

## Chapter Members in the Spotlight!

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## A Letter from the MDNA President

Dear Fellow MDNA  
Members:

I am very grateful to have been given the opportunity to serve as your MDNA President. As I begin to lead this great association, I am reminded of the number one reason that I am a member — to have the privilege of knowing each and every one of you, my fellow machinery dealers. I know that may sound corny, but I do believe that networking is the key reason I belong to the MDNA. Whether it is at the Annual Convention, Weekend with the Pros or at a Chapter Meeting, I look forward to meeting or seeing you again. I do plan to travel and attend at least one meeting in every Chapter this year and hope that you share my excitement and enthusiasm for getting together.

I envision a strong future for the MDNA and I encourage all of you to contact machinery dealers that you know who have never been a part of our association, as well as those that may have left over the years, and invite them to join or re-join. During the next year, I challenge all of you to attend Chapter Meetings and to participate in Buy/Sell sessions. I know this formula works for my company and it can work for yours as well.

The MDNA Member benefits are strong and we are constantly looking for new opportunities to save our members money and to help them to do business. Two of our strongest member benefits come to us by way of the MDNA subsidiaries. The AMEA provides the best opportunity for appraisers of machinery and equipment to get the

*Continued on Page 3*

## A Call to Action Finally Pays Off

After a two-and-a-half year effort, a broad-based business coalition has brought to conclusion the fight to reverse the FCC's ill-conceived regulations which would have made it illegal for a business or other organizations to send an unsolicited commercial fax to even its long-time customers and vendors.

The Commission's 2003 regulations would have removed the long-standing "established business relationship" (EBR) exception to the general ban on sending unsolicited advertisements via fax.

The National Association of Wholesalers (NAW)-led Fax Ban Coalition, which grew to over 600 members, including the MDNA, worked with allies in the U.S. House of Representatives and Senate to craft and pass legislation to reverse the proposed regulations and maintain by statute the EBR exception which had been in effect since 1992.

But the key to this long-awaited success lies not with the people in Washington, D.C. but with the hundreds of thousands of people including those of you in our own ranks who took the time to call and write your government representatives. In this example, our collective voice was heard and did make a difference. The Senate and House both passed S. 714, the Junk Fax Prevention Act of 2005 in late June, and President Bush signed the bill into law.

The Act amends the Telephone Consumer Protection Act of 1991 ("TCPA") and specifically maintains by statute an exception to the general prohibition on sending an unsolicited advertisement via fax, if the fax is sent to a recipient with whom the sender has an "established business relationship" (EBR), and certain other conditions are met. The Act makes

*Continued on Page 3*

# Choose a Learning Environment That's Right for You

AMEA USPAP Course, November 3-4, 2005, Houston, Texas

The Association of Machinery and Equipment Appraisers (AMEA) cordially invites you to the USPAP course scheduled on November 3-4, 2005 in Houston, Texas. Join industry colleagues and take this required course for machinery and equipment appraisers.

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- How to build your professional appraisal skills
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In conjunction with the Machinery Dealers National Association's Weekend with the Pros XVII, November 4-6, 2005, in Houston, Texas, this program will provide a great opportunity for networking with industry professionals. Don't miss out on an opportunity to fulfill your AMEA requirement. The featured instructor for the course is Larry Phillips, Master Appraiser, Phillips & Associates, with assistance from Jean Novotny, CEA, of Novotny Machinery.

Sign up today for the AMEA USPAP course. You do not need any previous experience to sign up for this course. The USPAP course will provide practical training concepts and tools that everyone can benefit from every level of experience.

For more information, contact the AMEA: +1 703 836 7900 or e-mail, [amea@amea.org](mailto:amea@amea.org).



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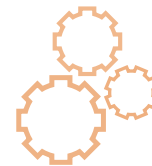
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## Bulk Faxing Law

*Continued from Cover*

clear that the establishment of an EBR does not have to be evidenced in writing, nor does it require the fax recipient's signature.

To comply with the new law an unsolicited fax must meet the following requirements:

- The unsolicited advertisement is from a sender that has an established business relationship with the recipient.
- The sender obtained the number of the fax machine through voluntary communication of such number from the recipient within the context of an EBR, or the recipient has made its fax number available for public distribution in a directory, advertisement, or an Internet site.
- The sender has not been requested to stop sending unsolicited advertisements to such fax machine.
- The unsolicited advertisement contains an opt-out notice that meets certain requirements.
- The notice must be clearly and conspicuously displayed on the first page of the unsolicited advertisement.
- The notice must inform the recipient of his or her ability to opt-out of future unsolicited advertisements to any fax machine(s) and that the request must be complied with by the sender in the shortest reasonable time.
- The notice must explain the proper requirements for a valid opt-out request; and include a domestic telephone and fax number that will receive an opt-out request, and describe a "cost-free mechanism" for the recipient to send such a request to the sender.

The telephone and fax numbers, and the cost-free mechanism, provided to a recipient must permit an individual or business to make an opt-out request 24 hours a day. Generally, to be "valid," the opt-out request needs to:

- identify the telephone number(s) of the fax machine(s) subject to the request
- be made to the sender's telephone or fax number or by any other method determined by the FCC;
- be made by a person who has not subsequently provided express invitation or permission, in writing or otherwise, to receive unsolicited fax advertisements.

*Note: These FCC rules do not address individual state laws concerning faxing so you are still encouraged to check them before bulk faxing.* ☉

## 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!



## A Letter from the MDNA President

*Continued from Cover*

knowledge and experience needed to succeed in this arena. And, the certification program is second to none in ensuring the professionalism of the person behind the appraisal.

*LOCATOR Services* also provides the MDNA with member benefits. In addition to being the largest MDNA sponsor for Annual Conventions and other national MDNA events, *LOCATOR Services* also offers a direct benefit to you, the MDNA member, in the form of a 10% advertising discount. This discount applies to all services that *LOCATOR* provides: directory advertising, website advertising, Dealer Lead Service and mailing list rentals. The real savings will amount to over \$68,000.00 to the MDNA members who advertise with them. And this successful and proven method of selling equipment is constantly evolving to meet current marketplace conditions. In addition, *LOCATOR Online* continues to grow with over 59,000 visitor sessions per month with an average length of time on the site of almost 10 minutes.

In the next several editions of the *MDNA News*, you will be hearing about other benefits and services that are currently available to all MDNA Members. These include benefits available through the MDNA's affiliation with the National Association of Wholesalers.

On other fronts, with the continuing globalization of our industry, I feel that the MDNA should work to deliver the message to countries buying used machinery: "The MDNA is a one-stop-shop for all machinery needs." Therefore, the Public Relations Committee is hard at work promoting that theme and I have created a Global Trade Subcommittee to help determine where to put our efforts. I also believe that it is important for us to continue to educate our members on how to do business around the world as well as providing the tools to do it. This year we will be working with the U.S. Commerce Department and other organizations to make this happen.

In Government Affairs we are not resting on the laurels of our success in the overturning of the Bulk Fax Ban. It is important to note, however, that the MDNA witnessed and participated in the government process and made a difference on behalf of its members. We kept you informed and when we called for action you responded by making calls and sending letters — and the system worked! We will continue to monitor the political horizon looking for other legislation that will benefit (or hurt) our industry and will make sure to bring these issues to you.

All in all, my message is simple: Get involved. It not only benefits you, it benefits your company, the association, as well as the industry.

Regards,

JR Kraemer, AEA  
MDNA President

# Chapter Members in the Spotlight

## West Coast

The West Coast Chapter meeting was held on April 7th at McCormick & Schmick's in Los Angeles, CA.

Jack Frost, CEA, Michael Fox International, Inc. was the winner of the Tielest putter which was donated by Great American Group & Wheeler Machinery Sales.

Marc Swirsky, CEA, Great American Group was the winner of \$130 in the the 50/50 raffle.

Great American Group hosted the cocktails & hors d'oeuvres portion of the evening where there was lively discussion of equipment sales overseas in a market place with a weakened dollar value.



Members of the West Coast Chapter enjoying dinner and each other.



Mike Dieveney, Machine Mart, Inc., and Richard McClain, Machinery Resources International, Inc.



Dave Lewis, Don Lewis Machinery & Equipment Inc.; Joe Kurtz, Sonar Teagarden Machinery; Tom Lynch, Jr., Tade Publishing Group



Randy Goodman, CEA & Jennifer Drummond, American Commercial Trading

## Southeast/Southwest

The meeting was held in mid-March with lots of activities planned. About 25 people attended most of the events which began with a day of golf and later dinner at Gerry Mannion's country club, sponsored by Asset Sales, Inc. with cocktails sponsored by Direct Capital Leasing.

The Chapter meeting was held at the Embassy Suites on Saturday morning followed by a BBQ lunch at Piedmont Machinery of Charlotte Inc. and a warehouse tour of McWilliams Sales & Service, Inc. The day ended with dinner at Maggiano's Little Italy (which is where these photos were taken). Hilco Industrial, LLC sponsored cocktails that night. A trusted source reports that the apple martinis were VERY popular!

Earlier this year, David Hodgkins, AEA, Piedmont Machinery of Charlotte Inc., made his annual mission trip with his Rotary Club to Central America, this year in conjunction with the organization Common Hope. While in Antigua, Guatemala they built one complete home from laying the concrete floor to finishing the roof and dedicating it with the family in only TWO DAYS!



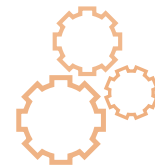
L-R: Barry Laney, Rosen Systems Inc.; George Alves, A M Metalmaq Inc.; Pepe Sardinias, A M Metalmaq Inc.; their waiter; Don Bentley, CEA, Vulkan International Machinery Corp.; Tim Harwood, McWilliams Sales & Service, Inc.; Tom Snow, T. J. Snow Co. Inc.



L-R: New Southeast Chapter Chair George Scott, IV, Scott Machinery & Supply Inc.; David Hodgkins, AEA, Piedmont Machinery of Charlotte Inc.



David Hodgkins, AEA, Piedmont Machinery of Charlotte Inc. helping to build a house in Guatemala.

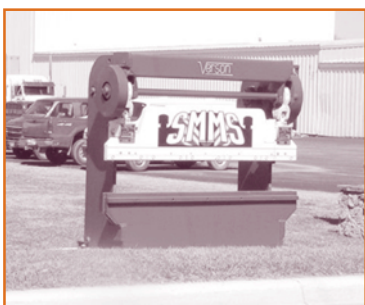


# Chapter Members in the Spotlight

## Milwaukee/Minneapolis

The Milwaukee/Minneapolis meeting was held on April 7th at the warehouse of Southern Minnesota Machinery Sales in Dodge Center, MN.

Green Bay Packers Fan Ted Grob Jr., CEA, Ted Grob Sales Inc., had to pay off a bet he lost to Dennis Hoff, CEA, Hoff Machinery Inc. Since the Packers lost to the Minnesota Vikings, Ted was obligated to wear a Randy Moss football jersey and wig during the Chapter Meeting. Ted and Dennis have had a long-running (and fun) rivalry because of their favorite football teams being rivals. They always come up with creative ways for the other to pay off their bet.



## Detroit/Toledo

The Detroit/Toledo Chapter held their Annual Golf Outing on July 18th at the Katke Cousins Golf Course located on the Oakland University campus in Rochester, MI. This annual golf outing, organized by Bob Tesch, R. T. Machinery Sales, Inc. and Kim Roberts, Roberts Machinery Sales, Ltd., once again proved to be a popular event which attracted 82 attendees. There were 17 attendees from out of town and some came from as far away as Canada, Oregon and Texas.

With a score of 14 under par, the foursome consisting of of Jean Harris, CEA; Jean Harris, Jr., CEA; Bob Diedrich; and MDNA's Immediate Past President John Stencel, III, took home this year's victory.



The Winning Foursome: (L-R) Bob Diedrich, John Stencel, III, Jean Harris, CEA; Jean Harris, Jr., CEA

## Philadelphia

The Philadelphia Chapter held their most recent meeting on June 21st at the Penn National Off-Track Wagering Facility at the Manchester Crossroads Mall in York, PA. The cocktail hour was hosted by Quaker City Auctioneers.

In other Philadelphia Chapter news - once again, star athlete, Jim Drylie competed in the Annual Bucks County Senior Games held in June. He brought home gold medals in basketball, darts, horseshoes, table tennis and bridge. He brought home a silver medal in shuffleboard. This is the 15th time Jim has participated in these games. He also participated in the 25th Annual Pennsylvania Senior Games held July 13-17 and returned a multiple medal winner in the 80-84 age group in the following basketball shooting competitions: "hot shots" (7 out of 7 shots), "foul shots," and "21." Over 750 athletes competed in the Annual Pennsylvania Senior Games.

## Cleveland

The Cleveland Chapter held their most recent meeting on August 10th. It was hosted and located at J. S. Peters Machinery Sales in Broadview Heights, OH.

As a special treat, Jeff Peters' wife Patty prepared from scratch the entire dinner for the chapter members to enjoy. They feasted on her homemade lasagna, homemade breads with olive oil, salad, and fabulous smoked salmon.

And...Lady Luck was smiling upon Frank Pettitt, CEA, once again who won \$60 in the 50/50 raffle.

# Machine Tool Consumption Rises Again in June

Submitted by Roger Meyers, CEA, Great American Group

June U.S. machine tool consumption totaled \$269 million, according to the Association for Manufacturing Technology (AMT) and the American Machine Tool Distributors Association (AMTDA). This total, as reported by companies participating in the USMTC program, was up 6.3% from May and up 0.9% from the total of \$266.58 million reported for June 2004. With a year-to-date total of \$1,478.55 million, 2005 was up 14.8% compared with 2004.

These numbers and all data in this report are based on the totals of actual data reported by companies participating in the USMTC program.

"The rebound of U.S. manufacturing, seen in many positive indicators over the past few weeks, is reflected also in the continued gains this year for business investment in advanced manufacturing technology," said John B. Byrd, III, AMT President. "This modern equipment is exactly what is needed to compete in our ever more global economy."

The United States Machine Tool Consumption (USMTC) report, jointly compiled by the two trade associations representing the production and distribution of manufacturing technology, provides regional and national U.S. consumption data of domestic and imported machine tools and related equipment. Analysis of machine tool consumption provides a reliable leading economic indicator as manufacturing industries invest in capital metalworking equipment to increase capacity and improve productivity.

U.S. machine tool consumption is also reported on a regional basis for five geographic breakdowns of the United States.

## Northeast Region

Machine tool consumption in the Northeast Region in June totaled \$38.08 million, up 3.2% compared with May's \$36.89 million, but 2.3% lower than the total for June 2004. With a year-to-date total of \$216.48 million, machine tool consumption was 14.6% higher than at the same time a year ago.

## Southern Region

Totaling \$33.01 million, Southern Region machine tool consumption in June was down 13.2% from May's \$38.05 million and down 30.0% when compared with June a year ago. The year-to-date total of \$243.48 million was 28.0% higher than the comparable figure for 2004.

## Midwestern Region

Midwestern Region machine tool consumption in June stood at \$93.65 million, roughly level with May's \$94.31 million but 14.7% lower than the total for last June. At \$523.58 million, the 2005 year-to-date total was down 1.1% compared with 2004 at the same time.

## Central Region

June machine tool consumption in the Central Region totaled \$59.86 million, up 17.9% from May's \$50.79 million and 55.8% higher than the total for June a year ago. Compared with 2004 at the same time, the year-to-date total of \$295.05 million was up 32.1%.

## Western Region

At \$44.39 million, June Western Region machine tool consumption was up 34.5% compared with May's \$33.02 million and 37.8% higher than the total for June 2004. The year-to-date total of \$199.95 million was up 28.7% compared with the comparable figure for 2004. ☉

Source: *United States Machine Tool Consumption (USMTC) news release, August 8, 2005*



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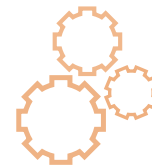
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## LOCATOR Board Welcomes Steven J. Miller

Steven J. Miller of F. P. Miller Co. has agreed to serve on the LOCATOR Services Board of Directors as First Vice President.

"Steve brings with him a wealth of knowledge and has a long and respected history of serving the association," said LOCATOR Services President Steve Bignell, CEA. "Steve is president of F. P. Miller Co. in Jackson, Michigan. He has served in various capacities in the Detroit/Toledo Chapter and on the MDNA Board of Directors, including serving as MDNA Treasurer. We welcome his experience and insights as the Board plans for the future."

Steve serves on the Board with Bignell; Ron Shuster, AEA, Immediate Past President; Brian Gray, Treasurer; Terry Pitman, Secretary; Mike Scott, Director; and Edward Mazzetta, CEA, Director. At its upcoming meeting on September 17, the LOCATOR Board will approve its 2006 budget and discuss plans for the future of MDNA's wholly-owned subsidiary, LOCATOR Services, Inc.

"As MDNA members, your feedback is important to us as we continue to serve the dealer community," Bignell notes. "We welcome your suggestions and encourage you to share your ideas with one of our Board members."

One of the Board's main focuses is the continued improvement of the LocatorOnline.com web site. User sessions have doubled in the past six months, averaging 60,000 sessions of 9-10 minutes each. That's 3,000 user sessions every business day. LOCATOR continues to improve LocatorOnline.com both visibly and behind-the-scenes. This on-going project will bring many benefits to dealers in the coming months.

Dealers can take advantage of LOCATOR's strong web presence to promote machines for sale. Contact Mark Snyder at +1 800 537 1446 to discuss your advertising opportunities, including:

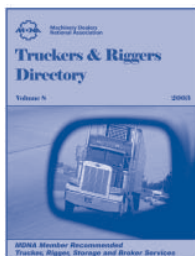
**Banner ads** - Make sure your company has an advantage at LocatorOnline.com by adding your banner ad to the machinery category of your choice. We'll help with the initial costs, creating your ad free and waiving the setup fee (\$175 value). The banner ad price is \$95 per month with a six-month commitment or \$85.50 a month for a 12-month commitment.

**Web-only listings** - In addition to your LOCATOR listings, you can add machines on-line and pay a fee based on your total advertising in the directory. If your listing and display advertising in the LOCATOR directory totals \$400 a month, you'll pay \$1.50 for each listing you advertise as web-only. If your advertising totals \$800 a month, you'll pay just 75¢ for each additional web-only listing. Your directory listings will still appear automatically at no cost.

**Low-cost machines and tooling** - Two specialized website sections - Low-Cost Machines (\$3,995 or Less) and LOCATOR Toolbox - offer inexpensive ways to market surplus and accessories. You pay just 50¢ per item per month.

**The LOCATOR Directory** continues to reach machinery buyers and should be part of a balanced advertising plan. As recent market research proved, the LOCATOR directory is the one most preferred (77%) among used machinery buyers. Interestingly, when given a choice between the printed directory and website, 70% of buyers said they prefer to find machines through the LOCATOR directory and 30% prefer LocatorOnline.com. LOCATOR has the most up-to-date and accurate list in the industry, geared specifically to the metal-working machinery market.

LOCATOR is the only directory-website that works to support and protect the dealer community. The LOCATOR Services Board of Directors' primary goal is to maintain a financially viable company that serves the dealer community while taking the strategic steps to ensure a strong future. We encourage the dealer community to contact us with constructive suggestions and comments. ⚙️



### 2005 MDNA Truckers & Riggers Directory Now Available On-Line!

The 2005 issue of the MDNA *Truckers & Riggers Directory* is now available on-line in the Member's Back Office of [www.mdna.org](http://www.mdna.org).

This year's issue once again features the *Technical Services Directory* which features companies who offer specialized services.

If you are unable to print this document from your own computer, either send an e-mail to: [anne@mdna.org](mailto:anne@mdna.org) or contact the MDNA National Office at +1 703 836 9300.

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# Calendar of Events

## September

- 12 New England Chapter Meeting  
EquipNet, Inc.  
Canton, MA
- 13 Philadelphia Chapter Meeting  
JBM Technologies Inc.  
Ivyland, PA
- 13-15 Midwest 2005 Exposition & Conference  
Novi Expo Center  
Novi, MI
- 16 MDNA/LOCATOR Services/AMEA/  
Scholarship Fund Meeting  
The Broadmoor  
Colorado Springs, CO
- 20 Philadelphia Chapter Meeting  
North American Machinery  
Philadelphia, PA

## October

- 5 Cleveland Chapter Meeting  
World Equipment &  
Machine Sales Co.  
Solon, OH
- 18-20 Expo MetalMecanica 2005  
Expo Guadalajara Expo Ctr.  
Guadalajara, Jalisco, Mexico

## November

- 3-4 USPAP Course  
Houston, TX
- 4 Southeast/Southwest  
Chapter Meeting  
Houston, TX
- 4-6 Weekend with the Pros, XVII  
Houston, TX
- 13-16 FABTECH International 2005  
Exposition & Conference  
Chicago, IL



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