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The magazine for the crane, lifting and transport industry

April 2009

Volume 5 • Issue 4

AMERICAN Cranes & Transport

A KHL Group Publication

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The place to buy & sell cranes, lifting and transportation equipment

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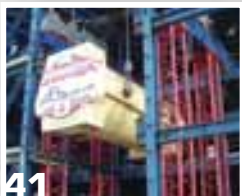
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Official domestic
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A glass half full

While the reality of an economic downturn is upon us, the perseverance and grit of the crane and transport industry is reassuring. In our Regional Report: Midwest, on page 29, I like the way Capital City Crane president Brian Gibson describes the market as "soft" rather than bad, because he doesn't want to sound pessimistic. Gibson's positive attitude is commendable, and he is even thinking about the cranes his company will need to purchase in 2010, "because we believe our business will be holding steady by then."

Despite the bad news of late, there seems to be an undercurrent of optimism that was highly evident at the SC&RA Transportation Symposium in Albuquerque, NM last week. (We will provide an in-depth overview of the symposium in our May issue.) Everyone I talked with about their business admitted that the economic downturn had impacted their business, but they also seemed committed to working harder to expand their markets and pursue new avenues of business.

Of course the avenue everyone is curious about is the infrastructure spending contained in the American Recovery and Reinvestment Act of 2009, better known as the "stimulus bill." The bill passed on February 17th, and "shovel-ready" projects should be emerging soon. For the short term, the bill addresses a host of US infrastructure needs. To put the stimulus package in perspective and address the investment needed in America's infrastructure, Michael Rosendahl and John Eckbert, investment bankers for the crane, construction and infrastructure market for PCE Investment Bankers, have penned an excellent and revealing article starting on page 32. This special report, exclusive to readers of *ACT*, offers insight, assessment and solid information regarding public construction projects that are needed to shore up America's infrastructure. The bottom line is that "in order to maintain its global economic prominence, America will need to develop a long term strategy and funding mechanism for fixing and expanding its roads, bridges, ports, waterways, waste water and power supply." I think you will find the information in this article quite useful. I especially was interested in the chart of the Top 10 states with "ready to go" projects and the value of these projects.

Also exclusively this month we cover the testing and operation of Lampson International's newest crane, the LTL 2600 B Transi-Lift. The massive crane, with a rated capacity of 2,600 tons, is currently on its way to China where it will perform lifts to install nuclear reactors. Don't miss our coverage (on page 37) of this lifting marvel.

As we wrap this issue we are starting the process to compile our annual **act50** listing of crane owning companies. Last year 75 companies made our list and this year we're reaching high, hoping to get 100 companies on the annual roll. For a copy of our survey form, give me a call at 512-869-8838 or email me at d.annshiffler@khl.com.

And finally, we're looking forward to the SC&RA Annual Conference in LaQuinta, CA in April. In anticipation of the conference, we have compiled our most comprehensive ever Products Fair Show Guide, starting on page 46. This year's Products Fair promises a wide range of products and services directed to the crane and transport sector. Our *ACT* team invites you to stop by our booth to catch us up on what's going on with your company. As always, drop me a line about your equipment, cranes, hauls, projects, people and related!

D. ANN SLAYTON SHIFFLER

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The new Lampson LTL 2600 B Transi-Lift undergoing testing in Washington state

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Official domestic magazine of the SC&RA (Specialized Carriers & Rigging Association)

news

Imperial Crane does the tandem dance; new self-propelled modular trailer from Hydrospeex; Manitowoc's new Grove GSK55; Stephenson acquires Keesler; Demag's AC 100/4 packs a punch; Garrod Hydraulics celebrates 30 years; ALL Carolinas adds to fleet

international news

Eight counterfeit Terex Demag crawlers have been found in China; Grohmann GmbH completes a turbine challenge; A2Sea has been awarded to erect Siemens wind turbines; Smit sales ahead and more. *Euan Youdale* reports

business news

Chris Sleight reports that share prices continued to fall in February while the banking sector on both sides of the Atlantic fell even further. The American heavy equipment sector is at a new low

safety

The North Carolina Department of Labor moves forward on a new standard. *Terry Young* reports

certification news

CCO rigger certification program has been launched

product news

Konecranes' wire rope hoists; EnPak air compressor, IMT's new DSC12; Aspen's heavy crane dolly and more

interview

Incoming SC&RA president Paul LeFebvre thinks the economy will be the biggest challenge during his term. *Terry White* reports

viewpoint

If a crane operator candidate doesn't understand the very basic math formulas necessary to do load chart calculations, he or she will not pass the NCCCO specialty exams, regardless of having a calculator or not. *Chip Pocock* discusses

industry focus: insurance

Randy Proos discusses ways to lower your insurance premiums

regional report: midwest

Hal Lundgren reports that despite the current downturn in construction, crane and transport companies in the Midwest aren't feeling daunted, or taunted, by the economy

special report: infrastructure spending

The recently passed stimulus bill is expected to provide a short-term boost to the construction industry. Exclusively for *ACT*, *John Eckbert* and *Michael Rosendahl* report on what will provide future growth and competitiveness

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Chinese crane operators are learning how to operate the Lampson LTL 2600 B Transi-Lift, which will be working in China in late May. *Danny Thieme* reports



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On the eve of its 40th anniversary, Transportes Tellería celebrated its heritage with the transportation, rigging and installation of industrial equipment needed in the expansion of a coal-fired power plant in Mexico. *Daniela Soto* reports



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Joel Dandrea says the industry needs a clear and consistent C-DAC standard that is vetted by both regulators and industry experts. Dandrea also dishes on how tolling existing roadways results in double taxation

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Tim Hillegonds reports on identifying the core competencies that will give companies competitive advantage in these economic times

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Talbert hires vp of sales and marketing; Southern Industrial, Southern Crane make appointments; Palfinger names group fleet manager; BICES and AEM announce cooperative effort and more

marketplace

The most comprehensive listing of crane and transport services and equipment in North America

60 products, parts & accessories

72 equipment for sale or rent

89 crane & lifting services

92 transport & heavy haul



highlights

➔ **Hirschmann Automation and Control (PAT)** located in Chambersburg, PA named Laguna Crane & Field Service (Aransas Pass) and Universal Crane (Huntsville) premier Texas dealers. Both companies are full service dealers carrying Hirschmann's entire line of PAT and Krueger load moment indicators (LMI) and indicating devices for the retrofit crane market in Texas.

➔ **The Bureau of Labor Statistics (BLS)** plans to track contractor fatalities for the first time, beginning in 2011, according to the February 25 issue of *Construction Labor Report*. BLS is making the move because of concerns about a growing reliance on contract workers. Many safety advocates say these workers run a greater risk of being hurt or killed on the job than regular employees because they often are unqualified for the jobs they are hired to complete or they are specifically hired to perform dangerous work. The first contractor fatality reports from BLS are not expected to be published until late summer of 2012.

➔ **The Alabama State Port Authority (ASPA)** is moving forward on construction of the intermodal container transfer facility (ICTF), the second element of the Port's Choctaw Point project. The facility, estimated to cost \$75 million and take three years to complete, connects an existing marine terminal with up to five National Class 1 Railroads. The ICTF will extend geographical reach of the container terminal and increase its national significance. The Alabama State Port Authority, headquartered in Mobile, AL, owns and operates the State of Alabama's deepwater port facilities in Mobile.

Imperial Crane makes tandem lift with ease

A tandem lift executed by Imperial Crane Services was a breeze with the help of a 500-ton Liebherr and 550-ton Grove all terrain crane. The two cranes picked a 102-ton reactor from a barge, which was transported from the Chicago Sanitary and Ship Channel barge to a Citgo Refinery. As a part of an Ultra-Low Sulfur Diesel (ULSD) project, four more vessels will be lifted and transported by Imperial Crane. The company is expected to use its new 350-ton Sany and 230-ton Link-Belt crawler for the next reactor lift in a month.

For the first pick, the two cranes picked the vessel up simultaneously, and then the Liebherr swung toward the Grove, placing the reactor into position onto a waiting Goldhofer transporter. The



unit was then transported half a mile to the Citgo refinery to unload.

Lifting a reactor onto a Goldhofer for Citgo

Hydrosplex unveils new SPMT

Netherlands-based Hydrosplex has expanded its hydraulic heavy equipment range with a new self-propelled modular trailer (SPMT).

The SPMT is a three axle modular system that is available in two versions: HSPMT750, which features all axles driven; and the un-propelled HMT750. HSPMT and HMT trailers can be combined into a six axle trailer using one power pack, the company said.

The standard control systems on the SPMTs can be operated up to six modules (18 lines) with, adjacent, another six modules. Payload capacity is then 992 tons with gross capacity at 27 tons per line. The SPMT is designed to fit in standard sea containers for shipping.

"We hope that on the first of April [2009] we can start the mass production of these

trailers," said Tjerko Jurgens, Hydrosplex managing director. "Our building should be ready for the manufacturing. We have purchased the manufacturing machinery necessary to build it – the robotic welding machines,

the CNC lathes, etc. Our objective is to produce one trailer a week and our forecast for 2009 is that we are going to supply something like 150 lines. We would be very happy if we can sell this number of lines."

The new Hydrosplex self propelled modular trailer (SPMT) is a first from the Netherlands-based company





Stephenson acquires Keesler

Harrisburg, PA-based Stephenson Equipment, Inc., has acquired CC & FF Keesler, Inc. based in Prospect Park, PA. The acquisition was a part of Stephenson's recent focus on growth in the Philadelphia/Southeast Pennsylvania market, according to Dennis Heller, president and CEO.

Seeking a facility and possible strategic alliance with an existing distributor, Heller approached Keesler and found significant common ground, which led to the acquisition. The two companies have a working relationship dating back to the 1950s when both companies were P&H Crane distributors. Both companies were regular top 10 distributors for P&H until the brand was sold in the mid 1990s. Ever since that time, both companies represented different brands but continued a business relationship, according to Heller. Stephenson is a Manitowoc/Grove dealer.

Heller said the Keesler name is recognized and well regarded in the crane industry, the company's facility and location is top rate. Keesler has also been a top Rogers Brothers Trailer dealer for more than 80 years, a tradition Stephenson intends to continue and build on.

The resulting company will be known as the Keesler Division of Stephenson Equipment, Inc. Rick Keesler will serve as operations manager of the division that will represent all Manitowoc brands including crawlers, Grove hydraulic cranes, National boom trucks, and Potain tower cranes as well as Manitex boom trucks, Spider cranes and Rogers Trailers.

Stephenson Equipment, Inc. has locations in Harrisburg, Lancaster, Wilkes-Barre and Pittsburgh, PA as well as branches in Albany and Syracuse in New York.

Manitowoc's new Grove GSK55

Manitowoc's new GSK55 mobile crane is being shown off to the public via a photograph recently released from the company. The mobile crane will be formally introduced to the public at Intermat in Paris, France.

According to Manitowoc, the GSK55 combines lift capabilities of Grove all-terrain cranes with the combined flexibility and mobility of an on-road truck.

The crane's design merges the upperworks from Grove's

GMK3055 all-terrain crane with a special-designed truck chassis that acts as a trailer. Customers can then use the tractor of their choice to haul the crane.

Maximum lifting capacity is 60 tons and the crane has a 141 foot main boom. An optional 8 swingaway jib is available, giving a maximum tip height of 190 feet.

First photo of Grove's GSK55, which will be introduced at Intermat this month in Paris



Be a part of the ACT50 and Sourcebook debut

It is time to submit information for *American Cranes & Transport* magazine's listing of North America's largest crane owning companies. The **act50** ranks the biggest crane opening companies by their ACT Index value. We will also feature our **act50 tower crane** list in this issue, listing the largest tower crane owning companies by our Tower index.

Survey forms will go out the first week of April for the annual listing. For a form please e-mail D. Ann Shiffler at d.annshiffler@khl.com. The list will be printed in the June issue of *ACT*. For more information call Shiffler at 512-869-8838.

Also to debut in 2010 is the *American Cranes & Transport Sourcebook 2010*, a comprehensive guide to buying, renting and owning cranes and specialized transportation equipment and vehicles. The inaugural edition of the publication has a release date of December 2009 and a shelf life for the entire year 2010.

This stand-alone publication is destined to become a trusted and valuable resource for decision makers in the crane and transport industries throughout the year.

➔ More information about this exciting project will be forthcoming. For information about advertising e-mail Pat Sharkey at pat.sharkey@khl.com or Bev O'Dell at Bev.Odell@khl.com.



highlight

➔ Bennett Motor Express has joined the SmartWay Transport Partnership, a project of the Environmental Protection Agency and the freight industry designed to increase energy efficiency while reducing greenhouse gases and air pollution. The goal is to reduce 33 to 66 million metric tons of carbon dioxide and up to 200,000 tons of nitrogen oxide per year by 2012.

Small but powerful

The Terex Demag AC 100/4 might be a small four-axle crane, but it boasts a 110-ton capacity and a 8.4-foot-wide footprint. The system length is 252.6 feet with a 164-foot-long telescopic boom plus an additional 88.6 feet of main boom extension. The crane is road approved with a dolly in almost the entire US due to the distance between axles two and three is 8 feet. According to the company, roadability is also possible with 16-inch tires.

The Demag AC 100/4 features 62.3 feet of main boom extension (HAV) that can be offset at the basic boom, as well as at the 26.2-foot extension. According to Terex, it is then possible to achieve either large radii or to lift loads over projecting edges. Four various stabilizer bases come standard

with the crane, creating much flexibility.

Lastly, the carrier engine is a Daimler, liquid-cooled unit that delivers 445 hp at 2,000 rpm. A superstructure engine has an output of 175 hp and can provide balance of power for rapid working cycles and low fuel consumption, Terex said.



Derek Daly will share his experiences competing against world champion racers and living life in the fast lane during the SC&RA 2009 Annual Conference, April 21-25, at the La Quinta Resort, La Quinta, CA. Daly will use real life motor sports analogies from the world of Formula One, the Indy 500 and NASCAR to demonstrate how the same principles work in the "corporate 500 race" we live in. Daly will speak at the Link-Belt Breakfast on April 23. (See SC&RA News on page 46 for our show guide and information about the SC&RA's Annual Conference).



highlights

➔ The Small Business Administration (SBA) accepted an American Trucking Association (ATA) list of burdensome federal regulations recently. The 'top 10' list advocates eliminating the Transportation Security Administration requirements that a commercial truck driver who holds a valid Transportation Worker Identification Credential (TWIC) must also undergo a duplicative security background check when applying for a Hazardous Materials Endorsement. Congress authorized the combination of these programs as part of implementing the recommendations of the 911 Commission Act of 2007. Section 1556 of the Act states that TWIC holders "shall be deemed to have met the background records required" to carry hazardous materials.

Garrod Hydraulics celebrates 30 years

Garrod Hydraulics, a repairing and remanufacturing hydraulic specialist for the crane, scrap and steel mill industries, celebrated its third decade of business recently. "I started

Garrod Hydraulics in 1978," said Gene Garrod. "We're still here because we tackle the jobs no one else will. We can chrome, polish and plate up to 50 feet and repair

large cylinders – 20, 40 and 50 feet."

Garrod Hydraulics' has expanded its building three times over the years, which allowed for more work and customer service. In addition, low turnover speaks to the company's investment in its employees and includes six of its 45 staff members exceeding 20 years of service.

"Opportunity is out there for us," said Brian Hollerbush, sales representative for Garrod. Hollerbush said the company services all of North America and looks to expand its reach into new markets in South America and Europe. "We offer repairs that rival brand new parts in performance and our turnaround times are unsurpassed. Time equals money to our customers, and we work with them every step of the way to ensure they are back up and running as soon as possible with quality repairs."

ALL Carolina's new Grove 7550

ALL Carolina Crane & Equipment in Raleigh, NC took on two new all terrain cranes, including a GMK7550, a first for the Carolinas. The 7550 is Grove's largest mobile all terrain hydraulic crane, offering 550 tons of rated lifting capacity on its seven axles. The crane also features a 'boom launcher,' which, according to Grove, speeds up assembly of the crane.

ALL also took on a 365-ton capacity Liebherr. The LTM 1300-6.1 went to ALL Carolina Crane Rental in North Charleston, SC, which, like its Raleigh sister store, is a member of the entire ALL family.

"The purchase of these mammoth cranes demonstrates the ALL commitment to continuous upgrading of our fleets to better serve our market areas," said Craig Hunt, general manager of ALL Carolina. "The GMK7550 gives us tremendous mobility for both on- and off-road construction and industrial applications, including bridges and highways, power and nuclear plants, and refineries. The 7550 is the workhorse for erecting and disassembling tower cranes."

The GMK7550 has a five-section, full power 197-foot boom that provides a maximum tip height of 207 feet. The patented Twin-Lock boom pinning system has 32 extension configurations. An optional 240-foot lattice luffing jib converts to a fixed offset lattice jib with lengths up to 230 feet, offsettable at 3 degrees and 25 degrees and allowing up to 430 feet overall in tip height. The 7550 also features a stowing crane cab for highway travel and boasts a 53 mph travel speed.

The six-axle LTM 1300-6.1 can be operated in an extensive range of applications due to its 197-foot telescopic boom, 69-foot double folding jib, as well as a fixed or luffing lattice fly jib at up to 230 feet.



All Terrain Cranes



ATF160G-5



ATF50G-3	(55 tons)	131.2' Boom Length	52.5' Jib Length
ATF65G-4	(75 tons)	144.4' Boom Length	52.5' Jib Length
ATF90G-4	(110 tons)	167.9' Boom Length	59.0' Jib Length
ATF110G-5	(130 tons)	170.6' Boom Length	98.8' Jib Length
ATF160G-5	(200 tons)	196.9' Boom Length	122' Jib Length
ATF220G-5	(250 tons)	223.1' Boom Length	122' Jib Length

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Truck Cranes

GT900XL-1



GS300XL-1	(30 tons)	105.6' Boom Length	26.2' Jib Length
GT900XL	(90 tons)	144.4' Boom Length	58.1' Jib Length

Rough Terrain Cranes

GR-800XL-1



GR-150XL-1	(15 tons)	78.1' Boom Length	18' Jib Length
GR-300XL-1	(30 tons)	101.7' Boom Length	42' Jib Length
GR-450XL-1	(45 tons)	108.3' Boom Length	50' Jib Length
GR-500XL-1	(50 tons)	108.3' Boom Length	50' Jib Length
GR-600XL-1	(60 tons)	137.8' Boom Length	58.1' Jib Length
GR-800XL-1	(80 tons)	144.4' Boom Length	58.1' Jib Length

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Turbine challenge

GERMANY: Lifting specialist Grohmann GmbH used a 250 metric ton (276 ton) capacity crawler crane and a 95 metric ton (105 ton) all terrain to repair a wind turbine at a park in Fiefbergen, northern Germany.

KranAgentur Werner, a sales agent in Germany for Manitowoc cranes, supplied the Model 15000 and Grove GMK5095 (designated GMK5115 in the US) to Grohmann, which oversaw the repair job. Frank Lichtenberg, general manager at KranAgentur Werner, said that the Model 15000 is the largest Manitowoc delivered to the German market in recent years.

"This crane is the biggest Manitowoc crawler crane to enter our market for quite

some time. It is already doing great things and I believe that demand for this size of crane will continue to increase in Germany."

The crane was rigged with 87.5 meters (287 feet) of main boom and 159 metric tons (175 tons) of counterweight. The first task was to remove the hub and blades, which weighed 33 metric tons (36 tons). They were lifted at an 18 meter (59 foot) radius from a hook height of 84 meters (276 feet).

The GMK5095 assisted the Model 15000 with lifting and rigging duties. The five-axle all terrain has a maximum tip height of 83 meters (272 feet). The pair turned the blades from a vertical to horizontal position. With the hub and blades removed, the turbine's 25 ton gearbox was lifted down.

UK: Offshore construction and wind turbine company, A2Sea, has been awarded the contract to erect Siemens wind turbines at the Greater Gabbard project off the UK east coast.

The project will include 140 turbines with a combined capacity of 504 MW. A2Sea heavy lift jack-up barge Sea Jack, which has a 1,300 metric ton (1,433 ton) Manitowoc M1200 ringer crane, will commence operations in spring 2010. In preparation it performed a series of jacking trials at the site to verify seabed conditions. A2Sea will operate from the new Great Yarmouth East Port which is under construction. It was awarded the contract by Fluor Limited.

AUSTRALIA: Crane, heavy haulage and aerial platform rental house Boom Logistics is restructuring its Melbourne operation. More than 30 jobs have gone and the crane fleet is being reduced from 24 to six units.

Explaining the reasons for the move, Brenden Mitchell, Boom CEO, said that the Melbourne business has been operating "at an annualized loss at EBIT level of AU\$1.6 million (\$1,023,000)."

The remaining cranes will be moved into the tower crane division. The job losses will be at operator, supervisor, administration and management levels, Mitchell said.

SINGAPORE: Heavy lift and haulage specialist Tiong Woon Corporation Holding (TWC), based in Singapore, has achieved record profits in the first six months of its current financial year.

Net profit after tax and minority interest totaled S\$23.1 million (\$15.3 million) for the half year to December 31, 2008. This represented a 119 percent increase over the S\$10.6 million (\$7 million) for the previous corresponding period.

Counterfeit cranes

CHINA: Eight counterfeit Terex Demag crawler cranes have been found in China.

Terex Cranes said that the lattice boom models, including the red one pictured which is labeled as a 450 metric ton (496 ton) capacity CC 2500, were found in Henan Province, in central China. Terex, in co-



operation with Chinese government authorities, is taking legal action

regarding intellectual property rights.

The cranes were offered for sale as used Terex Demag models, the one pictured dated as being from 1998, according to the forged serial number plate. Note also in the closeup picture that the forged plate is stamped "Terex Demag" but Terex did not acquire Demag until 2002.

A Terex statement said: "While Terex is concerned with possible misappropriation of intellectual property, and potential damage to its corporate identity, our first concern is that of safety. Simply put, Terex believes that these counterfeit cranes pose a safety hazard due to their mix of different design features and unmatched components."

Smit sales ahead

THE NETHERLANDS: Marine salvage, transport and heavy lift specialist Smit International recorded an "exceptional" 2008 financial year, notably in its heavy lift segment.

The division saw revenue increase from €88 million (\$111 million) at the end of 2007 to €156.1 million (\$197 million) during 2008. Its operating result stood at €19.5 million (\$24.6 million), compared to €1 million (\$1.3 million) in 2007. Profit margin was 13 percent, up from 1 percent the year before.

"The heavy lift activities of this division (transport and heavy lift) achieved an exceptionally good result during the second half of the year. The floating sheerlegs, marine projects and subsea activities all experienced a very high supply of work during that period. The improvement in the results compared with the first six months stemmed, in part, from postponed projects and the performance of maintenance work early in the year," said the company.

Late in 2008, a five-year contract commenced in Qatar and jack-up barge Lisa A became operational following protracted repairs during the second half of the year.

In addition, the high demand for services from Asian shipyards allowed the Asian Lift joint venture to record an excellent result, Smit added.

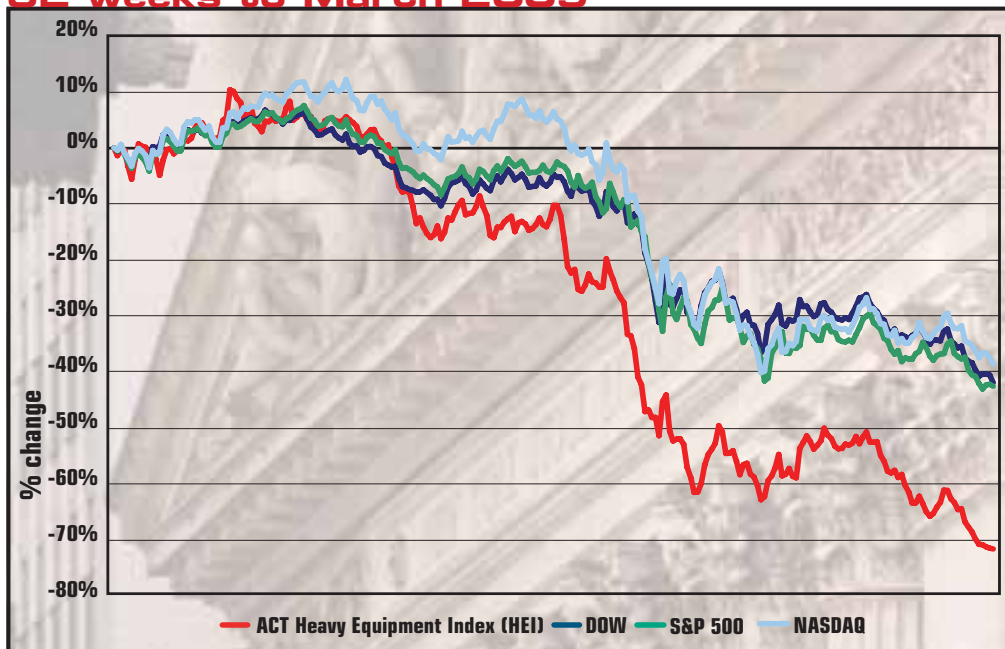
CHRIS SLEIGHT is one of the world's most internationally renowned construction business writers, with specialist expertise in financial markets and stock market analysis. He is editor of KHL's market-leading *International Construction* and *Construction Europe* magazines, and is a regular contributor to *ACT's* sister publication, *International Cranes and Specialized Transport*.



Share prices continued to fall in February with the banking sector on both sides of the Atlantic reporting another round of eye-watering losses. This pushed the American heavy equipment sector to a new low. **Chris Sleight** reports

New low

52 weeks to March 2009



Toward the end of 2008 it looked like share prices had bottomed out and were bumping along waiting for a recovery. Unfortunately, they have sunk to new lows and show little sign of stopping.

As a result, losses on a rolling 12-month basis are just looking worse and worse. For example, in the 2008, the *ACT* Heavy Equipment Index had a net loss of just over half its value, and mainstream indicators like the Dow, S&P 500 and NASDAQ were down anywhere from 30 to 40 percent.

Compare those figures to this month's graph. On a rolling year basis to the start of March the *ACT* HEI is now down more than 70 percent and two out of the three mainstream markers have broken through the sub-40 percent floor.

New low

The *ACT* HEI ended the month of February at a new closing low of 53.03 points, down more than 10 points from the new record low reported in last month's column. Even more striking is how the current trough compares to the high of 207.25 points, seen only last April.

Back then the industry had a stock market valuation just a whisker under \$141 billion. At the end of March that figure stood at \$33 billion.

The reason for the continued

slide in share prices resides with the banking sector's continued losses. Despite mergers, bail-outs and partial nationalization on both sides of the Atlantic, losses and write-downs in the sector continue to stun the markets.

In February in the UK for example, the RBS Group announced the biggest loss ever made by a British company – UK£ 24 billion (\$33.8 billion) – for 2008.

About the same time Citi Group announced a new deal with the US Government to convert Federally-held preferred shares to common stock to raise

up to another \$25 billion of fresh capital.

Stunts like these are really the nub of the problem at the moment. Each fresh write-down and capital injection underlines the fact that the banking sector is still saddled with bad debts, and is unable to function.

Core problem

Until the banks can shake off their bad debts, and get back to operating profitably and lending normally, the markets will stay depressed. Despite their current image problem with the public at large, the fact remains that without banks to lend money the economy is totally dysfunctional.

But while the banking sector (hopefully) gets its house in order with the help of legislators and tax dollars, what will the markets do? The evidence of

2009 so far suggests they will continue to fall. The question is, how low can they go?

By any normal measure, shares are hugely undervalued today. Manitowoc for example is now down in the \$3 per share territory, closing-out February at \$3.82. With earnings estimates for this year put at \$1.18 per share, that's a price/earnings (P/E) ratio of 3.2. In normal times, fair value is reflected by a P/E from 10 to 17. That would imply a share price of about \$12 to \$20 in Manitowoc's case.

If you subscribe to that view, now would be a good time to buy. When the market snaps out of its current lull you might expect to triple or quadruple your money.

act

DISCLOSURE: Chris Sleight does not own shares in any of the companies named in this column.

about the index

ACT's Heavy Equipment Index (HEI) tracks the performance of 10 of America's most significant, publicly-traded construction equipment manufacturers – Astec Industries, Bucyrus, Caterpillar, CNH, Deere & Company, Joy Global, Manitowoc and Terex.

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The North Carolina Department of Labor moves forward on a new crane standard. **Terry Young** reports

New standard in NC

The North Carolina Department of Labor is progressing toward adopting a new crane standard for the construction industry. A public hearing was held January 15, 2009 in Raleigh, NC with speakers in attendance from the SC&RA, NCCCO, ABC, and Buckner HeavyLift, in addition to many small and large contractors and crane companies.

The NC Labor Department operates a state plan for occupational safety and health approved by the Federal Occupational Safety and Health Administration. The State of North Carolina can adopt a state specific standard as long as the requirements meet or exceed the

federal OSHA standards. North Carolina Labor Commissioner Cherie Berry is a strong advocate of the new proposed standard to better protect the crane operators, construction workers and the North Carolina public community.

Federal OSHA first issued a crane standard in 1971. The standard was then modified in 1971 and currently has been working on the new standard since 1998.

The North Carolina crane standard is now in review by the NC Department of Rules and Regulations and could be adopted as early as April 1, 2009. The current proposed standard is similar to the federal OSHA C-DAC Standard.

Following suit

Doug Williams of Buckner Heavy lift and Bill Smith of NBIS were original members of the SC&RA delegation that worked diligently with the taskforce for many years to produce a very comprehensive document that should be recognized as the current standard.

Most of are hoping the federal government will follow the same direction as North Carolina and approve the C-DAC standard to provide a safer work place that all crane

operators, construction workers and the public deserve.

I realize there are some contractors and crane companies that disagree with this new standard and feel that the burden and expense to train and certify crane operators are extreme. But realistically with the technical knowledge and experience available this standard should have been implemented many years ago. Saving lives and sending your employees home to their families at the end of the day is what this standard is really all about. **act**



The North Carolina Crane Standard includes the following:

- Requiring employers to adopt the new power line precautions specific to cranes.
- Institute a certification requirement of crane operators within two years, either through a nationally recognized accrediting agency or through an employer's own qualification program, which must be approved by a recognized auditor.

The wording of the standard also allows for testing in English or other languages, the use of calculators, and in specific cases verbal testing. The operator certification outlines written examination and technical knowledge criteria.

- The requirement of a qualified person to address key hazards associated with crane assembly and disassembly.
- Expands the standard to cover a larger scope and range of cranes that are manufactured in the United States and other countries.
- Specific requirements and qualifications for signal persons.
- Guidelines for adequate ground conditions for proper crane set up to prevent tipping.
- Requirements for cranes on barges, overhead cranes, gantry cranes, side boom cranes and dedicated pile drivers.

There are new requirements for specific safety devices, operational aids, and signals, specific types of equipment, inspections, wire rope, crushing and overhead hazards, fall protection and equipment modification.



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CCO Rigger Certification program launched

The National Commission for the Certification of Crane Operators (NCCCO) has announced the availability of its much anticipated certification program for riggers.



More than 20 candidates registered for NCCCO's first Rigger Basic Practical Examiner Training including representatives of four rigging gear manufacturers/distributors: Crosby, I & I Slings, Columbus McKinnon and Bishop Lifting Products

Rigger (Basic) is the first level in a three-level program. Development work on the Intermediate and Advanced Rigger levels is nearing completion and will follow during the year. Candidates are required to pass a written and a practical exam, explained Rigger Task Force Chairman Don Jordan. Jordan is the Lifting Technical Authority for BP America, Inc.

"CCO Certified Basic Riggers are able to perform simple, repetitive rigging tasks when the load weight, center of gravity, rigging and rigging configuration are provided, or are known by the rigger through experience or on-the-job training," Jordan said.

"Furthermore, Certified Basic Riggers can demonstrate pre-use inspection, identify and attach rigging with basic knowledge of hitch configurations, capacities, and basic knots; recognize associated hazards; demonstrate knowledge of signaling operations; and describe and demonstrate the use of various types of rigging equipment and basic hitches and their applications," Jordan added.

"We expect CCO Rigger Certification to be popular with owners and employers who perceive the safety and cost benefits of a professionally developed assessment process and who recognize its place within a comprehensive risk management process, while meeting their obligations under state and federal requirements," said NCCCO Commission Chairman Kerry Hulse. Hulse is operations manager for Deep South Crane & Rigging, Houston.

As a non-profit industry organization formed by industry consensus in January 1995 to develop third-party, independent assessments for safe lifting operations, NCCCO does not offer or administer any training for its rigger certification program. However, to assist employers with this vital function, firms and organizations providing training are listed on NCCCO's web site as a public service at www.nccco.org.

Like the crane operator certification programs before them, the new programs draw on three major resources: industry support, subject matter expertise, and psychometric guidance. All elements of the new programs were developed



A candidate selects rigging gear during Task 3 of the CCO Rigger Basic Practical Exam

according to rigorous standards of exam development to ensure, from the outset, the certification process would be fair, valid, reliable, and legally defensible.

Experts in their respective fields staffed the Rigger Task Force that met every other month for two years to develop the new program. Its membership reflected strong industry-wide support for this initiative. Interests represented included steel erectors, construction, ironworkers, management, operating engineers, insurance, government, standards-setting bodies, manufacturers and training firms.

For the purposes of the CCO Certification Program, a rigger is defined as someone responsible for determining rigging for the purpose of moving and placing a load and/or material. He (or she) is someone who has demonstrated knowledge and skills related to preparing a load for safe movement; who understands the safe utilization of various hoisting and load movement equipment; and who can select and inspect components used to assist cranes, hoists, or other equipment to achieve mechanical advantage for the purpose of moving loads.

Like all CCO certification programs, the new rigger certification meets prevailing ANSI and OSHA standards, as well as the proposed federal OSHA requirements. NCCCO is currently seeking accreditation for rigger certification, such as its crane operator certification programs have enjoyed since 1998.

act

NCCCO elects directors, officers for 2009

The Board of Directors of the National Commission for the Certification of Crane Operators (NCCCO) has announced the Directors and Officers who will serve NCCCO during 2009.

Elected to the office of president for a one-year term is John Kennedy, Manitowoc Crane Group. Prior to being elected president in 2005, Kennedy served two terms as secretary/treasurer.

J. Chris Ryan, Boh Bros. Construction, New Orleans, LA, has been elected to the position of secretary/treasurer. Ryan, who has been a member of the board since 2003, was also elected to a three-year term as director.

Elected to a one-year term as vice president is Garry M. Higdem, CH2M Hill, Englewood, CO. Higdem has been a member of the board since 1999 and has served as vice president since 2002.

Ronald Schad, Essex Crane Rental, Buffalo Grove, IL, continues as immediate past president. Schad served the board as president from 2002-2004.

Kerry Hulse, Deep South Crane & Rigging, Houston, TX, continues to serve the board in the capacity of chairman, commissioners.

Newly elected to the board for a three-year term is Thom Sickelsteel, Sickelsteel Cranes, Mount Vernon, WA. Elected for additional three-year terms are Dale Daul, McGough Construction, St. Paul, MN; and J. Chris Ryan, Boh Bros, New Orleans, LA.

Other members of the board are: Stephen Brown, International Union of Operating Engineers, and Robert Steiner, Barcelona Equipment, Clearwater, FL.



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Aspen reveals new crane dolly

Aspen Trailers has produced a new 40-ton, five axle crane dolly for Mammoet Crane in Edmonton, Alberta, Canada for use with a Liebherr LTM 1400 telescopic hydraulic crane. The new crane dolly offers increased protection for the hydraulic crane boom, operational features to meet the specific needs of the customer and more safety features than previous designs, according to the company.

Aspen's engineering team designed the dolly with air suspension for a smoother ride to help protect the hydraulic boom, the company said. The moving carriage has both

vertical and lateral greasable rollers and Teflon coated top rails on the dolly frame.

It has five axles to meet specific weight regulations in the jurisdictions Mammoet Crane operates. Both 12 volt and 24 volt lighting systems are fitted to ensure compatibility with any crane manufacturer's lighting specifications.

The moving carriage has both vertical and lateral greasable rollers

Aspen's five axle crane dolly is meant for use with a Liebherr LTM 1400



Northshore announces new truck crane

Northshore Manufacturing has released its newest truck-mounted crane, the 2200. With a lifting capacity over 21,000 pounds at 10 feet, the unit features 360 degree continuous rotation either way using a foot pedal. The 2200 has a horizontal outreach of 25 feet, 6 inches and a vertical reach of 37 feet, 6 inches. An optional 27-foot boom is available and the crane can be used for a variety of applications.



These are the first photos of the new 385-ton capacity Liebherr LTM 1350-6.1 all terrain crane set to make its debut at Intermat in Paris April 20-25. The new six-axle mobile crane has a 229-foot telescopic boom – 32 feet longer than its LTM 1300-6.1 predecessor. Maximum hoisting height, with the 255-foot luffing fly jib, is 433 feet, 52 feet higher than its predecessor. Liebherr claims it is the strongest six axle crane on the market.

Versatility is this lifter's game

The Caldwell Group's new Adjustable Load Lifter can help cranes handle wider load ranges with a rated capacity of 2 tons that allows operators to adjust in order to fit loads. The unit's lifting bail adjusts to the correct center of gravity when handling different-sized loads. Also adjustable is the throat opening and fork speed for various load heights. The Adjustable Load Lifter also is equipped with an auto-return bail to hang level when empty.

Caldwell Group's Adjustable Load Lifter can correct the load's center of gravity



Konecranes' wire rope hoists lift up to 80 tons

The CXT wire rope hoist was recently introduced by Konecranes, Inc. The 80-ton lifting capacity hoist can be installed in existing buildings with limited height clearance, the company said, and the units can be configured to meet a variety of applications.

The hoist is designed by Konecranes to meet various lifting capacities, speeds, trolley types, duty classes and options. Features include: hook-activated upper limit switches, secondary hoist and drum brakes, true vertical lift and true lift reeving, inverter hoisting, load display on pendant, radio or scoreboard, multiple hoist synchronization, monorail trolleys for patented or curved track systems, outdoor environmental protection and more.



Miller introduces EnPak air compressor

The EnPak Mechanic Series from Miller is a diesel engine-driven combination of rotary screw air compressor, hydraulic pump and generator all in one unit. The entire package can be ran with the power source, a truck, turned off and can lower fuel costs by 30 percent, Miller says. It also can reduce truck engine hours by 60 percent and lower jobsite noise by as much as 10 decibels.

This truck-integrated, diesel engine-driven air compressor, generator and hydraulic pump is now available from Miller Electric Mfg. Co



IMT introduces new DSC12

Iowa Mold Tooling Co., Inc. (IMT), recently took the wraps off its new DSC12 mechanics truck. An addition to IMT's Dominator family of trucks, the DSC12 body can be mounted on a Dodge or Freightliner Sprinter chassis and weighs in

at 2,150 pounds. The DSC12 is equipped with an IMT 3203i electric telescopic crane that features 3,200 pounds of maximum lift capacity and a maximum 15-foot horizontal reach.

New features include: improved tools and parts access;

patented floor structure that reduces body weight; patent-pending, three-point door latches; single-hand operation on the tailgate; improved rear LED taillight visibility; side packs designed for more storage options; and patent-pending shelf hanger bracket system.



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Perfect pedigree

Paul LeFebvre possesses a perfect pedigree to become president of the Specialized Carriers & Rigging Association. In 1928 – 20 years before SC&RA's founding – his grandfather Noel LeFebvre started the company Paul now heads, hauling livestock and milk from Minnesota's Elk River area.

Paul LeFebvre's grandfather soon discovered he could earn more by transporting precast concrete products and other over-dimensional freight throughout the Midwest. Hauling concrete continues to be the specialty of LeFebvre Companies, Inc.

Throughout the years, the LeFebvre family business continued to expand with hard work and dedicated service to customers. As Noel LeFebvre's sons grew older, all four – Leon, Gene, Eddie and John – became involved in the operation.

Incoming SC&RA President Paul LeFebvre thinks the economy will be the biggest challenge during his term. While most member companies will suffer due to the economic situation, but he says there is still 'promise and hope.' **Terry White** reports

And as the customer base broadened over the years, they looked for ways to simplify their operation and expand its potential.

Family matters

In 1961, LeFebvre & Sons, Inc. was formed and incorporated to reflect the changing management. That same year, Leon, Gene and Eddie decided to focus their attention on Elk River Concrete Products, a longtime customer now known as Cretex Concrete Products North, Inc., and became its primary carrier. That relationship continues today.

Paul continually learned about the business from his father Leon, grandfather

Paul LeFebvre will accept the gavel as president from Randy Goddard at the Closing Night Awards & Recognition Dinner during the SC&RA Annual Conference, April 21-25, in La Quinta, CA



f We're a family business, and I'll be pleased to represent the many family businesses like ours in SC&RA. We have some of the same values such as loyalty, a commitment to a high level of service and a dedication to customers. You could sum it up with one word: integrity.



and uncles. He and his brothers Chuck and John "Buck" also gained on-the-job training, earning spending money while still in school by washing trucks and moving equipment in the company's yard. In time, they took the wheel of the LeFebvre trucks and eventually the company itself.

Paul and his brothers had become an integral part of the company by the time it embarked on an expansion campaign in the 1990s, with the creation of Pipe Transit, Inc. in 1992, and Pipe Transit Ohio Division, Inc. in 1993. Both of these subsidiaries were built on a relationship with North Star Concrete, which ultimately was acquired by Hanson Pipe & Products.

Next came LeFebvre affiliates in Wisconsin (1995), Iowa (1996) and Kansas (1997). The acquisition of highly specialized equipment, combined with a continued commitment to a high level of service, helped what then became known as LeFebvre Companies, Inc. remain a leader in a highly competitive market.

As president of LeFebvre Companies, Paul shares management responsibilities with his brothers. Chuck is vice president and fleet director in charge of fleet purchasing, truck selling, and maintenance. John is secretary and operations director in charge of day-to-day trucking operations.

The company employs about 135 and has a fleet of more than 100 trucks and 200 trailers. Kenworth trucks form the backbone of the fleet, augmented by Peterbilts.

Personal journey

As one of the industry's leaders, LeFebvre Companies strongly supported SC&RA for years. However, Paul's personal involvement

came without any ambitions for becoming part of the association's leadership.

Initially, he showed up as a spectator at Transportation Group Safety Committee meetings, largely out of curiosity. Before long, fellow Minnesotan Al Koenig, who served as SC&RA president in 1978-79, convinced him to step up and become a member of the Safety Committee.

Later, he became a member of the Transportation Group Governing Committee. He chaired that group before moving up to become SC&RA assistant treasurer and vice president.

He will accept the gavel as president from Randy Goddard at the Closing Night Awards & Recognition Dinner during the SC&RA Annual Conference, April 21-25, in La Quinta, CA. Like LeFebvre, Goddard's bloodline in the industry goes back three generations.

"It's been fun," he says. "I'm just a regular guy from a little trucking company serving the Midwest out of Elk Creek, Minnesota. I've found myself thinking, 'How did this happen?' I'm quite humbled by the honor."

Nevertheless, he will assume the SC&RA presidency with considerable confidence. "We're a family business, and I'll be pleased to represent the many family businesses like ours in SC&RA," he says. "We have some of the same values such as loyalty, a commitment to a high level of service and a dedication to customers. You could sum it up with one word: integrity."

Through SC&RA, he has become comfortable enough with these like-minded companies to establish alliances. "SC&RA offers a great network of people

and companies," he says. "We've given other members some work, and they've given us some. It has worked out well for us."

His advice to new members is to become directly involved with the association. "Once you start participating in task forces and committees, you're right there in the know," he says. "You learn important things that are happening in the industry. It gets pretty interesting."

Member benefits

He notes that members often can make more of a difference than they realize. In his case, the most striking example focused on load securement. His company became very involved with proactive efforts to shape viable load securement legislation in his home state. Later, the federal government adopted much of that legislation into the North American Cargo Securement Agreement, which details how to tie down oversize/overweight products with chains or straps.

"My brother Chuck was instrumental in getting our ideas across because we had done this for so many years," Paul LeFebvre says. "It saved a lot of headaches and got the job done. Load securement standards promote safety and help our customer to get their products to the jobsite without being harmed or damaged in any way."

A 144 foot over-sized, over-dimensional 65 ton (130,000 pounds) wood pole injection vessel being transported from Cambridge to Minneapolis





Hauling concrete continues to be the specialty of LeFebvre Companies

As proud as he is of his company's accomplishments as SC&RA members, he says his most memorable personal achievement was giving up alcohol in October 1982. "My dad had gone through the process the year before," he recalls. "As part of that, we had to answer a lot of questions. I found myself telling lie after lie about my drinking until it became obvious I had a real problem, too."

His experiences with abstinence should serve him well as president of SC&RA. Earlier this year, the association was among 13 associations and unions that established an alliance with the U.S. Labor Department to promote safe and healthy construction workplaces through the prevention of alcohol and drug abuse.

Planning ahead

LeFebvre also feels he will benefit from his participation as a member of the committee that formulated the new SC&RA Strategic Plan for 2009-2012.

"My participation on the Strategic Planning Committee will help me understand what the staff is doing and why," he says. "I fully support the plan. It should strengthen SC&RA's presence internationally and bring greater value to members everywhere."

LeFebvre has long been an advocate of long-range planning for his own business. Having worked with his brothers for two-and-a-half years on a succession plan, he now oversees the grooming of the company's fourth generation.

The plan involves part-time work with the company for the next generation, as well as advanced training and education. In some cases, family members may work outside of the business for several years to widen their experiences before deciding upon a path at the family business.

"My daughter and her husband and my brother Chuck's son are starting to work their way up," he says. "We like to believe we can put together a management team that will be successful for years to come."

Despite his belief in planning, Paul LeFebvre understands the need to respond

to unanticipated problems at both his company and the association.

"Economics will be the biggest challenge during my term," he says. "Our company, our fellow SC&RA members, our customers—we're all suffering. But there's promise and there's hope. Infrastructure work coming from the new economic stimulus plan will be perfect for us. There are some pretty good shovel-ready projects coming out of the Minnesota piece of the package. Both our economy and our infrastructure are broken, and they need to be fixed."

For the foreseeable future, he counts on shifting his company's emphasis towards public works such as roads, bridges and storm sewers and somewhat away from commercial projects.

He is also enthusiastic about wind power. His company already is working with another SC&RA member company on hauling wind tower components.

"As they grow, we'll grow," he says.

He applies that same basic philosophy to SC&RA.

"You really can't beat the information-sharing and the access to government agencies that SC&RA and its staff give members," he says. "SC&RA has a powerful voice, and the more members do to get involved, the louder that voice becomes." **act**

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Chip Pocock, safety and risk manager for Buckner Companies, Graham, NC, is the immediate past president of the Steel Erectors Association of America. He has been a NCCCO-certified crane operator since 1997, and was one of the first 25 NCCCO Certified Practical Examiners. He also was a member of the Federal OSHA Crane and Derrick Advisory Committee.



If a crane operator candidate does not understand the very basic math formulas necessary to do load chart calculations, he or she will not pass the NCCCO specialty exams, regardless of being able to use a calculator. **Chip Pocock** discusses calculator use during CCO exams

Doing the math

While Graham Brent, executive director of NCCCO, is totally accurate regarding the interpretations of ASME B30.5 in reference to the use of calculators, there is nothing that would or should prevent CCO from incorporating a number of basic math problems into its core exam so that every candidate would be required to demonstrate his or her ability to use basic math formulas to solve problems.

These questions in the Core Examination could be weighted much the same as the load chart problems are weighted in the current Specialty Exam format. Having satisfied the B30.5 requirement to demonstrate their abilities to comprehend and use arithmetic, the candidates could then use calculators on the Specialty Exams for load chart calculations when time is a factor. This is exactly how the newly accredited crane operator certification programs are in fact able to meet the requirements of B 30.5 and not be in direct violation.

Let's face it, if an operator candidate does not understand the very basic math formulas necessary to do load chart calculations, he or she will not pass the NCCCO Specialty exams regardless of whether or not a calculator is used.

Basic skills

My experience with hundreds of NCCCO candidates is that more often than not, a simple mathematic error during the test, such as not carrying a number over or a simple mistake, leads to frustration under the pressure of time. If the same candidate

were equipped with a calculator, he or she would have had no problem with the load chart calculations.

There is also no question that crane operators must have some basic math skills in order to perform their jobs safely. Not allowing the use of calculators for an exam where one's livelihood is at stake however, is, in my opinion, archaic, especially when there are clear remedies and methods of testing available to comply with the intent and interpretations of the B30.5 standard.

Regardless of the interpretations by the ASME B 30.5 committee and its members, thousands of other local, state and federal officials, as well as members of academia and psychometric specialists, have seen fit to allow calculator use for board-certified examinations and licensing test across our country (including contractor exams, CPA/accounting exams, and medical and law examinations). In many of these valid tests, the importance of a candidate's ability to understand and use arithmetic is just as important as it is for crane operations.

The current B 30.5 Standard also calls for a combination written and verbal test on load/capacity chart usage. However, the current NCCCO testing does not have any such combination of written and verbal testing. Are the current NCCCO exams therefore noncompliant?

Utmost respect

Please do not mistake my comments. I have the utmost respect for all of the members of the B30.5 committee as well as the NCCCO and its Executive Director Graham Brent. All of these professionals have shown a deep commitment to the industry and to assuring its safety.

Buckner Companies has supported NCCCO since its inception and will continue to support and use NCCCO for the certification of our operators, despite the current position on usage of calculators.

There are, however, a growing number in the industry who believe NCCCO's position on this single issue will ultimately help bolster support for other accredited programs. **act**

EDITOR'S NOTE: Chip Pocock responds to an article in the Certification News column in the February 2009 issue of *American Cranes and Transport* regarding the use of calculators on operator certification exams. The Certification News column is edited by Graham Brent, executive director of NCCCO.



There is also no question that crane operators must have some basic math skills in order to perform their jobs safely

Tough decisions

Reducing insurance premiums is a key strategy in today's

economic times. **Randy Proos**

reports exclusively for *ACT*

Tough economic times means making tough decisions with respect to cost cutting and managing a company's expenses in a slowing economy. Lately I have fielded many phone calls from our crane and rigging clients and have had numerous discussions regarding the subject of "How can I reduce my insurance premiums?"

The good news among all of the dismal headlines is that insurance pricing is relatively flat to moderately decreasing. With all of last year's media attention on the crane accidents of 2008, we really didn't have a good handle on where we thought rates and premiums would be in 2009, however the news is currently mostly positive.

Insurance 101

To a large extent your insurance premiums are based on your measurable exposure in various areas. Your general liability premiums are likely based on your sales estimates for the current policy period. Your contractor's equipment premiums are usually based on your equipment schedules and the values you assign to those pieces of equipment. Auto premiums bases on fleet schedules, garaging locations, vehicle classifications and so on.

So logically if sales are down then your forecast for your upcoming general liability renewal will reflect that, but what do you do about the current year if your sales forecast was higher than actually realized? Traditionally, general liability policies in this industry class have been unilateral in nature, meaning that if you exceed your expected revenues the insurance company will audit your books and you will pay an additional premium based on your policy rate. However in the event that you do not reach the forecasted sales estimate your insurance company will not likely refund any premium.

Equitable or not even substantial shortfalls

in sales will not generally yield any return premium.

Some insurance companies will, if contacted prior to the expiration of the policy, agree to negotiate a return premium. Typically, a 10 percent return premium is a best case scenario. Logically, the stipulations are a good year from a claims perspective and an agreement from you to renew the policy with them.

You would also be prudent to negotiate a 90 percent minimum and deposit premium on the renewal in case the sales estimate for the New Year is short as well. If you are dramatically off of your current sales estimate and your carrier will not negotiate terms the final option may be to cancel and remarket the policy mid-term based on a more accurate sales figure. You should know that if you change insurance carriers in the process that the old carrier may likely charge a 10 percent short rate penalty based on unearned premium for early cancellation.

Deductible discussion

What about higher deductibles? They are generally not a good idea in a soft insurance market. If you really want to see quotes with higher deductibles make sure you secure terms with the lower deductibles first then go back and request higher deductibles

Recent auctions selling used cranes and equipment can help determine current market values. Values will undoubtedly be decreasing based on lower worldwide demand for equipment. Insurance companies will only pay the lesser of actual cash value or the amount required to replace or repair with like kind or quality





Randy Proos, CIC, CRIS, is vice president of the USI Insurance Crane & Rigging Practice Group, based in Coral Gables, FL. USI, a Goldman Sachs Capital Partners Company, is the ninth largest insurance broker and the largest privately held broker in the US.



as an option, otherwise you may end up with a similar premium but with higher deductibles. You can then measure the premium differential weighted against your potential increased retention in the event of losses. Applying the higher deductible over your individual loss history during the past five years or longer may serve as an effective analytical tool.

Be sure to also revisit the values you have assigned to the cranes and related equipment on your equipment schedule. In years past when used equipment was in high demand market values were actually appreciating. Some new machines were worth more at delivery than the price on the purchase invoice.

Recent auctions selling used cranes and equipment can help determine current market values. Values will undoubtedly

be decreasing based on lower worldwide demand for equipment. Insurance companies will only pay the lesser of actual cash value or the amount required to replace or repair with like kind or quality. Insurance company appraisers will run comparables on equipment held for sale to determine values.

Insurance companies are under no obligation to pay the scheduled amount if similar equipment can be found at a lower price.

Some of our clients have inquired about deleting inactive equipment from the equipment floater insurance policy. The pitfall here is you either have coverage on the piece of equipment or you don't. Even while parked in the yard the equipment may be subject to theft, windstorm, tornados, fire, and the like. We have had some success in negotiating a separate rate structure for idle equipment however generally you have to be a relatively good size company with a sizable premium to receive this sort of accommodation from the carrier.

Keeping watch

Workers' compensation is a bit more forgiving when payroll estimates fall short. Audits on this line of coverage will return

premium if actual payrolls are less than what was estimated. You may want to look at a monthly reporting option if your insurance carrier will offer this sort of payment plan. On a monthly reporting format you pay based on actual payroll incurred over a monthly basis and you pay in arrears usually by the 15th of the following month. This will eliminate any sort of overpayment to the insurance company during the year.


Some crane and rigging companies will face some very tough decisions this year such as personnel layoffs. While I don't have any suggestions regarding the execution of this process, I will caution that workers' compensation claims mysteriously increase during these times. Communication of impending terminations may lead to an increase in these types of claims which could adversely affect loss sensitive plans and future experience modification factors.

Reducing umbrella or excess limits is generally an ill advised consideration. Umbrella limits should be selected on the basis of protecting the balance sheet and not necessarily based on insurance requirements dictated to you by your customers. Moreover, the majority of cost is in the primary layers of the umbrella. As you increase the excess limits the cost is incrementally diminished and therefore the cost savings is not as substantial as may be thought. In other words, cutting your umbrella limits in half will not create a 50 percent reduction in premium.

A layered approach to the umbrella may however net some cost reduction. A multi carrier approach to obtaining the same set of limits could be effective. For instance Carrier A may have superior pricing on limits of \$1 to \$3 million. Carrier B may have better pricing on limits \$4 to \$5 million and Carrier C on limits \$6 to \$10 million. This may be an effective cost cutting strategy that enables the company to maintain adequate umbrella limits.

Cutting costs

Companies should resist the temptation to reduce resources in the area of risk management. While netting short term cost reduction the long term results could be very detrimental. Good risk managers and safety directors provide a valuable function and short-term savings could be short lived if a good safety record is compromised and increased claim activity results in increased future premiums.

Cost cutting solutions are best discussed with your agent and preferably you would be better served by scheduling a good old fashioned comprehensive risk strategy meeting with a good industry specific insurance agent/broker who has and insures many other companies in your industry class. 



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Pushing back

The economy is causing hardships but crane and transport companies in the Midwest aren't daunted. **Hal Lundgren** reports

How do you react when a plunging economy whacks your region's business? You whack back.

For Lifting Gear Hire (LGH), the response has been swift and, so far, effective.

"Our approach (to soft economic conditions) has been fairly aggressive," says Dan Barton, who coordinates the Bridgeview, IL company's sales and marketing programs. "Some organizations are gearing down. We've gone the other way. We've been expanding our sales staff and our distribution reach."

If you need more customers to offset the slowdown among existing customers, LGH's leaders must have reasoned, you need more sales people and more facilities to retain existing customers and pursue new ones. So the company has added people and facilities.

Expanding facilities

The newest site, to open in May, is a Philadelphia warehouse that extends the company's range east from its Midwest base. From Philadelphia, LGH ensures New York, New Jersey and eastern Pennsylvania customers of same-day or overnight equipment delivery. LGH also has situated sales representatives in Tampa and Minneapolis and included Atlanta in expansion plans.

LGH specializes in rentals of equipment for rigging, hoisting, handling, pulling,



Lifting Gear Hire has added salesmen and facilities in order to attract more customers

jacking and safety. The recession seems to have triggered a greater demand for rentals.

"More customers are turning to us for rentals," Barton says. "We hope that does not change. They will look at the cost of one piece of equipment for what might be a two-month job. Then they have to decide what to do with that purchased equipment if there's not another job waiting. If they buy the equipment, they also have to consider upkeep on it and having guys on the staff to maintain it."

"Customers will look at those factors and

“The economic downturn has prompted some companies to gear down. But LGH has been expanding its sales staff and distribution reach.”

Dan Barton, sales coordinator for Lifting Gear Hire, based in Bridgeview, IL



turn to us. They know we will have reliable equipment there when they need it, and that we'll pick it up when the job ends. You can see why LGH is very optimistic."

This has been a far more difficult recession for Trans-United Specialized Hauling.

Who pulled the plug?

President Jeff Fleming observes, "I've been in this business 24 years and have never seen anything like what we're going through. In the third and fourth quarters of 2008, the plug was pulled at some of our Midwest steel mills, and the contractors were pushed out."



We like to think we're good at adaptability, but we've never had to adapt as much as we have in the past few months.



Jeff Fleming, president of Trans-United Specialized Hauling, based in Burns Harbor, IN

"Since then, we've never experienced variances in revenue like we now face. In January and February, it was impossible to predict what would happen. We like to think we're good at adaptability, but we've never had to adapt as much as we have in the past few months."

Based in Burns Harbor, IN, Trans-United provides open-trailer hauling for loads "from 200 to 200,000 pounds." Its strengths include LTL, flatbed, super load and specialized hauling.

"We're in a capital expenditure business, so (soft) credit markets have hurt us," Fleming says. "I also believe Washington has taken a destructive approach toward business. But we continue to look ahead. We've seen a few bright spots in April. We remain ready to



Capital City based in Columbus, OH benefited from a spike in demand from Ohio power plants



serve, ready to go, when business improves. Our customer loyalty is very strong, though more customers are paying closer attention to price than I've ever seen."

Optimistic

Capital City Crane president Brian Gibson has a reason for describing the Midwest market as "soft" rather than bad.

His reason? "I don't like to sound pessimistic," he says.

Based in Columbus, OH, Capital City Crane had reason to be pessimistic in late 2008. Its taxi work fell substantially as customer demand for smaller cranes fell sharply.

"We normally have a slowdown in that segment at the end of a year, but we were hit harder than normally," Gibson says. "The slowdown continued into January and February."



Right now, we're anticipating business growth the rest of this year. We're looking at our equipment purchases for 2010 because we believe our business will be holding steady by then.



Brian Gibson, president of Capital City Crane, based in Columbus, OH



A specialist in crane rental, crane hoists, heavy hauling and storage, Capital City offers a rental fleet of about 50 cranes, most based in the Columbus, OH area

Capital City also experienced some positive offsets. It benefited from a spike in demand from Ohio power plants. And it avoided the housing collapse because it does not work in that market segment.

A specialist in crane rental, crane hoists, heavy hauling and storage, Capital City offers a rental fleet of about 50 cranes, most based in the Columbus area.

"We specialized in serving customers here and primarily in any state that touches Ohio," Gibson says.

He compares the current slump with one that smashed business in the early and middle 1990s. But he won't dwell on that retreat.

"We're moving forward," he maintains. "Right now, we're anticipating business growth the rest of this year. We've already made equipment purchase decisions for the rest of 2009. We're also looking at our equipment purchases for 2010 because we believe our business will be holding steady by then."

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Investing in

America's current infrastructure offers a dim reflection of the past. The recently passed **stimulus bill** is expected to provide a **short-term boost** to the construction industry, and will address several infrastructure needs.

Exclusively for *ACT*, **John Eckbert** and **Michael Rosendahl** report that ultimately, a **comprehensive approach to expand** the much needed investment in infrastructure is vital to preserving this asset while **ensuring future growth** and **global competitiveness**

America's history tells a story of innovation followed by periods of significant investment in technology and infrastructure that created competitive advantages for the United States in the global marketplace. In the 1950s, significant investments were made to create the US transportation networks, which became one of the nation's greatest assets.

Today, America's infrastructure is in poor condition, deteriorating rapidly, and in need of significant investment. Such neglect cannot last indefinitely, and the effort to restore these critical resources is a crane-intensive proposition, collectively representing hundreds of millions of dollars in work for crawler, hydraulic and potentially tower cranes.

Other more urgent funding priorities have



squeezed out the important infrastructure allocations in state and federal budgets. Further, the purchasing power of the dedicated funding sources (mostly federal fuel taxes) have not kept up with demand, requiring an \$8 billion injection from general revenue funds into the Highway Trust Fund in September 2008. These long-standing funding shortfalls are compounded by the country's current deep recession, severely reducing federal, state and local

top 10 states

number of bridges in need of repair

STATE	STRUCTURALLY DEFICIENT	FUNCTIONALLY OBSOLETE	TOTAL
Texas	2,186	7,851	10,037
Pennsylvania	5,802	3,934	9,736
Missouri	4,433	3,108	7,541
Oklahoma	5,793	1,614	7,407
California	3,140	3,837	6,977
Ohio	2,862	4,001	6,863
New York	2,128	4,518	6,646
Iowa	5,153	1,455	6,608
Kansas	2,991	2,372	5,363
North Carolina	2,272	2,787	5,059

Source: TRIP analysis of Federal Highway Administration data

top 10 metropolitan areas

most congested in the U.S.

CITY	STATE	% CONGESTED COMPARED TO WORST (LOS ANGELES)
Los Angeles	California	100%
New York	New York	87%
Chicago	Illinois	48%
Dallas-Fort Worth	Texas	39%
Washington	D.C.	36%
Houston	Texas	34%
San Francisco	California	33%
Boston	Massachusetts	27%
Seattle	Washington	24%
Minneapolis	Minnesota	22%

Source: INRIX, ranked by peak period congestion

infrastructure



The effort to restore critical infrastructure in the US is a crane-intensive proposition, collectively representing \$100s of millions in work for crawler, hydraulic and tower cranes

overall decline of America's infrastructure is best represented by the recent grade of a "D" awarded by the American Society of Civil Engineers (ASCE) in their 2009 Infrastructure Report Card. This grade encompasses 15 different infrastructure categories that were evaluated by ASCE and reflects the current state after decades of underfunding. Of particular interest to the crane and transport industry, more than 25 percent of the nation's bridges are either structurally deficient or functionally obsolete.

Investment in the future

The current funding mechanisms used for infrastructure investment have failed to provide the intended benefits. The Federal Highway Trust Fund and Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) are both underfunded. The ASCE recently identified \$2.2 trillion of investment over the next five years to repair and upgrade America's infrastructure to meet adequate conditions. Corroborating this finding, the National Surface Transportation Policy and Revenue Commission estimated the annual investment required for the next fifty years at \$225 billion per year to repair the current system and create the next generation of infrastructure required to sustain and ensure economic growth in the future.

Not only will sectors such as the crane industry benefit from a steady stream of construction projects, but the economy as a whole will benefit from the investment and efficiencies a refurbished infrastructure will provide. The Department of Transportation (DOT) estimates that for every dollar invested in infrastructure the economy receives \$5.40 in economic return.

Stimulus package

Despite disappointment over the lower than expected allocations within the plan, the ARRA does include an estimated \$130 billion in spending for construction-related programs, \$49.3 billion of which is devoted to the transportation sector. Additional allocations are made for energy (\$30.6 billion) and water (\$20.1 billion).

\$ stimulus package

transportation

PURPOSE	AMOUNT (\$ BIL.)
Highways	27.5
Rail	9.3
Transit	8.4
DOT Grants	1.5
Security	1.5
Airports	1.1
TOTAL	49.3

energy

PURPOSE	AMOUNT (\$ BIL.)
Electric Grid	11.0
Energy Efficiency	6.3
Renewable Energy	6.0
Loan Guarantees	
Home Weatherization	5.0
Assistance	
Carbon Capture	1.5
Clean Coal	0.8
TOTAL	30.6

water/environment

PURPOSE	AMOUNT (\$ BIL.)
DOE Cleanup	6.0
EPA Water	6.0
Army Corp of Engineers	4.6
Agriculture Department	1.3
EPA Cleanup	1.2
Bureau of Reclamation	1.0
TOTAL	20.1

Source: H.R. 1

government spending on infrastructure at a time when it is needed most.

In an attempt to create jobs, stimulate the economy, and partially address the infrastructure funding problem, the American Recovery and Reinvestment Act of 2009 (ARRA) was signed into law on February 17, 2009. The stimulus package will provide a short term boost to the construction industry, although current levels will not compensate for the cutbacks from state and local spending. Ultimately, a comprehensive approach to expand the much needed total investment in infrastructure is vital to preserving this asset while ensuring future growth and global competitiveness.

Current assessment

Numerous government and industry reports have outlined in great detail the increased utilization and deteriorating conditions of all aspects of US infrastructure. For example, the Interstate Highway System accounts for only 1.2 percent of the total miles of roads but carries 24.1 percent of the total Vehicle Miles Traveled (VMT). In addition, over the last four decades, highway lane miles have increased by only 6 percent while VMT has increased by 194 percent. The

The ARRA requires that half of the bill's construction-related allotment be spent on "ready-to-go" projects vetted by the federal government by the middle of June 2009 as a way to quickly stimulate the economy and create jobs. Due to this stipulation, the states will quickly focus on prioritizing "ready-to-go" jobs. The bill directs the DOT to take away any unused money and redistribute it to other states if a state doesn't commit at least 50 percent of its allotments within 120 days after the DOT apportions the money.

The DOT and Environmental Protection Agency funds will be distributed using currently established formulas while the Defense, Veterans and General Service

top 10 states

2010 projected budget shortfalls

STATE	SIZE OF GAP (\$ MIL.)	PERCENT OF FY2009 GENERAL FUND
New York	13,700	24.3%
Florida	5,800	22.6%
Connecticut	4,000	23.1%
New Jersey	4,000	12.3%
Texas	3,500	7.6%
North Carolina	3,300	15.3%
Massachusetts	3,100	11.0%
Arizona	3,000	29.8%
Wisconsin	2,900	20.3%
Washington	2,800	18.2 %

Source: Center on Budget and Policy Priorities (CBPP)

top 10 states

with 'ready-to-go' projects

STATE	NUMBER OF PROJECTS	VALUE (\$ MIL.)
Utah	136	10,800
Florida	92	6,968
Texas	853	6,018
North Carolina	296	5,170
California	NA	5,000
Ohio	NA	2,160
Georgia	319	1,932
Michigan	208	1,750
New Jersey	153	1,640
Washington	60	1,339

Source: AASHTO

NA=NOT AVAILABLE

top 10 states

receiving ARRA funds

STATE	PROJECTED FUNDS RECEIVED (\$ MIL.)
California	3,918
Texas	2,803
New York	2,775
Florida	1,795
Illinois	1,580
Pennsylvania	1,525
New Jersey	1,336
Ohio	1,336
Michigan	1,150
Georgia	1,141

Source: H.R. 1 & Engineering News-Record

Administration funds will be allocated based on contracts though the departments. Even with a mandate to rapidly implement the stimulus package, the Congressional Budget Office estimates that only \$34.8 billion, or 11 percent of the bill's \$308.3 billion in actual appropriations outlays, will be used in the fiscal year ending September 30, 2009. In fiscal 2010, spending will rapidly increase to an estimated \$110.7 billion in appropriations-related outlays.

The investment in infrastructure will favor the larger cranes, but work should be spread over the crawler and hydraulic categories with tower cranes potentially benefitting as well. Crawler cranes with lifting capacity over 200 tons will gain from the road and bridge work. Hydraulic cranes will benefit primarily from the investment in new roads. Tower cranes could also profit from increased investment in span bridges.

Unfortunately, investment through the ARRA will not accomplish the critical task of fully revitalizing infrastructure in the US. The stimulus bill will only cover a small portion of the total investment needed to repair, maintain and improve the country's

infrastructure. The crane industry will experience ARRA's impact in holding onto contracts that would otherwise have been lost or delayed by constrained state DOT budgets. As the data demonstrates, there are substantial needs in all parts of the country as are the dispersion of projects and budget shortfalls. This combination demonstrates the national nature of the issue and substantiates the need for increased spending.

The states are currently suffering due to massive budget shortfalls, and have been forced to retrench and cut back expenditures with many construction projects being delayed or cancelled. A portion of these otherwise delayed or cancelled projects can now be funded by stimulus plan dollars. The states will divide \$27.5 billion to build and repair roads and bridges, which is substantially less than the \$64.3 billion in projects that were deemed "ready-to-go" by the American Association of State Highway and Transportation Officials (AASHTO). A significant and necessary benefit provided in the ARRA is the elimination of the 20 percent matching funds states have traditionally provided. Without this provision most states would have been unable to supplement the federal dollars being invested resulting in lost construction spending.

Through the ARRA, a number of states will receive enough funding to reduce budget shortfalls and implement "ready-to-go" projects. California is the largest beneficiary, receiving \$3.9 billion in ARRA funds which helped the California Legislature to pass a balanced budget on February 25, 2009. Another big winner is Texas, which has a 2010 projected budget shortfall of \$3.5 billion and received \$2.8 billion in stimulus funds, financing nearly 50 percent of their "ready-to-go" projects. New York received \$2.8 billion, mostly for roads and bridges while its budget shortfall currently stands at \$13.7 billion, leaving a significant gap in the state's budget.

Public-private partnerships

While federal, state and local spending is part of the answer, the government will also need to look towards Public-Private Partnerships (PPP) to provide new sources of investment. Investment in infrastructure funds has continued to grow. This has created a willing investor with much needed capital that needs to be put to work. Over \$80 billion has been raised for infrastructure funds since 2004 with many others currently seeking financial backing. Active groups in this sector include Alinda Capital Partners with over \$5 billion in capital to invest in this sector and the Kohlberg Kravis Roberts & Co. which raised \$10 billion in 2008 to invest in infrastructure globally.

Dedicated private investment funds are not the only participants in PPPs. Corporations have undertaken these partnerships with federal agencies, states and municipalities providing the investment and management needed to grow with demand. PPPs have begun to spread throughout the United States with approximately 26 states undertaking these initiatives with both financial and corporate partners. Recent examples of PPPs in the US include the leasing of the Chicago Skyway to Cintra-Macquarie for \$1.8 billion and construction of the Hudson Bergen light rail totaling

“The investment in infrastructure will favor the larger cranes, but work should be spread over the crawler and hydraulic categories with tower cranes potentially benefitting as well.”



John Eckbert (left) and Michael Rosendahl (right) are investment bankers at PCE Investment Bankers, LLC, member of FINRA and SIPC. They manage the firm's efforts in the crane, construction and infrastructure sectors. For more information about PCE, visit www.pcecompanies.com



prominence, America will need to develop a long term strategy and funding mechanism for fixing and expanding its roads, bridges, ports, waterways, waste water, and power supply. The pending demand for crane services continues to build as these inevitable expenditures are delayed

and deferred. A steadily growing level of investment in infrastructure will provide benefits throughout the economy, which will lead to new growth in all segments of the construction sector. A comprehensive plan will benefit not only crane companies and the construction sector, but the economy as a whole. **act**

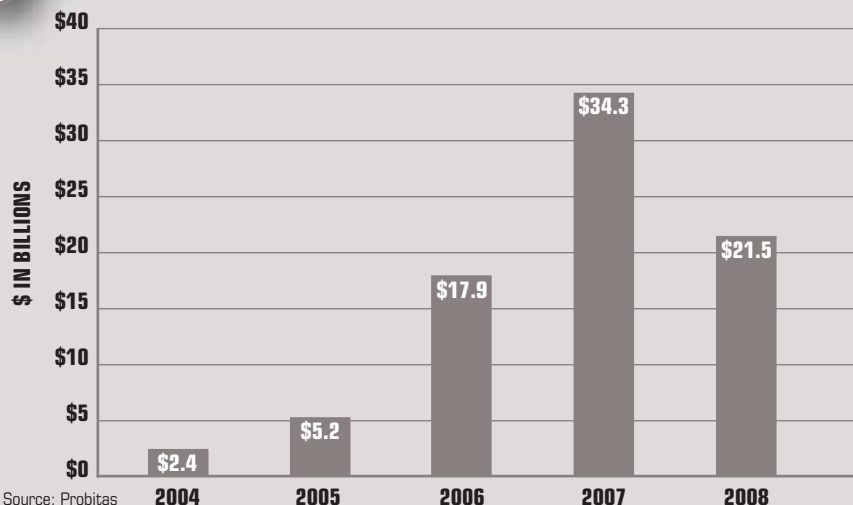
\$1.1 billion, which combined the resources of New Jersey Transit, New Jersey DOT, Federal Transit Administration, Washington Group International, and Itochu Rail Car and Kinkisharo USA.

The legislation passed by Congress and signed into law by the Obama Administration does provide a jolt of spending towards a gaping and ever increasing demand for infrastructure investment. The ARRA's impact on the crane industry, while helpful, is not of the magnitude once anticipated. The process of passing the ARRA has shined the spot light even brighter onto the importance of American infrastructure and the funding required to fix it, leaving the door open for subsequent infrastructure initiatives by the administration.

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Chinese crane operators learn how to operate the Lampson LTL 2600 B Transi-Lift, which will be operational in China by late May. **Danny Thiemens** reports for *ACT*

Monster crane

The new Lampson International LTL 2600 B Transi-Lift Crane on the test pad at the Lampson International headquarters in Kennewick, WA

NCCCO certified crane operators involved in the training and testing operation include Allan Hayden, Steve Harvil, Rick O'Hare, Rusty Rutherford and Bruce Stemp. Personnel visiting from China for training include Cao Zhilong, Wang Yaun, Li Xiaojun, Guo Benlin, Yang Baomin, Zhou Linqiang and Lu Xiaojun


Since last October, five mobile crane operators certified by NCCCO have been helping to train crane operators from China on Lampson International's newest crane, the LTL 2600 B Transi-Lift. The crane was purchased by Sammen Nuclear Power and Zhongyuan Engineering Company to work on nuclear projects in the country.

Training at Lampson's Kennewick, WA-based facility included classroom instruction, as well as assembly, disassembly, load testing and crane operation instruction. By March 2009, the LTL 2600 B Transi-Lift was being dismantled and mobilized to China, where it will be the largest crane ever to work in the country.

The massive crane, with a rated capacity of 2,600 tons, will be loaded onto three barges in the Port of Pasco, WA. The barges, with a capacity of 800 to 1,000 tons each, will move the crane down the Columbia River to Vancouver, WA, according to Brian Pepin-Donat, director of contracts and international business for Lampson.

"Crane components will then be trans-loaded to one ship and moved to Shanghai, China," says Pepin-Donat. "Once in port at Shanghai, the components will be moved over the road about 400 kilometers to the San Muan nuclear site."

Pepin-Donat anticipates the demobilization in Pasco, WA will take three to four weeks.

"The crane will be in full operation by the 





end of May," says Bruce Stemp, training and safety director for Lampson, and who is also an accredited NCCCO mobile and overhead practical examiner and certified crane operator. "Our key personnel will travel to China to assist with the assembly of the crane, load testing and then the placement of the first heavy module. Some of these personnel will be NCCCO-certified mobile crane operators. Lampson will continue providing engineering consultation and parts and service support after our three-month initial visit."

Mega power

The LTL 2600 B Transi-Lift crane will perform lifts to install new Westinghouse AP 1000 nuclear reactors, according to Bill Lampson, president, Lampson International. "They will be the first of their kind installed anywhere in the world," says Lampson. "The LTL-2600B is scheduled to lift and set loads weighing over 1,000 metric tons at a radii exceeding 50 meters."

Lampson says the reactors will produce as much as 1,250 megawatts of power each. He says that six more nuclear plants are planned at the site over the next several years as China enters a phase of nuclear power construction.

Cao Zhilong, general manager of Zhongyuan Engineering Company, says: "Crane operators in China must successfully pass both written and practical examinations for the crane types they operate and they must recertify every two years. The expertise Lampson has provided is very much appreciated. Learning that crane operators are certified in the United States by NCCCO is exciting and reassuring to us."

The crane can reeve up to 58 load falls on the main line, and the hoists can spool 10,000 feet of 1-1/2 inch 6X26 wire rope per drum, almost nine and a half miles of rope





during our visit to the US, it will be required to undergo additional specialized type testing once it arrives in China," says Yuan. "Our personnel trained here will be considered 'specialized crane operators' back home."

Configuration

The LTL 2600 B Transi-Lift is configured with 400 feet of main boom, a 230 foot mast and 160 foot of 1,000-ton Lampson jib, according to Stemp. The crane can reeve up to 58 load falls on the main line, and the hoists can spool 10,000 feet of 1-½ inch 6x26 wire rope per drum, almost nine and a half miles of rope. The crane's two crawlers are powered by Cummings QSM-

11 engines, as are both the individual two and three drum hoists. Hoist drums provide a maximum line pull of 75,000 pounds each. The crane is capable of all normal crane operations and functions including traveling with a load, according to Stemp.

"Regardless of where the operation is taking place, safety and skilled personnel are always of paramount importance," says Lampson. "My hat goes off to our team of professionals all the way from our office, to the field and on to China. I know every move is well engineered and thought out. I have complete confidence in our people no matter what the endeavor."

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Li Xiaojun, crane operator and commander at the Chinese nuclear facility, adds, "It's good to know crane operators are certified by an organization like NCCCO. In China, crane operators must be certified to operate bridge, tower and mobile cranes, much like NCCCO's programs."

Wang Yuan, an engineer who will coordinate all Transi-Lift use at the project says cranes in China must be inspected and certified by a governmental agency. "Although the LTL 2600 was load tested



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On the eve of its 40th anniversary, Transportes Tellería celebrated its heritage with the transportation, rigging and installation of industrial equipment needed in the expansion of the largest coal-fired power plant in Mexico. **Daniela Soto** reports for *ACT*



Power play

Reinforcement was required on four of the bridges along the transport route. The most extensive reinforcement was at the La Villita Bridge, located over Jose María Morelos Dam. The bridge superstructure had to be reinforced in its entirety

As part of the national development program in Mexico, the federal government endorsed the expansion of a coal-fired power plant in Petacalco, Guerrero. With the installation of the new equipment, the Pacifico power station will have the capacity to generate 700 Megawatts of electricity, making it among the largest power plants in Mexico.

Mitsubishi Heavy Industries and Transportes Tellería formed a new joint venture to make possible this amazing work.

The project required a full year of planning and involved the rigging and transport of more than 15,000 metric tons (16,800 tons) of machinery. The heavy cargo was offloaded from the Port of Lazaro Cardenas and transported to the plant in Petacalco.

While it was a relatively short haul, a detailed route analysis was required to determine if it was feasible to transport the oversized machinery. Once the study was complete, Transportes Tellería drew up the detailed technical and organizational plans for the transport and installation of the equipment.

The coordination of the transport and lifting project represented a demanding challenge for Transportes Tellería. The equipment – including a 404 metric ton (452 ton) generator, turbines, heaters and other equipment – arrived on more than 15 shipments from Japan.

The route from the port to the plant site required substantial adaptations because of the size of the cargo, which would be transported over four bridges located along the route: Tamacuas, Guacamayas I,



Guacamayas II and La Villita. All of the four bridges were deemed to be insufficient for the transport of the cargo.

To prevent damage to the structures and to assure a safe transport, the Secretaría de Comunicaciones y Transportes, (the transport office in Mexico), demanded the reinforcement of the bridges. The government provided the specifications for reinforcing the four bridges, which Transportes Tellería carried out simultaneously with the rigging and transport of the generator. The most extensive bridge reinforcement was at the La Villita Bridge, located over Jose María Morelos Dam, with seven 17-meter spans. The bridge superstructure had to be reinforced in its entirety.

In accordance with the regulations, Transportes Tellería was required to file a tremendous amount of paperwork for Mexico government agencies Semarnat and Conagua to guarantee that all activities performed over the bridges would not cause damages to the bridges or the environment, plus adhere to all legal requirements of specialized transport.

Transportes Tellería staff chose its schnable system for the transport of the generator because it offered safety, strong capacity and a better load distribution, especially in crossing the bridges and other roadway challenges.

Once at the plant, Transportes Tellería

Transportes Tellería won the contract for the installation of the equipment, a first for the 40-year old company. The project started with the installation of seven demineralizers at the floor level

A schnable system was used because it provided necessary capacity and better load distribution for crossing over the bridges

was also involved in the installation of the equipment, a first for the 40-year-old company. The company won the contract due to its proposal that met government safety, quality and scheduling requirements. In accordance with the installation schedule, the project started with the positioning of seven demineralizers into a tight space at the floor level, with a maximum height of 3 meters (9.84 feet). These components arrived by railroad.

Next, at the same level, two BFP turbines were positioned for installation using the SPMT trailer on which the turbines were transported. At 20 meters (65 feet) high, three heaters (two weighing 110 tons and

one weighing 39 tons) were installed using a gantry structure rigged with enough height to lift the heaters. At that height, two lines of rails and hydraulic equipment allowed crews to place the heaters up to their final installation positions. The same procedure was used for the heater at the 14 meter (46 foot) level.

The generator was the greatest challenge. The unit was 11.54 meters long, 5.05 meters wide, 4.96 meters high and weighed 404 metric tons (452 tons). It was offloaded from the ship directly onto the Schnabel system structure deck. The configuration involved two modular platforms trailers, each consisting of eight lines at 6.30 meters wide. The total transport had 236 wheels and required three heavy prime movers.

The vehicular configuration had a total length of 75.35 meters (246 feet) and a total weight of 639 metric tons (715 tons). The convoy arrived at the La Villita Bridge just as the reinforcement work was completed.

Following the plan to avoid any damage to the bridge, only one prime mover was necessary in crossing the bridge. Once over the La Villita Bridge, crews were pleased that their hard work had paid off.

On arrival at the plant, the Schnabel system was disassembled and the generator was unloaded onto a wood beam deck for temporary storage until the installation date. Some days later, using an 800-ton capacity gantry, the generator was loaded back onto the transport system, a 14-modular line trailer for transport to the installation site.

In order to lift the generator to its final position at 16 meters high, it was necessary to build a temporary structure comprised of four strand jacks. The strand jacks were positioned over the rails using a self-propelled 2,400 ton capacity gantry used to lift the generator 60 meters (196 feet) up to its base. The same procedure was performed for the turbines of 190, 214 and 218 tons, which were lifted to 30, 40 and 50 meters,



After transport to the plant, the generator was stored on a timber deck until the installation date. Using an 800-ton gantry, the generator was loaded back onto the transport system, a 14-modular line trailer for transport to the installation site



respectively, up to their final positions.

Installation was finally complete in late January 2009, with Transportes Tellería crews jubilant with the results. The project required hundreds of hours of planning, engineering and analysis, which was critical to the success of the project. It was fitting that this large-scale project finished just as the company reached its 40-year anniversary and could prove its passion, experience, commitment to excellence and trustworthiness over four decades. **act**

In order to lift the generator to its final position at 16 meters high, it was necessary to build a temporary structure comprised of four strand jacks. The strand jacks were positioned over the rails using a self-propelled 2,400 ton capacity gantry used to lift the generator 60 meters up to its base. The same procedure was performed for the turbines of 190, 214 and 218 tons, which were lifted to 30, 40 and 50 meters, respectively, up to their final positions



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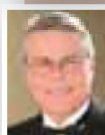
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After 28 years, new US crane and derrick rules are overdue

Still waiting

On March 17, I plan to present testimony before the Occupational Safety and Health Administration (OSHA) during a public hearing. This testimony matters because it addresses the dire need for an updated safety standard for cranes and derricks in construction.

Our association has long been an enthusiastic supporter of efforts to update this important standard. It has not been revised since 1971 and no longer affords the protection workers in our industry need – and deserve.

An SC&RA representative was among 23 experts from all facets of the industry appointed by OSHA in July 2003 to develop a recommended proposal for the standard. OSHA instructed these members of the Cranes and Derricks Negotiated Rulemaking Advisory Committee, which became known as C-DAC, to negotiate all aspects of a new standard within one year. C-DAC met nearly every month to accomplish that significant task.

SC&RA's representative negotiated clearly and in good faith represented our association's goals and viewpoints throughout the negotiations that resulted in a final consensus. Over four and a half years later, we still anxiously await final approval.

In the meantime, our industry has been under attack, largely because of several high-profile incidents involving tower cranes last year. We believe provisions agreed to by C-DAC could have prevented fatalities, injuries and property damage.

My testimony, as well as that of other SC&RA members, will address ways the proposed standard expands and improves safety procedures in numerous significant areas, including tower cranes, derricks, wire rope, hoisting personnel, multiple crane lifts, overhead cranes and gantries, and design reconstruction and testing. We also will discuss ways the proposed standard introduces very important new protections in entire areas not addressed by the existing standard, including crane operator certification, qualifications for signalpersons, inspection criteria, fall protection, power-line safety, ground conditions, authority to stop operations and operational aids.

The proposed standard clearly and concisely combines all the information companies need to ensure crane and derrick safety.

Unlike the existing standard, it eliminates the need to scramble for additional references from other sources.

In response to the recent tower crane accidents, a number of jurisdictions have cobbled together their own sets of guidelines. Just as working from different documents at the federal level needlessly complicates the process, the need to keep track of varying local and state regulations could complicate compliance for those working in multiple jurisdictions. Moreover, a hodgepodge of safety requirements could leave workers in one state more susceptible to worksite injury, or even death, than those in another.

Our industry needs a clear and consistent standard, carefully vetted by both regulators and industry experts. The proposed standard fills the bill.

A main part of President Obama's ambitious economic recovery plan is the single largest new investment in America's infrastructure since President Eisenhower established the Interstate Highway System in the 1950s. Cranes and derricks will play a major role in lifting and shifting components in building and repairing roads, bridges, the electrical grid and the wind- and solar-generated power sources that will increasingly feed into that grid.

At this crucial point in our nation's history, we cannot afford to become bogged down by confusion over safety regulations. As our nation rebuilds, the tragedy of any fatalities resulting from faulty regulations would be magnified. The progress of much-needed projects would be slowed as America paused to question their human costs.

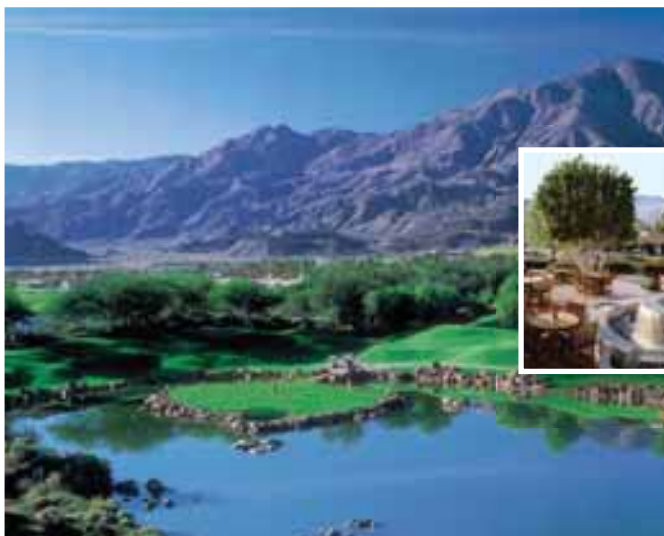
President Obama backs us on this important issue. He was among nine Senators whose signature appeared on a two-page letter sent to then Secretary of Labor Elaine Chao on July 22, 2008 concerning two areas addressed by the proposed standard – unsafe construction cranes and worker falls.

The letter concluded with this statement: "American construction workers have waited too long for OSHA to do its job. It is time for prompt, decisive action. We urge you to act now."

SC&RA's member companies and their employees agree completely.

Joel Dandrea, executive vice president

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Products Fair

The SC&RA Annual Conference Products Fair sold out months back, as this is one of the most important trade fairs in the industry. Some 56 exhibitors will be on hand to introduce participants to the latest products and services available from the crane, rigging and specialized transportation industry. Besides learning about these companies, attendees can meet the exhibitors' key management teams, ranging from salesmen to CEOs. Following is a sampling of the companies that submitted information for our annual Show Guide.



A1A SOFTWARE LLC is the premier software and website development company in the construction industry. With its understanding of the operation and deployment of mobile and tower cranes, A1A has created effective and easy-to-use applications, for the lifting industry. A1A created the www.3dliftplan.com, the industry's first web-based lift planning program. Tawnia Weiss, president, will be in the booth giving live demonstrations of 3dliftplan.com, liftquote.com, and A1A Dispatch. Don't miss A1A's new product release at the show, Crane Comparison, which allows

A1A Software will demonstrate its web-based lift planning software

users to compare cranes performance including radius, capacity, and load charts along with basic information on the crane.

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WEATHER

The average high temperature in La Quinta, CA during April is 87 degrees Fahrenheit and the average low is 59 degrees Fahrenheit with mostly sunny skies

CONFERENCE HIGHLIGHTS

Products Fair, 5K Fun Run/Walk, tennis, golf, Job of the Year competitions, educational sessions, committee meetings, President's reception, Foundation Gala, International members reception, Closing Night Awards and Recognition dinner, First Timer's dinner, breakfasts, raffles and more

conference

The SC&RA 2009 Annual Conference schedule is chock full. The five-day event includes more than 50 educational sessions, networking events and committee meetings. Among the anticipated highlights are the Rigging and Hauling Jobs of the Year Competitions; the Annual Awards and Recognition Dinner; the SC&R Foundation's Fire & Ice biker-themed gala; golf, tennis and fun run/walk events; and the President's Reception, as well

as receptions for international members, first-time attendees and spouses.

The opening session speaker is Jean-Michel Cousteau, who will explain how "going green is a long term investment and environmental practices benefit us all" in his presentation, "Redesigning Our Future: The Business of Nature." The explorer, author, film producer and son of the legendary Jacques Cousteau founded the Ocean Futures Society.

Once the nation's youngest

head college football coach, Terry Bowden will engage the audience in a presentation titled, "You Can Make a Difference."

Dr. Peter Ruane, president and CEO, American Road & Transportation Builders Association, will moderate a special panel discussion, "It's All About the Economy," featuring valuable, industry-specific analysis and a broad economic outlook for 2009 and beyond by Dr. Martin Regalia, vice president and chief economist, U.S. Chamber

of Commerce and Ronald DeFeo, chairman and CEO, Terex Corp.

The conference will finish strong when Eli Mattson provides after-dinner entertainment at the Closing Night Awards & Recognition Dinner. The 27-year-old pianist and singer is best known as the runner-up on the third season of NBC's "America's Got Talent." His talent reflects his musical influences, which include Elton John, Billy Joel, Bruce Hornsby and Dave Matthews.

Show Guide



of all sizes for more than 15 years. A specialized focus creates a wealth of benefits for crane owners and operators. The company's expertise, trusted insurer relationships and industry resources deliver bottom-line improvements and the crane industry's top insurance coverage options. Allied's customer service team is 100 percent dedicated to the crane industry so stop by to discuss needs with the staff and take a chance at winning a Mini Cooper.

ASPEN CUSTOM TRAILERS is an industry innovator and a premier supplier of multi-axle heavy haul transporters. The company's existence is dependent upon its ability to provide

tough and reliable heavy haul solutions for North America's transportation, construction and energy industries. Aspen started out nearly 30 years ago designing large capacity heavy haul trailers for use in the extremely harsh conditions of Northern Canada and the Arctic. Today, these roots benefit customers – every Aspen trailer is designed to get the job done every day without any excuses. Each Aspen customer has different expectations of their heavy haul transporter which is why Aspen sells its large capacity trailers direct from its factory. Representing Aspen at the conference will be Murray Johnston, president; Phil Johnston, vice president; Daryl Mack, corporate sales

manager and John Zork, engineering manager.

ATS SPECIALIZED, INC. offers service to 48 states, Canada, Mexico and Alaska. ATS Specialized, a subsidiary of ATS, Anderson Trucking Service, Inc., operates more than 900 trucks and 2,400 trailers. The company's trailing equipment consists of 2 and 3-axle flatbed, stepdeck, doubledrop and expandable trailers. Its heavy haul fleet of trailers consists of 6, 7, 9, 10, 13 and 19 multi-axle trailer configurations, including expandable flatbed wind blade trailers and many 13 axle Schnable trailers for wind tower sections. The entire truck fleet has QualComm or DriverTech communication technology, which allows for around the clock communication with the ATS fleet. Jeff Brunner and Darrell Primrose will be representing ATS Specialized.

AUTOMATED LOGISTICS SYSTEMS, LLC provides a range of competitive, reliable transportation services including consolidation, truckload, climate control, flat and specialized, untransferred LTL, LTL (flat and van). Supply chain services include lead logistics partner, consolidation, distribution, warehousing and transportation management. The company services the US, Canada and Mexico.

BELLVILLE RODAIR INTERNATIONAL (BRI) is a specialist in exporting and importing heavy equipment, cranes and over-dimensional project cargo. BRI will exhibit

its forwarding services and discuss current shipping trends at the Products Fair. The company operates as a global project freight forwarder and services all major trade lanes around the world. BRI differentiates its freight forwarding services by offering customized shipping solutions for its client's sales groups and shipping departments. BRI offers experience and hands-on approach to executing and managing over-dimensional shipments. The business objective is to help drive clients' international sales process forward while insuring trouble free and timely shipments for the shipper and the consignee. Available to discuss today's shipping environment will be Mike Fuentes, business development manager and Paul Mcauley, vice president of projects North America.

C4 CRANES is the US distributor for the Jekko product line from Italy. Jekko currently has three models of mini cranes and their new pick and carry model. Keith Shank of C4 Cranes will be on hand to talk about this unique and interesting new product line. He will discuss plans for release later this year of another new mini crane. Jekko cranes allow users to do even the smallest, hard to reach, confined space and limited access jobs. The Jekko brand offers users a "complete line of cranes" for all their lifting needs.

CRANE HOT LINE, serving the North American market, reports on products, trends and technical and safety issues as they relate to boom trucks, rough terrain cranes, all terrain cranes, crawler cranes, truck cranes and tower cranes and other

lifting devices found to be appropriate. Additionally, it reports about services and complimentary products relative to the needs of the marketplace.

CRANEWORKSMATS, a division of CraneWorks Inc, based in Houston, TX, is the exclusive North American distributor for the mobile crane industry, including crane dealers and end users, of high-capacity cast nylon crane mats and outrigger pads made by global plastics manufacturer Ensinger, Inc. Joby Franklin,

recently named national sales manager, is establishing a nationwide dealer network to service crane customers.

CUSTOM MOBILE EQUIPMENT

builds the Versa-Lift line of forklifts for the machinery moving industry. It manufactures four different models of forklifts ranging from 25,000 to 140,000 pounds in capacity. These machines feature a 2-speed hydrostatic drive, telescoping frame, removable counterweights and hydraulic 2 stage

boom attachment. At the Custom Mobile Equipment booth, see photos and view product literature about the different Versa-Lift models.

DORAL EQUIPMENT RENTAL

is a specialty rental house focusing on equipment for machine moving and heavy manufacturing applications. Doral offers the largest fleet of Versa-Lifts in the world, with a fleet of forklifts ranging up to a 120,000 pounds capacity. Doral also offers hydraulic gantries up to a 600-ton



	Trail King Industries, Inc.	Fleet Cost & Care	Global Executive Solutions Group	BREAK STATION		Goldhofer AG	J&R Engineering Co., Inc.	XL Specialized Trailers, Inc.	
Transport Systems & Products, Inc.	Hilman Rollers	Slingmas, Inc.		Lift Systems, Inc.	Allied Insurance Brokers, Inc.		Bellville Rodair International	National Commission for the Certification of Crane Operators	BREAK STATION
	C4 Cranes	Terex Cranes		GKS Lifting and Moving Solutions LLC	Liebherr Cranes, Inc.		CraneWorks Mat	Royal Tractor Company, Inc.	
	PowerCat	Doral Equipment Rental		A1A Software LLC	Liebherr Nenzing Crane Co.		Senarc Systems – Visual Dispatch	NBIS	
	The Crosby Group, Inc.	Custom Mobile Equipment		Nelson Manufacturing Company	WHECO Corporation		Ridewell Suspensions	USI Insurance Services LLC	
BREAK STATION									BREAK STATION
Kalyn Siebert	Riggers Manufacturing Company	ATS Specialized, Inc.		Crane Hot Line	Orlaco Products B.V.		Harry Fry & Associates	Rigging Gear Sales	BREAK STATION
	Rogers Brothers Corporation	Garrod Hydraulics, Inc.		PeopleNet	LJ Crane & Rigging		Remote Dynamics, Inc.	The Carpenter Group	
	Gunnebo Johnson Corporation	Automated Logistics Systems, LLC		Manitowoc France	KHL Group		RopeBlock N.A., Associated Wire Rope	EFS Transportation Services	
	Rayco-Wylie Systems	Ritchie Bros. Auctioneers		Manitowoc	Link Belt Construction Equip. Co.		Aspen Custom Trailers	FIRST Sling Technology	
ENTRANCE									

ENTRANCE



capacity and the Trakporter unit. Doral Equipment Rental offers its equipment for rent from coast to coast, short or long term.

EFS TRANSPORTATION

SERVICES offers innovative ways to help manage critical components of transportation-related businesses. EFS helps its customers gain control of their fleets by offering flexible fuel and driver payroll options that can enhance a company's ability to effectively manage business and operational expenses.

FIRST SLING TECHNOLOGY

presented the Inspectable Roundsling at the SC&RA's Crane & Rigging Workshop in Kansas City in the fall of 2007. FIRST Sling thanks the SC&RA membership for its response to this advancement in rigging gear inspection. Over the last two years the Inspectable Roundsling with a Clear Cover has been placed into service in top notch master rigger programs, and also in nuclear power plants for heavy lifts. Linda Summers and Wyatt Townsend will be on hand to introduce the newest generation of synthetic roundslings, both polyester and Extra High Performance, and to answer technical questions.

FLEET COST & CARE software was developed to specifically meet the needs of businesses requiring total fleet management in the construction and equipment rental industries. The software is designed to schedule and track personnel, vehicles and equipment, as well as for those companies requiring an extensive fleet service and preventative maintenance capability. Through its affiliate company, JJ Curran Crane Co. and Fleet Cost & Care, there are a combined 65 plus years of experience in the area of equipment rentals. This experience has allowed Fleet Cost & Care to create software unique to the construction and equipment rental and rigging industries, allowing companies to easily produce and track the daily

Bellville Rodair International will exhibit its forwarding services and discuss current shipping trends. The company operates as a global project freight forwarder and services all major trade lanes around the world

information so critical in today's business climate. Fleet Cost & Care's product line consists of Cost & Care Fleet Management System (Cost & Care FMS) and NexGen Fleet Management System (NexGen FMS). Attendees will have access to product demonstrations, feature overviews, and collateral materials. Also meet Jeff and Larry Curran, owners of the company.

GARROD HYDRAULICS, INC.

repairs and remanufactures hydraulic cylinders and industrial hard chrome plating. Services include: telescoping cylinders, large bore cylinders, multi-stage cylinders, mobile crane cylinders, rod straightening, industrial hard chrome plating, and polishing. Garrod's commitment to quality service and customer satisfaction was formally recognized in 1999 when it became the first ISO 9002 certified supplier in hydraulic cylinder service and repair in the US. In 2007, Garrod Hydraulics joined Manitowoc's EnCORE program, establishing the company as a certified Manitowoc Crane Care repair shop. Today, Garrod Hydraulics is one of the largest industrial hard chrome plating shops on the East Coast with the ability to repair and remanufacture cylinders up to 48 feet.

GKS LIFTING AND MOVING SOLUTIONS products are the highest quality on the market and have been manufactured in Germany and sold worldwide since 1967. GKS' non-marking rollers are a signature of the brand, and the specially designed toe jacks

are the most durable in the industry. GKS' innovative omni-directional dollies continue to be the best dollies to provide customers with 360-degree range of movement when moving a machine. North American Sales Manager Folker Hemmann will provide detailed information about GKS products. Catalogs are available to visitors.

GLOBAL EXECUTIVE

SOLUTIONS GROUP is an executive recruiting firm specializing in top talent for transportation, logistics and supply chain management clients. For companies involved in moving heavy, oversized, liquid or bulk raw materials, in process or finished goods from one point to another by truck, Global Executive Solutions Group has the experience, skills and resources in its flatbed, heavy haul and bulk practice to meet needs in a variety of functional areas at the C-level, vice president, director and manager levels. Practice leader Patricia Nicklaus will represent the company at the Products Fair.

GOLDHOFFER AG is specialized in finding individual solutions for heavy-duty transportation. With a know-how that has been growing over the decades and an excellent after-sales service, including a service partner in Florida, the company has developed into a worldwide market leader for transportation equipment. Modular heavy-duty vehicles for off-road operation are among the most important developments of the Goldhofer product range, which was introduced to the US market more than 30 years ago. They represent an exceptionally flexible transport system for solving all kinds of transportation tasks in the payload range between 80 to 10,000 tons. In addition to the non-driven modular trailers, Goldhofer is offering self-propelled transporters with mechanical and electronic steering systems which are fully combinable to the standard modular

trailers based on the same loading height, axle load, and basic width for a payload range of 80 to 10,000 tons. The current pride of the Goldhofer fleet is type THP/DL, the first fully-modular hydraulic platform trailer system specifically designed for dual-lane long distance highway transportation.

GUNNEBO JOHNSON CORP

is a manufacturer of crane blocks, sheaves, overhaul balls, lifting tackle and accessories. Gunnebo Johnson can supply specialty-engineered blocks from 2 tons to 3,000 metric tons, patented ForgeFab sheaves for OD's to 72 feet (larger sizes available upon request) and state-of-the-art machining. Gunnebo Johnson Corp. is a name recognized by industry worldwide as a mark of uncompromising excellence. With a foundation of over 40 years' experience, Gunnebo Johnson has built a quality reputation by applying a singular dedication to satisfying its customers' needs. An extensive product line, rigid controls on high quality and rapid response service make Johnson products the standard of choice. Bob Myers and Dean Marriott will be representing Gunnebo Johnson.

HARRY FRY & ASSOCIATES

is the only finance source dedicated to the crane and lift industry. Since 1995, Harry Fry & Associates has funded over \$850,000,000 of equipment for thousands of customers. The staff is knowledgeable about cranes and thoroughly understands the crane business. The company is innovative and creative in its approach to financing and leasing.

HILMAN ROLLERS, in business since 1953, is a manufacturer of high capacity, low height and low friction rollers and custom skidding solutions. The company offers standard roller models with 0.5-ton capacity up to 1000-ton capacity, and has provided custom solutions up to 5,000-ton capacity. Some examples of items that have been moved on Hilman Rollers include historic lighthouses and other structures, large bridge spans and sections, various components aboard offshore and land-based oil and gas rigs, large ships and other vessels, spent nuclear fuel casks, heavy shield doors and too many types of industrial machinery to list here. Engineers and contractors seem to find



CraneWorksMats distributes high-capacity cast nylon crane mats and outrigger pads

new uses for Hilman Rollers almost daily. Additional products include self-contained hydraulic toe jacks, Hilman Tri-Glide 3-point moving system, the new Bull Dolly Series rollers and the Hilman Trakporter, which will change the way people move the heavyweights.

J&R ENGINEERING is the manufacturer of Lift-n-Lock hydraulic boom gantries. Meet key staff and see examples of J&R Engineering products at work. J&R gantries offer the ultimate in structural strength when lifting heavy loads to ever-increasing heights. Safety features include telescopic booms and a Cam-Lock system.

KALYN SIEBERT'S team will focus on its trailer lines for hauling specialized loads, including the 13-axle Siebert heavy transport trailer and the new Siebert Wind Line for hauling wind components. Kalyn Siebert is a major private employer in Gatesville, TX and has a network of dealers though out North America. Heil Trailer International was acquired Kalyn Siebert in December 2000. Corporate headquarters for Heil is in Chattanooga, TN, with eight manufacturing facilities worldwide plus several US parts and service facilities.

LIEBHERR CRANES INC. (LCI) is a member of the worldwide Liebherr group. Based in Newport News, VA, LCI is responsible for the all-terrain and larger crawler crane division of Liebherr exclusively in the US. The wide range of products manufactured at the Liebherr-Werk Ehingen GmbH in Germany include 19 types of all terrain cranes with a total range from 30 metric tons to 1,200 metric tons; four different types of larger crawler cranes in a range from 350

metric tons to 1,350 metric tons; special cranes such as the truck crane LTF 1045-4.1 built on a Kenworth chassis; the city crane LTC 1055-3.1; and the LG 1550 and LG 1750 (all terrain chassis assembled with lattice type boom/luffer) promoted and sold by LCI in the US. LCI offers all aspects of after-sales market support with delivery of parts to a customers' site within 48 hours or sooner. In addition, LCI's state-of-the-art repair facility in Houston, TX performs all major repair, overhaul, accident or simple maintenance works on Liebherr cranes. Customer training is also offered at the facility in Houston. Representing LCI are John Bray, Rick Gross, John Ryall and Mike Kasowski, as well Charles Jeffcoat, from the Houston facility.

LIEBHERR NENZING CRANE CO. manufactures and distributes crawler lift cranes up to 330-ton capacity, duty cycle cranes, combination piling and drilling rigs and purpose built drill rigs. At this year's Annual Conference the Liebherr Nenzing group will include: Scott Moreland, vice president of sales; Tom Diano, sales Gulf Coast; Thomas Heller, sales Midwest; Wolfgang Herzog, sales Southeast; and Tobias Haemmerle, Houston inside sales administration. Please stop by the booth to pick up Liebherr's latest literature and/or load charts for their full line of lift cranes, duty cycle cranes and piling and drilling rigs.

LIFT SYSTEMS designs and manufactures all types of alternative heavy lifting and material handling systems including 4-Point Lift Systems and Power Towers. The company also produces mobile lifting alternatives to conventional cranes, with lifting capacities ranging from 30 to 55 tons. These

machines work in areas too small for hydraulic or conventional cranes; they work like an overhead crane but are able to go where needed. The company also sells forklifts, industrial trailers and produces cask transporters for the transport of spent nuclear fuel casks.

LINK-BELT CONSTRUCTION EQUIPMENT CO. is a leader in the design, manufacture and sales of telescopic and lattice boom cranes, with headquarters and manufacturing facilities in Lexington, KY. The 650,000-square foot facility is the most modern crane manufacturing plant in North America. A new \$25 million capital investment project recently completed will ensure that Link-Belt maintains that position for years to come. Link-Belt is committed to the manufacture and service of high quality products that satisfy customers worldwide. Its manufacturing process, the Link Belt Production System, combines the principles of the Lean Production System with the high intensity, quick results Lean Sigma process. The system aggressively eliminates waste, enhances quality, creates a better product for the customer, and delivers it more quickly. Because of this process, Link-Belt has emerged as a dynamic and highly-focused market leader in crane design and product quality.

LJ CRANE & RIGGING offers a large and modern fleet of specialized cranes, rigging gear, and transportation assets that cover business needs throughout North America. The company presents innovative approaches to solving customer challenges. Its leadership team has more than 200 combined years of industry experience. The company welcomes time with Products Fair attendees to discuss large-scale construction projects and to provide estimates. LJ Companies takes pride in its unwavering commitment to exceeding customer expectations.

MANITOWOC CRANES provides customers with the most advanced and comprehensive range of lifting solutions available. Manitowoc's crane brands are known for creativity and innovation the world over: Grove, Manitowoc, National Crane and Potain. Manitowoc will provide information on its newest products, including several models introduced at Intermat 2009. Attending this year's Annual Conference are Bob Hund, vice

president, worldwide marketing; Ingo Schiller, vice president, sales and marketing, Americas; Dave Hull, vice president of sales, North America lattice boom and mobile hydraulic cranes; John Kennedy, director of sales, major crane rental accounts; and Jay Buechler, customer finance manager.

NATIONAL COMMISSION FOR THE CERTIFICATION OF CRANE OPERATORS (NCCCO) will be showcasing its newest certification programs: Signallerperson and Rigger Certification. In addition, NCCCO will be providing the latest information on its developing programs: Articulating Crane Operator and Crane Inspector. As always, CCO will provide updates to current crane operator programs and their impact on crane safety.

NBIS CONSTRUCTION & TRANSPORT INSURANCE SERVICES, INC. provides customized insurance coverage for agents/brokers who serve SC&RA members. The company's integrated approach includes in-house underwriting, claims adjusting, safety management, litigation control and marketing services. SC&RA has exclusively endorsed NBIS since 1996, and SC&RA member's agents/brokers have enjoyed competitively priced insurance options as a result of SC&RA's group buying power. Attending the Annual Conference in 2009 are Kevin J. Cunningham, executive vice president; Jim Jinhong, senior vice president, underwriting; Tim Hillegonds, vice president, risk management; and Brent Moody, underwriter.

NELSON MANUFACTURING CO. has been in the trailer manufacturing business since 1947, specializing in the design and fabrication of

KHL GROUP is a diversified media company and the leading supplier of international construction information around the world. Using its strong market-leading magazine brands, KHL Group has expanded into digital magazines, e-newsletters, directories, new media technologies, book publishing, direct mail, list rental, exhibitions, conferences and contract/custom publishing. KHL Group USA LLC was established in 2004 through a partnership with the SC&RA to publish *American Cranes & Transport*, the official domestic magazine of the organization. Other titles published by KHL Group include *International Cranes and Specialized Transport* (official international magazine of the SC&RA); *Access International*, *American Lift & Handlers*, *Construction Europe*, *Demolition and Recycling International*, *International Construction*, *International Construction China*, *International Construction Turkey*, and *International Rental News*. Representing KHL is the KHL USA team: Trevor Pease, vice president; Pat Sharkey, national sales manager; Bev O'Dell, sales manager and D. Ann Slayton Shiffler, editor.



Inspectable Roundslings service heavy lifts



unique application trailers and crane attachments (boom dolly and pin 'n go). Tony Niese is representing Nelson Trailers at the Products Fair.

ORLACO PRODUCTS B.V. deploys the development, manufacture, supply and service of camera and display systems that will improve safety and efficiency of all vehicles, machinery and vessels, including all types of cranes. Orlaco's systems give the end user a view on each blind spot and will create comfort and improved working conditions. Orlaco's wide range of products allows for effective standard solutions for every vision problem. Custom-made products are made possible by product development and the company's customer-focused service.

PEOPLENET is the leading mobile communications and onboard computing provider in the business. Serving the unique and specific needs of fleets coast-to-coast and throughout Canada, PeopleNet is known for the customer-driven innovation, unparalleled flexibility, leading edge technology and proactive customer care that gives fleets a real business edge. Representing PeopleNet will be Mike Cariveau, regional account manager and Nick Hillesheim, inside sales representative.

POWERCAT is an innovative new product from Germany-based Lifting Consultant GmbH. It is designed to move loads where a forklift or other conventional towing device is less practical. It is a simple, versatile, efficient and small tool, attachable to a set of skates that can push and pull 25 to 55,000 pounds. The new MTC 25 model, now available to purchase, underwent more than three years of rigorous testing by professional riggers. PowerCat has

Gunnebo Johnson introduces new heavy duty series Tilt-Up Construction Blocks

a high performance electric motor, with a deadman switch, that is rated for continuous operation under full load. The latest development is a cordless version to offer more versatility and freedom of cables. Since it was released, more than 45 units have been sold around the world. Meet developer Klaus Scholpp at the PowerCat booth.

RAYCO-WYLIE SYSTEMS key areas of expertise lie on the development and installation of complex rated capacity indicators as well as custom safety instrumentation. Regardless of crane make or model – lattice, hydraulic, boom truck or special application – Rayco-Wylie provides solutions to any specific application. Rayco-Wylie Systems' proven i3000 rated capacity indicator provides all the crane indications operators need. Owners can add such options as data logging, hook height, rope speed, and range limiting. Designed for OEMs, the new i3500 is fully CanBus with "plug and play" sensors for a quick installation and can be precalibrated. The calibration requires no extra hand-held device as it is performed using the display keypad. The i3500 accommodates worldwide users with nine languages to choose from, unit measure selection and international symbol keypad.

REMOTE DYNAMICS, INC.'S REDView is used by hundreds of service, construction and equipment rental companies for real-time asset tracking, maintenance management, billing and security monitoring. REDView operates on a wide variety of vehicles and construction equipment including generators, tower cranes, mobile cranes and construction hoists. Terri Malone, national sales manager, will be at the booth.

RIDEWELL SUSPENSIONS engineers and manufactures air-ride, rubber-ride, steel spring and mechanical suspension systems for the truck, trailer and bus industries. The company has served the transportation industry since 1967 and holds more than 30 active

patents for exclusive features that provide for low maintenance and superior ride quality. Ridewell will highlight three products: the Monopivot 240, the Monopivot 247, and the 2400200. The Monopivot 240 series is Ridewell's standard line of trailer air-ride suspensions designed with low maintenance and exceptional ride quality in mind. Monopivot 240 suspensions are available in overslung and underslung models. The Monopivot HD 247 is a low ride height trailer air-ride suspension for disc or drum brakes, and is designed with an integrated axle connection for severe service applications. The 2400200 is designed to accommodate an IMT-WABCO disc-brake axle for use with 17.5-foot wheel-end equipment. The suspension accommodates the disc-brake axle by incorporating a "banana beam" design, where the beam dips down below the brake chamber, and then comes back up to the axle with a standard 240-style axle connection. Meet vice president John Millsap and South-Central Regional sales manager Justin Cravens at the Ridewell stand.

RIGGERS MANUFACTURING

produces the EZLifter line of gantries that use the innovative CARL Control System to allow the ability to synchronize the lifting and travel of up to eight jack legs. The portable belly pack allows the operator to view the lift from any angle, maximizing safety on critical lifts. The company has also incorporated the CARL Control System on all Trilifter mobile pick and carry machines.

RIGGING GEAR SALES (RGS), located in Dixon, IL, is known primarily for one thing – hydraulic telescopic gantries and mobile pick and carry machines. The need versus supply problem is solved with the RGS rent to sell program, supplying customers what they need – zero lead time, and the confidence that they are buying the right equipment to suit their needs. Another practice employed is the ability for a customer to trade in their current system on a different unit. To meet demand, RGS has added inventory to its fleet of hydraulic telescopic gantries for rental and sale. The company's current fleet of new and used gantries ranges from 20- to more than 1,000-ton systems with maximum heights of over 40 feet with 600 tons. In addition to an extensive stock of gantries, RGS also has

an extensive line of accessory equipment, which it rents with the company's own systems, and to current owners of systems to supplement their equipment inventory. Other products for rent include high capacity forklifts, mobile pick and carry machines to 75-ton capacity, machinery moving dollies, and hydraulic machinery carts.

RITCHIE BROS. AUCTIONEERS

is the world's largest auctioneer of industrial equipment, operating over 110 locations in more than 25 countries around the world. The company sells, through unreserved public auctions, a broad range of used and unused industrial assets, including equipment, trucks and other assets utilized in the construction, transportation, material handling, mining, forestry, petroleum, marine and agricultural industries. Ritchie Bros. has been conducting exclusively unreserved auctions for more 50 years, and is listed on both the New York Stock Exchange (NYSE) and Toronto Stock Exchange (TSX) under the symbol RBA. In 2008, the company recorded approximately \$3.57 billion in gross auction proceeds at over 340 unreserved agricultural and industrial auctions. On-site and online bidding are available at virtually all of Ritchie Bros. auctions, making it possible for potential buyers to bid on items regardless of where the auction is being held. The company sold more than \$600 million of equipment to Internet buyers in 2008, and currently has more than 99,000 registered online bidders from over 180 countries.

ROGERS BROTHER CORP has been manufacturing high performance lowbed trailers under the Rogers name for over 100 years. Although best known for its construction detachable and fixed gooseneck trailers, Rogers also excels in trailers built to individual customer specifications. The Specialized Series has trailers designed to accommodate the needs of the transportation, oil, gas, steel manufacturing, mining, utility and heavy-haul industries. Rogers trailers are famous for their durability and longevity. In order to meet strict GVWR requirements, many Rogers trailers are made with 130,000 psi steel in the main deck, and 100,000 psi steel in the gooseneck and rear frame. Although trailer design and manufacturing has changed over the years, Rogers continues to focus on dependability. The fourth generation of the Rogers family is now participating in the management of the company, bringing fresh ideas to trailer



manufacturing and design. Each trailer is made with a sense of pride because the family name is on it. Visit with Mark Kulyk and Bill Brenoel at the Rogers stand.

ROPEBLOCK, an ISO 9001:2000 certified and Lloyd's Quality Assurance Registered company, designs and produces blocks for on-shore and off-shore applications, including OEM for the world's largest crane manufacturers. RopeBlock's lifting products include crane and rigging blocks used worldwide and in all environments. RopeBlock also has the capability to produce twin system blocks and custom design blocks and lifting products. RopeBlock lifting products include Fast Reeve Blocks, Standard Reeve Blocks, Snatch Blocks, Tilt-Up Blocks, Overhaul Balls, Thrust Bearing Swivels, Twin System Blocks and Custom Blocks. RopeBlock lifting products feature single and double hook configurations, steel and nylon sheave configurations and quick removable cheek weight systems. Stop by the booth to say hello to Scott, Max and Bob and to learn more about the full line of RopeBlock products.

ROYAL TRACTOR specializes in the custom design and manufacture of cushion and pneumatic tire lift trucks for heavy industry. Its Rig-N-Lift product line was developed to serve the rigging industry with high capacity, compact, powerful, and efficient lifting and moving machines. Extending/retracting frames, hydraulic powered booms, and removable counterweight sections are the features behind the Rig-N-Lift's success in meeting these objectives. Jim Hardwick, president, and Ron Christopher, national

sales manager, will be available to discuss any of the nine Rig-N-Lift models and how they could be the best choice for machinery handling needs. Be sure to ask to see the new Rig-N-Lift model BT150 75-ton industrial crane truck with hydraulic winch.

SENARC SYSTEMS - VISUAL DISPATCH is computer software that lifts scheduling and dispatching to a higher level. Visual Dispatch takes a powerful yet flexible approach to scheduling equipment, employees and jobs. Print job tickets and invoices. Integrate with accounting software. Track equipment with integrated GPS. Create reports that can be exported to Excel or printed to a PDF file. Send text messages to employee cell phones with job information, reminders or bulletins. Add multiple resources to any job with just a few mouse clicks. View schedules on a graphical chart or in a traditional spreadsheet format. With the intuitive interface company's can easily modify the layout to fit individual needs. Companies of all sizes save time with Visual Dispatch. Point. Click. Schedule.

SLINGMAX has been serving the rigging industry for over 20 years with high quality, innovative rigging solutions. Slingmax's premier product line is the Twin-Path sling with Check-Fast system and fiber optic inspection installed. Its Gator-family of nine-part wire rope slings are among the most efficient in the industry.

TEREX CRANES designs, manufactures and markets mobile telescopic cranes, tower cranes, lattice boom crawler cranes, truck-mounted cranes (boom trucks) and telescopic container stackers, as well as their related replacement parts and components. These products are used primarily for construction, repair and maintenance of infrastructure, building and manufacturing facilities. Terex cranes are marketed principally under the Terex brand name and the Terex name in conjunction with certain historic brand names such as American and Demag.

THE CARPENTER GROUP is the industry source for the highest quality wire rope, wire rope slings, wire rope assemblies, Twin-Path high performance fiber slings and rigging products in the country. The company's slogan, "Where Your Safety Comes First," guarantees that every piece of wire rope, wire rope sling or assembly, high performance fiber

Twin-Path sling, and all rigging products will be manufactured with safety as the primary concern.

THE CROSBY GROUP, INC. has been a leader in the lifting industry for more than 80 years. Crosby will provide information about its newest products, including the complete line of Crosby IP lifting clamps, Vitalife wire rope lubricant, Crosby Eliminator chain fitting, plus several new chain hooks and revisions to the design of the Shur-Loc line of hooks.

TRAIL KING INDUSTRIES INC. manufactures a complete line of trailers for the construction, commercial hauling, aggregates, agriculture, and specialized hauling markets. Trail King is part of the transportation products segment of Carlisle Companies, Inc., based in Charlotte, NC. Carlisle owns nine operating companies, and employs more than 11,000 people around the world. Trail King personnel attending the Annual Conference are Carol Lowe, president; Rick Farris, vice president of sales and marketing; Butch Odegard, national accounts manager; and Geoff Fischer, district sales manager.

TRANSPORT SYSTEMS AND PRODUCTS, INC./SCHEUERLE offers experience, reliability, innovation and commitment. SCHEUERLE and TSP, Inc. will be showing their entire product range including the Wide Combi Dual Lane Trailer, the world-renowned SPMT and 3-meter-wide SPMT 3000, The Inter Combi Series of over the road trailers, as well as transporters for shipyards, wind energy products, roads and bridges and virtually any specialized transportation challenge out there. Stop by the TSP booth and see how, in today's challenging times, SCHEUERLE and TSP, Inc. can help businesses stay competitive, efficient and profitable. As an industry pioneer with over 150 years experience in specialized heavy transportation, SCHEUERLE is the ideal manufacturer with which to align a business. SCHEUERLE's manufacturing expertise and flexibility combined with unmatched customer service make them the first choice in heavy lift hydraulic transporters. Need help selecting the appropriate transporter for your specific challenges? Wondering about spare parts and maintenance schedules? No worries, as the exclusive North American representative with over 25 years experience in this industry and market, TSP, Inc. is readily available to deliver on its customers' needs.

USI INSURANCE SERVICES is a leader in crane and rigging insurance and risk management brokerage. USI is focused on helping crane and rigging companies become more successful by offering comprehensive management of insurance programs and risk management needs. USI offers strategic advice and counsel with creative risk solutions to meet individual needs. USI is a Goldman Sachs Capital Partners Co. Jeff Haynes, Randy Proos and Bob Duff will be available to discuss USI's services.

WHECO CORP will be participating in its 11th consecutive Products Fair with Ron and Jeff Williams, Dave Wood and Jay Shiffler on hand to explain the company's approach to engineered structural repairs and crane restoration. Also attending this year will be Ralf Vieten, WHECO's recently hired operations vice president, and Michael Hoffmann, sales manager of the Santa Fe Springs operations. For more than 30 years WHECO Corp. has been providing specialized repair and restoration services to the crane industry. WHECO provides full turn-key repairs including fabrication, hydraulic, mechanical, electrical, machining and painting services. WHECO prides itself on being able to provide OSHA, Cal-OSHA, ANSI and AWS compliant repairs and by bringing integrity to the process and understanding to the misconceptions surrounding engineered structural repairs for cranes. WHECO is proud to have three members of its team active on SC&RA committees, including Wood who is the chairman of the Allied Industries Group Governing committee; Shiffler who serves on the Safety Education & Training committee and Doreen Williams who is active on the Ladies Group Governing committee.

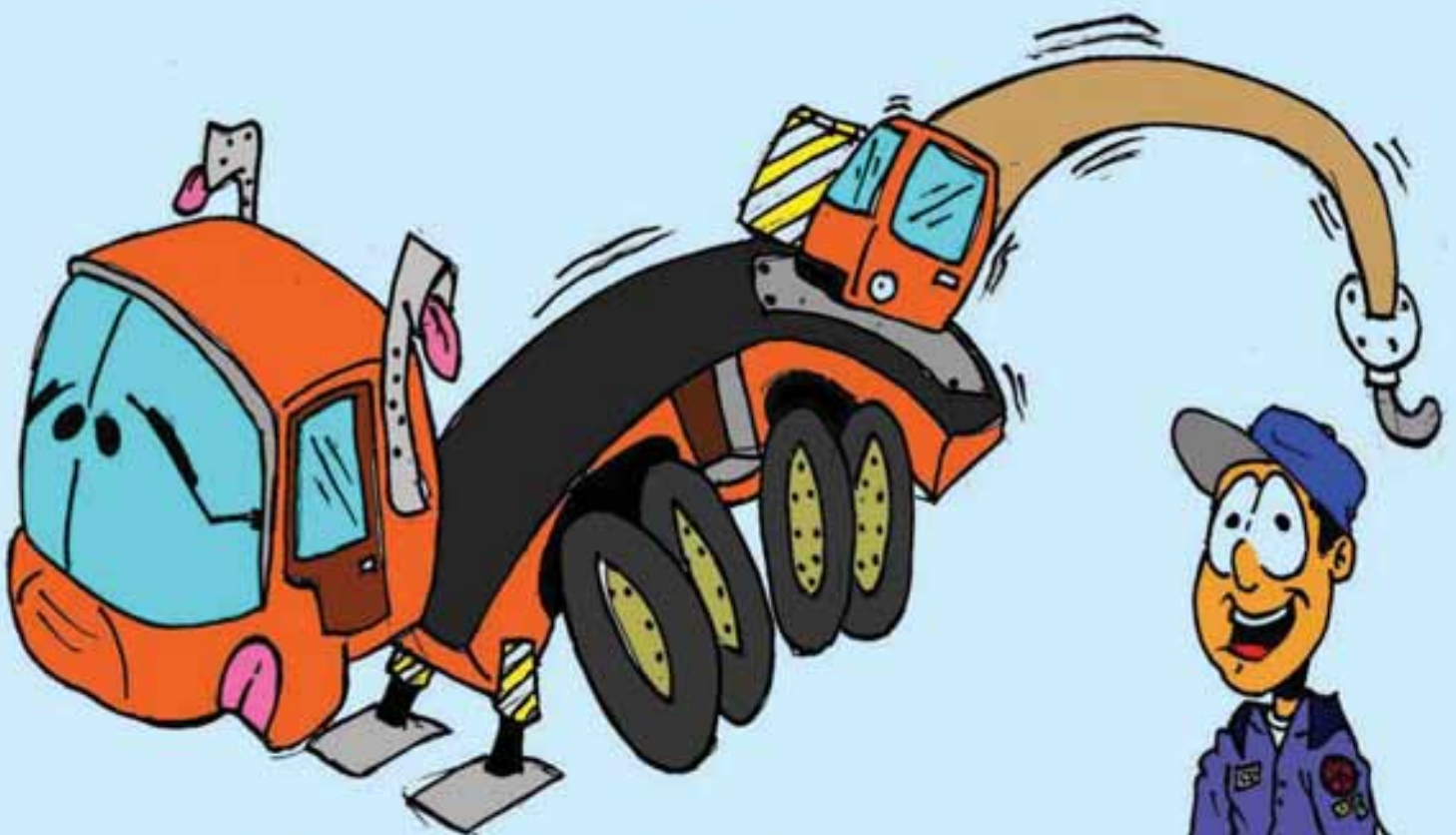
XL SPECIALIZED TRAILERS manufactures commercial and construction style trailers that combine safety, durability and value. XL is a privately held company that has more than 100 years of trailer building knowledge. The company's selection of specialized trailers includes The Cheater, Hydraulic Detachable, Hydraulic Detachable Extendable, Mechanical Detachable, Mechanical Full Width and Rigid Gooseneck, The Competitor, Step Deck, Step and Flat Deck Extendable, Slider, Pow-R-Tayl, Tag, Tilt Tag, Booster, Flip Axle, and Jeep. Some other trailers manufactured for the unusual load include The Paver Special and Tank Hauler.

act



The latest development from PowerCat is a cordless version to offer more versatility and freedom of cables

Erectile Dysfunction?



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TIMOTHY J. HILLEGONDS is vice president for NBIS Construction & Transport Underwriters, Inc. He is the lead coordinator of the "Shockloss Claim Investigation Process" developed by Kevin Cunningham and the SC&RA Insurance & Risk Management Committee.



How can we identify the core competencies that will give us a competitive advantage?

Tim Hillegonds reports

Trying times

“You know what the difference is between a recession and a depression?”

I was walking down one of the monstrous corridors of the Donald E. Stephens Convention Center just outside Chicago when I was asked that question. And considering the source of where the question was coming from, I figured the answer had more to do with humor than it did with economics. So I took the bait.

“No, what?” He smirked then said, “A recession is when your friend loses his job. A depression is when you do.”

I chuckled a bit but realized that he was right; after all, a lot of truth is said in jest.

We live in trying times right now, times that are fueled by the litany of Chicken Littles running around the major news networks telling us the sky is most definitely falling. Recession, depression, unemployment, failure, bailout – all words that we hear incessantly, almost ad nauseam.

Meanwhile, John Q. Public is scared to death and walking around with his hand on his back pocket to ensure that the hodgepodge of corporate pickpockets can't steal his livelihood. We hear nothing but fire and brimstone sermons being preached from the pulpits of the countries loudest political voices demanding that we repent for our financial sins. And if one didn't know any better, one might think that America has never been here before.

The fact is, though, America has been here before. In fact, we've been in dire

straits a number of times. Twenty-two times according to the website recession.org. Dating all the way back to the Panic of 1797, we've been in either a panic, recession, crisis, or depression the same number of times that John McCain had said the phrase “the fundamentals of our economy are strong” by September of 2008.

Recessions are inevitable

See, the sad reality of our modern economic structure, and any other country with one that even remotely resembles ours, is that at some point, and to some degree, it will suffer from economic recession.

The elemental characteristic of capitalism is social harmony through the pursuit of self interest. It's an economic system in which wealth, and the means of producing wealth, are privately owned and controlled. In a perfect world, the idea is that the individual pursuit of one's own economic self interest will simultaneously benefit the economic self interest of everyone else – the rich become richer and the poor become richer too. But as we look across the landscape of America from our individual vantage points, we can see, evidenced by the vastly different social classes, the divergence between economic theory and reality.

In the same way that an alcoholic views drinking as the cause of, and solution to, all of life's problems, the capitalist finds that the pursuit of financial happiness can be viewed in the same way. In the late 1990s and the early 2000s this so called pursuit of financial happiness was the “dot com”

bubble and recently, it was the housing bubble. But the thing about bubbles is this: they pop. They make people happy for a time, floating along as the speculative breeze blows until one day, when no one is prepared; it bursts and rains down havoc on the balding head of America. Millionaires become bankrupt virtually overnight, business fail, property values sink, panic prevails and were left standing in the rain without so much as an umbrella.

Imperfect system

Inevitably, questions such as ‘what do we do?’ and ‘where do we go from here?’ surface. We point fingers and pound desks and watch as the ever pregnant media gives birth to a multiplicity of Monday morning quarterbacks. We demand answers from the powers that be and wonder why, why did this happen to us. Perhaps our focus though, shouldn't be on trying to figure out the why or the how, perhaps it should be much more introspective. The economic system failed because just like everything else in life, it's imperfect. But just as a boxer learns more in times of defeat than in times of triumph, so too can the savvy business owner. Both just need to go back to the basics.

In 1990 in the May/June publication of the *Harvard Business Review*, C.K. Prahalad and Gary Hamel penned an

“We live in trying times right now, times that are fueled by the litany of Chicken Littles running around the major news networks telling us the sky is most definitely falling. Recession, depression, unemployment, failure, bailout – all words that we hear incessantly, almost ad nauseam.”





article titled "The Core Competence of the Corporation." In it they coined the term "core competencies" and reasoned that core competencies are the source of obtaining a successful competitive advantage. Hamel and Prahalad outlined two potentially major players in the rapidly expanding information technology world: NEC and GTE. Both companies were in optimal position to expand in the early 1980s, however, when Hamel and Prahalad took a look under the hood of the companies in 1988, NEC, a much smaller company, had considerably higher sales. The article continued on to ask the question "Why?" and concluded that NEC had achieved success based on its ability to see itself as a collection of core competencies rather than a collection of strategic business units.

It was an interesting article and one that is still heavily referenced today. It challenged business owners to rethink the entire ideology of their businesses. It stated that the basis for launching new business opportunities could be found at the intersection of market opportunity and core competency. And that's really what I'm getting at – perhaps finding the answer to today's problems is in a company's ability to get back to the basics or, put another way, refocused on its core competencies.

When Lenox Lewis lost the heavyweight title to Hasim Rahman in 2001 it was one of the biggest upsets in the history of boxing. Lewis looked at Rahman as a nuisance, a minor obstruction on the road to Tyson. But in the 5th round, with Lenox Lewis smiling at him, Rahman threw a right cross that put Lewis on his back. And that was that. Rahman flew back to Baltimore a newly crowned champion and Lewis found himself back in the gym and going back to the basics. Jab. Jab. Cross. Wash. Rinse. Repeat.

Each one of the companies that subscribe to this magazine has at least one thing in common – they have developed successful business in an extremely unforgiving environment. And although we've all done it a bit differently, we've all done it through hard work and the utilization of a special set of skills that not everyone has. As business owners, we need to sit down and identify the core competencies that will give us the competitive advantage that Hamel and Prahalad found in NEC. We need to cultivate those competencies and use them to articulate a strategic intent. And if we do this, when we do this, we might just find ourselves at the infamous intersection that Hamel and Prahalad talked about – new business opportunity. **act**

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events diary

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www.awrf.org

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www.scranet.org

AEM Product Safety & Compliance and Product Liability Seminars

April 27-30
Pittsburgh, PA
www.aem.org

SC&RA Crane & Rigging Workshop

September 17-19
Milwaukee, WI
www.scranet.org

AEM Customer Support Seminar

September 27-30
Orlando, FL
www.aem.org

ICUEE

October 6-9
Louisville, KY
www.icuee.ocm

Talbert hires vice president of sales and marketing

Heavy haul trailer and specialized transportation manufacturer Talbert Manufacturing, Inc., appointed Greg Smith (below)



as vice president of sales and marketing.

Smith previously worked as vice president of sales with ATDynamics, as well as vice president of sales with Truck Bodies & Equipment International.

"Greg will lead our commercial sales team in solidifying the Talbert dealer network as well as represent the voice of the customer to the organization to ensure we continue to produce best-in-class trailers," said Amy Tanner, Talbert's chief operating officer. "His leadership and experience are tremendous assets to the company."

act

Bices and AEM come together

The Beijing International Construction Machinery Exhibition and Seminar (BICES) and the Association of Equipment Manufacturers (AEM), which owns ConExpo Asia, have joined forces to promote each show to its fullest capacity. According to the two expos, all resources used with ConExpo Asia for attendee registration and exhibitors will now be used in coordination with BICES.

"BICES and AEM have a strong mutual concern for creating the best construction

trade show possible for attendees and for return on investment for exhibitors," said Dennis Slater, president of AEM and Qi Jun, president of the China National Construction Machinery Corp. "We have been in cooperative talks for several years to make this outstanding value-added opportunity possible. Our global cooperation will enhance the tradeshow options available to attendees and exhibitors, and we are pleased to enter this agreement."

BICES 2009 is expected to cover 160,000 square meters, while AEM will sponsor the international trade show in '09 and handle international sales in the Americas, Russia, India and parts of Europe.

act

Palfinger names group fleet manager

The Palfinger North America Group has appointed Bart Conry as its new group fleet manager. Conry will be responsible for all fleet sales for the entire Palfinger line, as well as Omaha Standard and MBB Interlift.

Conry will focus on long-term growth for Palfinger, as well as organization of fleet development, sales force management and operations and sales strategies. Conry previously worked in the truck equipment industry.

act



international diary

2009

Intermat 2009
April 20-25
Paris, France
www.intermat.fr

World Crane and Transport Summit

October 22-23
Amsterdam, The Netherlands
www.khl.com/wcts

BICES/ConExpo Asia

November 16-19
Guangzhou, China
www.conexpoasia.com

Southern Industrial, Southern Crane make appointments

Southern Industrial Constructors and Southern Crane have appointed three people to their Raleigh branch. Earle Allen will serve as project manager, Ken McKenzie has been promoted to branch manager, and Randy Harmon will work also as project manager.

Harmon will be responsible for estimating and bidding on new projects, as well as managing awarded projects' operations. Allen, another project manager, will be responsible for estimating and bidding on new projects, as well as plant relocations. He will manage and operate all aspects of existing jobs, including personnel and equipment availability, costs and performance. McKenzie, branch manager, will oversee all daily operations of the Raleigh depot that are related to rigging, millwright and optical alignment services, plant maintenance electrical and civil construction and industrial fabrication, including personnel.

"As someone who has worked closely with Ken for 20-plus years, I know how capable, knowledgeable and resourceful he is, and what a great fit he is for this new position at Southern Industrial," said Ron O'Quinn, senior vice president of operations.

Rogers Brothers Corp. has appointed Michael Flynn as regional sales manager for New York and New England. Flynn will work with all aspects of sales management, including product education, sales training, customer service and selling product. He will also assist in expanding certain series of trailers through design suggestions for customer requests. Flynn holds three decades of experience under his belt in sales of agriculture, construction, specialized equipment and lowbed trailers.



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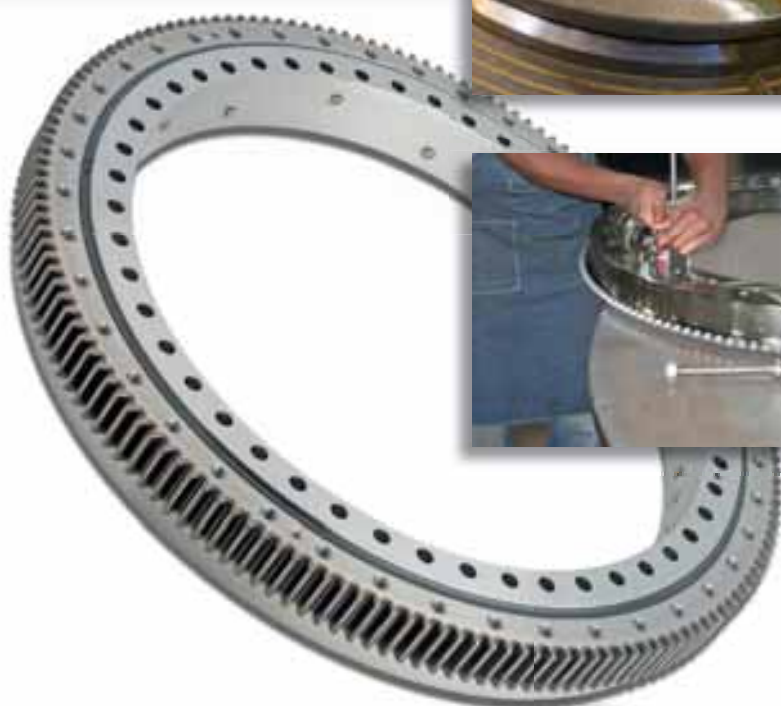
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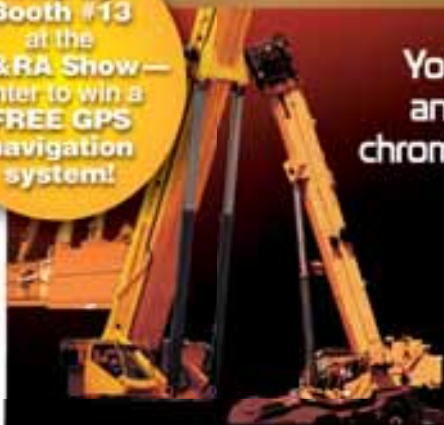
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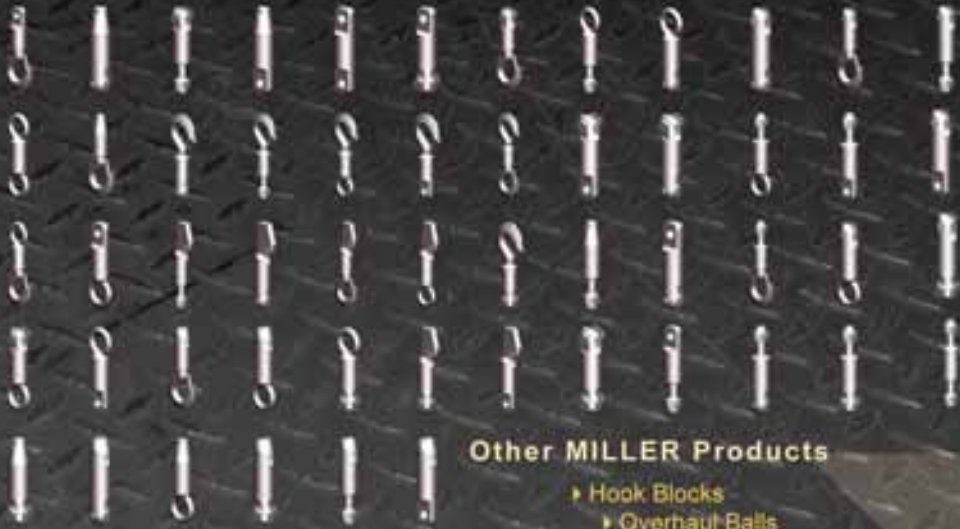
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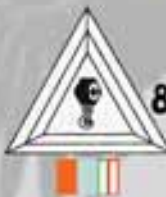
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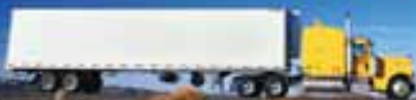
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