in Palm Springs, please contact Terry Pitman to schedule an appointment. You can review features first-hand and talk with dealers who have the system. You may reach Terry by e-mail: TPitman@LocatorOnline.com or +1 800 537 1446, ext.121.

With *LOCATOR*'s arrangement with Stearns Bank, dealers can spread payments over 36 months when purchasing this state-of-the-art customer and inventory management system. A dealer with four people on the inventory system can purchase the *LOCATOR* software, supplemental software, a new server and turnkey installation for approximately

\$18,000 (including the \$2,000 MDNA discount) or just \$595 per month with a Stearns Bank lease. If additional PCs are needed, these can also be included in the lease arrangement.

"Designed to do what dealers say they want a system to do, this dynamic software is the result of extensive research and development," explained Ron Shuster, AEA, Federal Equipment Div./PME Technologies, Inc., and president of *LOCATOR Services*. "Virtually every recommendation from dealers has been included in the design and updates continue."

The *LOCATOR* System is an integrated suite of products that enables the dealer to manage inventory and contact information; improve customer relationships; communicate internally and externally; manage online and print advertising; and operate the business more efficiently. You can view an online presentation at: www.LocatorOnline.com/inventory.

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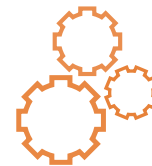
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Leveraging eBay to Sell More Used Equipment

95 Million Users, 28 International Markets and the MDNA Dealer On-Ramp Program

As reported in the last *MDNA News*, eBay and the MDNA have teamed up to help MDNA members tap into eBay, "The World's Online Marketplace®." But what is eBay, and how does this relationship help MDNA dealers reach out to a broader customer base and sell more used equipment?

We'll be rolling out more details at the upcoming MDNA Annual Convention in Palm Springs, but here's a preview:

eBay – The "World's Online Marketplace®"

Founded in 1995, eBay was best known as a haven for collectors in the 90's but has evolved into the world's top ecommerce marketplace with nearly 95 million users, over 45,000 categories, a global presence in 28 international markets, and 2003 gross merchandise sales of \$23.8 billion. The majority of eBay sales, approximately 87% in 2003, now come from practical items – cars, trucks, computer equipment, consumer electronics, and – the fastest growing segment – business equipment and supplies. Business buyers purchased over \$2 billion in equipment and supplies on eBay in 2003, up from \$1 billion in 2002.

eBay's U.S. Metalworking category is a liquid marketplace for MDNA dealer inventories. It features more than 27,000 listings at any given time across over 175 categories, including machine tools, fab machines and accessories, cutting tools and consumables, inspection and measuring, welding equipment, raw materials and scrap, and many others. In fact, over 260 machine tool items sell every day, and over 50 cutting tools or consumables sell every hour.

MDNA Member Benefits

With this agreement between the MDNA and eBay, MDNA members benefit in multiple ways, including:

■ **MDNA Dealer On-Ramp Program** – A free program to help MDNA dealers register and start selling on eBay in a guided way. Over a series of 6 calls, MDNA dealers will get registered with eBay and PayPal, and learn best practices around selling strategies, listing items, marketing, merchandising, and scaling your eBay sales.

■ **Increased visibility and promotion** – MDNA members listing on eBay will receive additional promotion, both on the MDNA web site and on eBay where eBay buyers will be directed to "a name they can trust."

■ **Customized eBay education** – At the upcoming MDNA annual convention, and at regional chapter events around the country, eBay will provide customized education to help MDNA dealers learn how best to utilize eBay to boost sales.

■ **Joint marketing to end users** – MDNA and eBay have several planned initiatives to jointly market MDNA member listings on eBay to end users.

eBay Events at MDNA's 2004 Annual Convention

eBay will have a broad presence at the 2004 MDNA Annual Convention in Palm Springs, CA by being on hand to meet MDNA members, discuss how to start selling on eBay, and share how to optimize eBay sales.

In the formal program, eBay will be presenting two seminars on Saturday, May 8th. The first, from 10:15 - 10:45 a.m., will provide an overview of eBay and the new marketing agreement with the MDNA. From 10:45 a.m.- 12:15 p.m., an expert eBay seller will provide you with the key tips and techniques for listing your items on eBay and maximizing bidder/buyer traffic.

To schedule a 30 minute one-on-one meeting with an eBay representative during the convention, contact Ben Hanna, Senior Manager of eBay's Metalworking category at +1 408 376 7152 or e-mail bhanna@ebay.com. ☺

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Austin D. Lucas Scholarship Fund Silent Auction

The list of great items to bid on for this year's Silent Auction continues to grow. Thank you to all who have so graciously donated the following items for all to bid on at this fun fundraiser in Palm Springs on May 8th. If you can't be there to bid in person, fill out the Proxy Bid form on page 5 (*list as of April 1, 2004*):

#1 - The Miller Family Cabin

Located on the smooth running waters of the Ausable River in Frederic, Michigan and set back among the pine trees, overlooking the river, this quiet hide-a-way is the perfect place for the romantic getaway or group outing. Situated in the middle of Michigan's prime golf resorts or just a short drive from the Casinos in Traverse City and Historic Mackinaw City, your options for entertainment are vast.

Includes five bedrooms and a bunk room that sleeps six, full kitchen, 2.5 baths, billiards room and sun room. Four (4) nights and five (5) days during the spring, summer or fall seasons at a mutually agreeable date.

Donor: F.P. Miller Company & Miller Truck & Storage

#2 - Mount Snow, Vermont

Choose to ski in the winter, enjoy the splendors of Vermont's fall foliage, or golf and mountain bike in the summer. This two-bedroom condominium sleeps 6 with amenities that include: clubhouse, indoor and outdoor pools, and tennis courts.

Available for a week on a mutually agreed upon date, excludes Dec. 24 through Jan. 3.

Donor: John and Kristine Conroy

Value: \$1900

#3 - Sea Side Estate - Avalon, New Jersey

Join John Hyman for a relaxing weekend or an all weekend party in a luxury ocean view suite with private bath in his sea side estate. Enjoy the use of his tennis courts and swimming pool as well as access to golf (and more) at Stone Harbor Country Club. (*Guests responsible for greens fees - Please no children.*)

Donor: John Hyman

#4 - Shanty Creek Resort & Club - Bellaire, Michigan

Two night stay for two, plus two rounds of golf.

Donor: Shanty Creek Resort & Club & the MDNA

Value: \$500

#5 - The Drake Hotel, Chicago, Illinois

One night stay for two at this premiere hotel.

Donor: The Drake Hotel & the MDNA

Value: \$350

#6 - Philadelphia Getaway

Two nights for two, with breakfast at Sheraton Society Hill, plus \$200 gift certificate for dinner at Tangerine.

Donor: Philadelphia Chapter, Sheraton Hotels & the MDNA

Value: \$350

#7 - Omni Hotels

One night stay at any Omni Hotel in the continental United States and Mexico for two.

Donor: Omni Hotels & the MDNA

Value: \$479

#8 - Omni Hotels

One night stay at any Omni Hotel in the continental United States and Mexico for two.

Donor: Omni Hotels & the MDNA

Value: \$479

#9 - Westin Mission Hills Resort - Palms Springs, CA

Two night stay for two.

Donor: Westin Mission Hills Resort

Value: \$600

#10 - The Broadmoor - Colorado Springs, CO

Two night stay for two at this five star resort.

Donor: The Broadmoor & the MDNA

Value: \$_____

#11 - Crowne Plaza - Allerton (Chicago), IL

Two night stay for two, with breakfast.

Donor: Crowne Plaza & the MDNA

#12 - Milwaukee Brewers vs. Chicago Cubs

Enjoy two front row seats and admission to the 300 Club.

Donor: Industrial Machinery Corporation

Value: \$100

#13 - Fine Writing Instrument

This unique set of pens is sure to serve you well when closing the "Big Sale." Hand crafted from semiprecious stones: lapis lazuli (azure blue) and red jasper.

Donor: Mark Robinson

Value: \$250

#14 - LocatorOnline.com Banner Ad - for 12 Months.

Place your company's banner ad in the UMCC of your choice for one year. Reach tens of thousands of prospective buyers who search for machines at LocatorOnline.com.

Donor: LOCATORServices

Value: \$1,200 (includes creative and set-up fee)

#15 - Canadian Industrial Machinery

Half page, 4 color advertisement

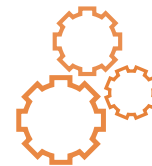
Donor: Canadian Industrial Publishing, Inc. & MDNA

Value: \$1,120

#16 - Panoramic Photo of NYC - Limited Edition

This 36 inch photograph was taken the same year that the Twin Towers were removed from the New York City skyline forever. It is only one of five copies signed by the artist, Mr. Everen Brown ("Mr. Olympics").

Donor: Roskelley Machinery Corp.



MDNA 63rd Annual Convention: *You NEED to Attend!*

Continued from Cover

■ **...you want to benefit from using the Internet.**

The internet is the largest resource of product and service providers that the world has ever seen. There are many great sites, some known, some obscure. All of which can be of great benefit to the used machinery dealer. The challenge that most of us face is identifying the good, the bad and the ugly of these sites. Join JR Kraemer, AEA, as he unveils "JR's Web Picks," an ever-growing list of helpful and interesting web sites that can immediately save you time and money. Also, be prepared to share a favorite site or two with your fellow dealers!

■ **...you ever want to make money in the used machinery business.**

That is the common theme that brings all of us together. Learn how to make thousands of \$\$\$ working with MDNA Allied Dealers from two of the association's premier Allied Dealers: Jim Newman, CEA and Nate Arnold, CEA.

■ **...you are applying for AMEA membership and need to take the AMEA Exam.**

Each member applicant of the AMEA must take and pass the AMEA examination. The exam will be hosted during the MDNA Annual Convention on May 7th.

■ **...you want to brush up on the Standards and Procedures of Professional Appraisal**

To produce the most professional appraisals, attend the AMEA Roundtable Discussion session and learn what must be included in appraisals to meet the AMEA Standards. You will also gain insight into engagement letters, approaches to values and appraisal definitions, and how the use of technology can assist in the preparation of appraisals. This session will be conducted by Randy R. Stevens, CEA; John S. Greene, CEA; Jean Novotny, CEA; Ken Regal, CEA; Joseph Hodkin, CEA; and Charles Winternitz, CEA.

The 2004 Convention registration price has been held to last year's reduced rate of \$625.00. Registration forms are in the mail and are available on line at: www.mdna.org.

So you see, this year's Annual Convention programming certainly includes something for everyone! Informative, interactive and fun sessions have been developed by used machinery dealers, for used machinery dealers. ⦿

PROXY BID FORM

If you are unable to attend this year's Annual Convention but would like to bid on any of the items, please fill out this form and fax it to the MDNA Office at +1 703 836 9303, no later than Friday, April 30th. (PLEASE TYPE OR PRINT CLEARLY)

Name: _____

Company Name: _____

Work Phone: _____

Item # & Name

Max Bid Amount

_____	_____
_____	_____
_____	_____

I hereby authorize the MDNA staff to bid on the above items on my behalf, up to, but not beyond the maximum bid amount shown. (signature) _____

Convention Celebrations...

Conventions are not all work...they always involve some FUN things. This year, we have several great evenings planned!

CINCO DE MAYO - Welcome Fiesta

LOCATOR Services is host to this celebration of Mexican Independence Day - the MDNA Way! This special Fiesta offers something for everyone: Mexican cuisine, margarita stations, Salsa music, Piñatas for the kids, and more! You also can learn the latest Latin dance moves from professional instructors as you dance the night away under the stars.



The "Dealer's Club" President's Reception & Banquet

Palm Springs was home to some of the great night club performers of all time including the incomparable Frank Sinatra. Join us for this unique President's Banquet, as we transform the Westin into MDNA's version of a swinging night club. In addition to the traditional elegance of a President's Banquet, this evening will capture the look and feel of night clubs back in the days of the Rat Pack! Dance the night away to tunes from the Big Band era and beyond. Be ready to mingle with Frank and the ladies he loved to perform with including Marilyn Monroe and Judy Garland. See you at the "Dealer's Club" in your cocktail attire! (Jacket/no tie, cocktail dress).

Other things Palm Springs has to Offer...

Palm Springs is rich in history and blessed with wonderful weather. This jewel among desert cities has preserved its quaint village atmosphere with galleries, shops, eateries, sculptures and tile-paved enclaves.

In addition, we've arranged some "group outings" for you to consider while you're attending the MDNA Annual Convention.

■ Palm Springs Aerial Tramway Tour

Take a vertical climb up to 8,500 feet through dramatic views and several climate changes. Two 80 passenger cars bring visitors to the doorstep of a State Wilderness Area with more than 50 miles of scenic hiking trails and a breathtaking view of the Coachella Valley below.

■ Palm Springs Air Museum

See the actual planes that won the greatest war in history! Hear the pounding roar of the mightiest piston engines ever built! Climb up and look in the cockpits of the legendary fighters and bombers of WWII! The museum contains one of the world's largest collections of flying WWII airplanes, including the Robert J. Pond Collection. Other collections include vintage cars and one-of-a-kind memorabilia.

■ Celebrity Estate Tour with Stop in Palm Springs

Travel through the resort communities of the Coachella Valley and become familiar with its history, new developments, beautiful scenery, and get a glimpse of how the rich and famous live, such as Bob Hope's hilltop mansion. In the Las Palmas area of Palm Springs, which has been a celebrity colony since the 1930's, drive by the desert hideaways once occupied by such greats as: Liberace, Marilyn Monroe, Liz Taylor, Dinah Shore, Elvis Presley, Kirk Douglas, George Burns, and Gracie Allen. There will also be time to stretch your legs and take a walk in downtown Palm Springs.

■ 4 Wheelin' Jeep Adventures

Leave the glitz and glamor behind! Turn off-road to enter the strange and beautiful world of the San Andreas Fault! Explore the incredible geological canvas laid bare by the awesome forces of nature. Your jeep driver will entertain you with information on local Native American cultures, as well as plant and wildlife facts that will amaze you!

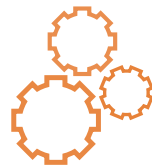
■ Hiking the Indian Canyons

An experienced guide leads you through the Andreas & Palm Canyons to explore the natural wonders of the desert environment. Guides will point out areas of Cahuilla Indian culture and village sites, plant and animal descriptions, as well as historical and geographical interests. Learn how the Cahuilla Indians lived with the plants and animals in this stunning environment. The canyons are full of large Fan Palm, Sycamores, Cottonwoods, Alder and Willow Trees. There also will be a stop to shop at the Trading Post with authentic Indian ware from many southwest tribes. ☺



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LOCATOR System Prospective Members

Continued from Page 2

The LOCATOR System is a Microsoft Windows-based product that provides the dealer with the capability to:

- Manage customer information and relationships, including contact information, past activity, preferences, contact history (e-mails, letters, faxes, phone calls, etc.), price adjustments and more.
- Manage inventory information, including spec sheets, expenses, ownership, history, advertising, pricing and more.
- Manage wanteds, including equipment details, timeframes, preferences, urgencies and more.
- Automatically match customers, inventory, and wanteds when information is entered or changed.
- View, sort, group and search data.
- Define templates and reports to organize, use and communicate information – using Microsoft Word and Outlook.

The following companies have applied for membership in the MDNA. If approved at the chapter level, the Board of Directors will vote on them at an upcoming meeting. 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: +1 703 836 9300 x116. Additional names appear periodically in the MDNA News Bi-Weekly and also will soon be found on the MDNA website at www.mdna.org.

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 Toronto, Ontario M9V 2L5
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 Fax: +1 416 798 8439
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Calendar of Events

May

5-6 Assembly East
The Hynes Convention Ctr.
Boston, MA

6-9 MDNA 63rd Annual
Convention
Westin Mission Hills Resort
Palm Springs, CA

18-19 9th Annual Maryland Plant
Engineering & Facilities
Maintenance Show
Baltimore Convention Ctr.
Baltimore, MD

25-27 EASTEC
Eastern States Exposition
Grounds
West Springfield, MA

July

6-9 r3 Asia 2004
Hall 6
Singapore Expo, Singapore

September

8-15 International Manufacturing
Technology Show (IMTS)
McCormick Place
Chicago, IL

15-17 Structural Materials
Technology (SMT)
Hyatt Regency Buffalo
Buffalo, NY

20-21 Assembly Texas Pavilion
Arlington Convention Ctr.
Arlington (Dallas), TX



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