

ACT

The magazine for the crane, lifting and transport industry

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at ConExpo?**

**AT market
growing
again**



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Gearing up

January and February are usually low key months, but not so much for those of us in the media who are coordinating coverage of ConExpo 2014. Gearing up our coverage of all the cranes, trailers, SPMTs, gantries, components, rigging gear and related services that will be exhibited at the huge construction equipment tradeshow has been a big effort. And it's been very interesting to see how seriously this tradeshow is taken.

As we have been working with the communications departments of all the OEMs and other exhibitors, I started thinking about how hard they all work (and the enormous amount of money they spend) to create the amazing exhibits and special events for those who come to the show. So I queried a few ConExpo attendees – Harry Baker, Southwest Industrial Rigging; Doug Williams, Buckner Companies and Dan Mardian, Marco Crane & Rigging – to see what they like about ConExpo. Well they like ConExpo a whole lot. Mardian compared it to like being a child at a fair or a circus because he loves cranes and equipment so much that it's a highlight to his schedule every three years. All of those I reached out to were delighted with the way the show is planned and how the OEMs go to so much effort to show them new cranes, new technologies, new trailers, new rigging gear and the like. While ConExpo is fun for those who attend, it's also an important aspect of doing business in this sector. The cranes, trailers and other equipment at this show are very much a part of the future success of their businesses. "I like the ability to see the latest technology and new equipment that relate to my business," said Baker. "Last, but not least, you get to be involved in the largest gathering of our industry people that occurs in the U. S. and see others in the industry that you don't often get time to see."

Our ConExpo coverage this month is in several places – first in our News section; in our Product Focus: All Terrains; and in our ConExpo article that focusses on all the brand new cranes, trailers and equipment you can expect to see at the show in Las Vegas.

Also in this issue are two interesting Site Reports, one that focuses on a very long piece of cargo hauled by McTyre Trucking in Florida, and the other is a job in Mexico City that involved lifting and placing beams and columns for the construction of a highway. Two Terex AC 500-2 ATs were instrumental in the job that could only be performed six hours each night.

Our Interview this month is with Manitex International President/COO Andrew Rooke, who reveals the strategy behind the success of the company that started out with the acquisition of boom truck manufacturer Manitex.

Do keep us informed about what's going on with your company this year – your people, projects, equipment and related. We will also want to get your feedback on what you saw and did at ConExpo.

And finally, this issue marks the last one with Pat Sharkey on our ACT team. We wish him the best in his future endeavors. Happy Trails, Pat.

D. ANN SLAYTON SHIFFLER

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McTyre Trucking makes short work hauling a very long mitigation stack. See our Site Report: Transportation on page 55.



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NEWS

Link-Belt and A1A Software partner on a new telematics system; Liebherr delivers LR 1100 to J.B. Steel Erectors; Essex auctions off portion of crane fleet; and more industry news.

BUSINESS NEWS

Chris Sleight reports the New Year saw stock markets reach record highs, despite the announcement that the Fed would phase-out QE in 2014.

SAFETY/TRAINING

Daniel Erwin discusses an OSHA proposal to increase oversight of workplace injuries.

NCCCO NEWS

NCCCO activities at ConExpo; service truck crane and digger derrick certifications earn accreditation; and more certification news.



INTERVIEW:

ANDREW ROOKE

Andrew Rooke, president/COO Manitex International, talks to D. Ann Shiffler about the company's path to success.

RIGGING REVIEW

Tim Hillegonds talks to Becht Engineering's Joe Collins about how blogging and social media can affect safe rigging.



PRODUCT FOCUS: ALL TERRAIN CRANES

Jeff Hampton reports that the AT market in North America is coming on strong.

TECHNOLOGY UPDATE: REMOTE CONTROLS

There's a proliferation of rigging and running cranes via remote control.



CONEXPO PLANNER

D. Ann Shiffler reports on the new cranes, trailers, rigging gear and services being launched at ConExpo.

SITE REPORT: TRANSPORTATION

Hauling a 172-foot mitigation stack required precise planning for McTyre Trucking.

SITE REPORT: LIFTING

Several Terex AC 500-2 all-terrain cranes build a major highway in Mexico City.



PEOPLE & EVENTS

Promotions at Link-Belt and other news about people and events from around the industry.

SC&RA COMMENT

By Joel Dandrea
The story you tell could determine your company's success.

NEWS

A preview of the SC&RA Annual Conference in Boca Raton, FL.

RISK MANAGEMENT

Brent Moody contends that insurance is not a necessary evil, rather a necessary cost of doing business.

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

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■ BEKA-MAX of America has added LAB, LLC, provider of LUBE-A-BOOM specialty lubricants for the lift industry, as a distributor for its spray gun systems, MATO LubeJet-eco system and pneuMATO55 static and mobile units.

The spray guns provide an excellent method of applying LUBE-A-BOOM grease and make lubrication of booms easier and more economical, the company said. They can be purchased through the LUBE-A-BOOM network of dealers.

For more information please visit www.lubeaboom.com.

■ OSHA has released video on ways to prevent electrocution when working with cranes near power lines. "Prevent Electrocutions: Work Safely with Cranes near Power Lines," is part of OSHA's educational series about potential hazards in the construction industry. The video is based on real-life incidents and explains the safety measures that would have prevented injuries and fatalities. The video is available in English and in Spanish and can be downloaded from the OSHA website or viewed on the Department of Labor YouTube channel.

■ IPAF applauded the position paper issued by the Fédération Européenne de la Manutention (FEM) stating that tower cranes are not for entertainment use. The paper stated that: "Tower cranes are, in general, designed and manufactured to lift loads as the intended use. All other uses are not allowed." FEM drafted the paper in response to IPAF's request for clarification after a company offered crane rides at Bauma in 2013. IPAF is also calling for a ban on the use of cranes for circus rides at construction shows.



Liebherr delivers LR 1100 to J.B. Steel Erectors

Jimmy Henderson and crane operator Michael Black of J.B. Steel Erectors, based in Atlanta, GA, started the New Year with the delivery of a new 115-ton Liebherr LR 1100 crawler crane.

According to Henderson, the unmatched load chart of the luffing jib, ease of handling/operation as well

as the overall quality of the machine were the reasons he made the Liebherr LR 1100 the first crawler crane in the company's fleet. In addition, the LR 1100 offers the highest horsepower engine in its class, which translates to higher production and thus increases efficiency, Liebherr said.

The crane, manufactured

in the Liebherr production plant in Nenzing, Austria was delivered with a 184-foot luffing jib (maximum 203 feet) and will first be used for a local crane certification training.

Subsequently, the LR 1100 will be shipped to its first jobsite where it will be used for hanging steel. ■

Crane Rental expands crane/haul operations

Crane Rental Corporation, based in Orlando, FL, is expanding its heavy haul logistics and its crane and rigging operations.

More than \$14 million was invested in new equipment during the 4th quarter of 2013, according to Alan Ashlock, Crane Rental president.

Triggering the expansion is a major resurgence in commercial and industrial demand, Ashlock said.

Crane Rental has added two large crawler cranes to its fleet, including its third 825-ton capacity Manitowoc 18000, plus a new 600-ton capacity Terex AC 500 telescopic wheeled mobile crane. On the transport side, a 224-foot Trail King dual-lane trailer was added.

"We got our start at Kennedy Space Center and Walt Disney World, and in 2014 we are proudly celebrating

our 54th year in business," said Ashlock, who has served as the company's second-generation president since 1988.

Now with more than 100 cranes, the company has increased its staff by 10 percent to more than 110 employees in recent months, including five new riggers, two additional crane operators, two mobile salesmen plus a Tampa branch manager. ■

J.B. Steel Erectors' Jimmy Henderson and crane operator Michael Black take a look at the new 115-ton capacity LR 1100 crawler.



Eilon's load monitoring serves several industries

Eilon Engineering, a leader in load monitoring for more than 30 years, offers industrial load monitoring solutions across a number of industry sectors from wind power and offshore to shipping and foundries. The company manufactures crane scales, dynamometers, hanging scales and load cells.

In the wind power industry, Eilon Engineering dynamometers and crane scales are being used in the construction, testing and maintenance of wind turbines. They are used in wind turbine installation and dismantling, repair and weighing and balancing of blades. Other uses include overload prevention and proof loads on the motorized hoist, measuring

tension on tower guy wires, and blade-bearing inspection.

In shipping, Eilon products are used for weighing both incoming and outgoing shipments. Weighing incoming raw materials during unloading enables verification of suppliers' reports, which can result in significant savings.

Eilon products are also used for lifting equipment proof tests. Below-hook weighing devices should be checked when new and also periodically in order to ensure that the devices meet their safety factors and specifications. A crane load test and proof test verifies that the device or structure

complies with its specification and safety requirements. A proof test helps to prevent failure of the device or structure, which might result in an accident. A crane load test and proof test checks the objects under more stringent conditions than normal.



Liebherr launches new boom system for LR 1600/2

Liebherr has introduced a stronger wind power boom system for the LR 1600/2 crawler crane.

With the new SL10 boom

system, hoist height can be increased by 15 meters, making the maximum reach more than 160 meters, the manufacturer said. When fitted with the system, load capacity is increased from 77 metric tons to 92 metric tons at a hoist height of 147 meters, Liebherr said.

When configured with the SL10 system, the LR 1600/2 is capable of installing wind turbines with tower heights of up to 150 meters.

The new boom system can be fitted on existing machines using additional lattice sections and does not increase the transport dimension of 3 meters.

The new boom system from Liebherr increases hoist height and capacity for the LR 1600/2.



Hunyady to auction portion of Essex's underutilized crawlers

Surplus crawler crane inventory will be sold off by Essex Rental at a sealed bid auction.

"In an effort to accelerate the sale of currently underutilized cranes, we have engaged Hunyady Auction Company to manage the sale of certain of our crawler cranes in a sealed bid auction," said Ron Schad, president and CEO of Essex, in a press release. "The assets being offered represent approximately 6 percent of our crawler crane fleet. Over 80 percent of the crawler cranes that will be listed for sale are traditional cranes whose utilization and return on capital have been unsatisfactory."

Unlike a live auction where equipment is sold to the highest bidder, in a sealed bid auction potential buyers propose a price and Essex determines whether the offered price is acceptable, Schad said.

The bidding period ends on March 18, 2014 at 5 p.m. eastern time.

"As with prior sales, we will use the proceeds from the sale of excess equipment to repay debt and to improve our fleet," Schad explained.

The company said it is continually evaluating its rental assets to ensure they meet the needs of customers and provide the highest possible return for shareholders.

Essex is one of North America's largest providers of rental and distribution for crawler and wheeled mobile cranes, tower cranes, elevators and hoists, and other lifting equipment.

CRW Corp. expands Link-Belt territory

Link-Belt Construction Equipment announced that New England-based Wood's CRW Corp. will expand its coverage into eastern Pennsylvania. Effective January 1, 2014, Wood's CRW Corp. purchased assets and retained employees located at the former Link-Belt Mid-Atlantic Carlisle, PA branch. Wood's CRW Corp. is a perennial top five sales volume distributor for Link-Belt, with a territory that covers New England and most of New York state.

"CRW has a well-earned reputation for sales expertise and superior customer support that they provide to their customers on a daily basis. We expect the transition into eastern Pennsylvania to be seamless," said Link-Belt North American Sales Manager Skeeter Collins.

Link-Belt Mid-Atlantic, headquartered in Richmond, VA., will focus on their original core territory of Maryland, Virginia, Delaware and Washington, D.C.

ALL Erection and Crane Rental has purchased 10 new 30-ton Terex RT 231 units for its rental fleet.



ALL purchases Terex crane package

ALL Erection & Crane Rental Corp. announced the purchase of a Terex crane package that will add 10 of the new Terex RT 231, a 30-ton rough-terrain crane, to its sales and rental fleet. The new cranes are earmarked for branches in Ohio, Michigan, Pennsylvania, West Virginia,

and Wisconsin where ALL Erection & Crane Rental has exclusive dealer territory responsibility. The units are available for immediate sale, but will be added to rental equipment rosters based on local and regional demand, the company said.

Designed to be both compact and rugged, yet with a comfortable and ergonomic cab and intuitive, single-lever dual-axis controls, the RT 231 is versatile, easy to use and comfortable to work for long hours.

The RT 231 offers excellent boom tip height (94 feet) and features a side-stowed 26 to 43 foot lattice jib and an offset of 0/15/30 degrees, ALL said. The overhaul ball with hook latch is 7 tons.

ALL Erection is a Tier-one dealer of Terex equipment.

"We are very pleased to offer Terex products," said Michael Liptak, president of ALL Erection & Crane Rental Corp. "This unit is particularly well suited for construction, drill rig placement and refinery work, including maintenance, steel erection and bridge work."

CIC forges alliance with AZ Institute

The Crane Institute Certification (CIC) and Arizona's Institute for Safety and Health Management (ISHM) have entered into a joint marketing agreement with the aim of improving the safety and health of workers, and thereby reducing accidents.

CIC offers NCCA-accredited certifications for mobile crane operators, riggers and signalpersons. ISHM offers certifications for safety management professionals. CIC's certifications are designed for in-the-field workers while ISHM's target safety managers.

"A joint marketing agreement between CIC and ISHM offers customers a holistic approach to safety credentialing. When the work environment is safe, companies are more productive and profitable," said Debbie Dickinson, executive director, CIC.

"By endorsing each other's programs, CIC and ISHM are providing additional resources to their respective customers to help them gain employment, win job bids, reduce risk and become more competitive and profitable," said Larry Curtis, ISHM executive director.

Mammoet carries dragline across desert

Mammoet, a world leader in solutions for lifting, transportation, installation and decommissioning of large and heavy structures, carried an 8 million-pound Peabody Energy dragline over 22 miles of New Mexico desert to the El Segundo Mine. It took only 12 days to transport the 3,500-ton dragline on a Mammoet specialized self-propelled transport vehicle.

The dragline, the size of a

ship on dry land, is designed to 'walk' by using shoes that lift and advance the machine, at a speed of one-tenth of a mile per hour. However, using this method would have required generators, and road and power line construction support 24 hours a day for at least a month.

Mammoet crews reduced that travel time by two-thirds, despite factors like steep inclines, exceptional rainfall

and width restrictions due to an archaeological site.

A total of 150 axle lines of Self-Propelled Modular Transporters (SPMT), five trains wide by 30 long, were used to move the dragline to its destination.

"Transporting a machine of this size required precision and planning," said Brad Brown, Peabody Energy senior vice president of Southwest operations.



Mammoet moved an 8-million pound Peabody Energy dragline across the New Mexico desert to the El Segundo Mine.

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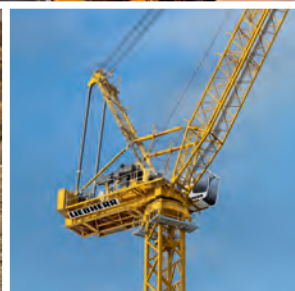


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**Link-Belt's Pulse
Telematics Unit
will be launched
at ConExpo.**

Link-Belt, A1A partner on Link-Belt telematics system

Link-Belt has partnered with A1A Software to offer telematics technology for Link-Belt cranes equipped with the Link-Belt Pulse operating system. The new technology, known as Link-Belt Pulse Telematics Unit, (PTU) will be launched and demonstrated at the Link-Belt and A1A Software booths at ConExpo 2014, March 4-8 in Las Vegas.

The new Link-Belt telematics system will be able to monitor all of a crane's operations, providing upper and lower engine information, diagnostics, GPS location and crane faults, according to Bruce Kabalen, Link-Belt's manager of marketing and technical communications.

"The new system will be tied in with the Link-Belt Pulse total crane operating system to help keep track of how the crane is operating," Kabalen said. "The telematics unit will communicate with A1A's computer server and can display all the information collected on the A1A iCraneTrax.com website, an equipment and business management application."

iCraneTrax, (iCT) can control contact and sales management (CRM), dispatch, fleet management, documentation management, certification management and invoicing, plus a multitude of data related to the operation of the crane.

Owner decides

The new system brings benefits to Link-Belt crane owners, especially those who are concerned about OEMs

accessing the information collected by the telematics system, Kabalen said.

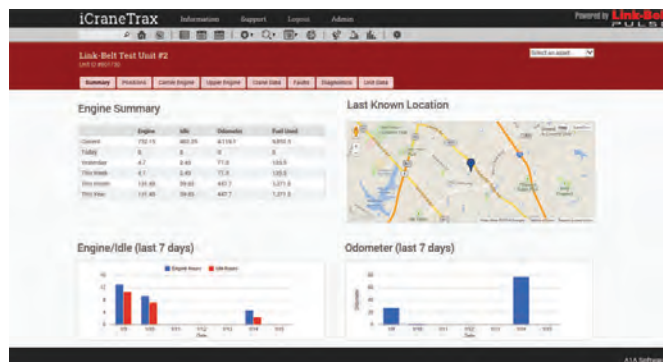
Link-Belt wanted to go with a solution where the crane owner could decide if, when and what they wanted to share with Link-Belt or our distributors," said Kabalen. "Link-Belt chose to have all data on A1A's server to send a clear signal to crane owners that their serial-number based crane data is in their control."

Link-Belt also realized that some customers own cranes manufactured by other OEMs and wanted to go with a solution that would be open to all other manufactured cranes, according to Tawnia Weiss, president of A1A Software.

"With this communication between the telematics units and iCT, owners and managers can make a better and more informed decision when it comes to owning, operating, maintaining and/or selling the crane," Weiss said. "Link-Belt's distributors are key winners in this new system as well, because as rental fleet owners they can benefit right along with the end user, not to mention their customer's ability to share some or all data with their distributor."

The information on the crane is web-based and easy to access, Kabalen said.

"Many other OEMs are master keepers of all data and parsing what they see fit," he said. "Link-Belt has a different approach. The portal portion for the information collected will be run through A1A. Link-Belt can be 'shared' into the customer's data with a push of a button, either for a snapshot in time or on



Link-Belt wanted to offer a telematics system that would allow crane owners to be able to make a better and more informed decision when it comes to owning, operating, maintaining and/or selling a crane.

a longer duration, but not permanent and not without customers' approval."

When a customer buys a new Link-Belt crane, iCT will be offered free for a year, much like car dealers cover initial costs for such services as OnStar or satellite radio.

Weiss said the Link-Belt PTU offers more than most telematics systems, and the ability of the crane owner to access data regarding the crane is long term. Information will be stored indefinitely on A1A's servers.

"So the user can look at what the crane did six months ago, a year ago, and it's all tied in with the maintenance schedule and the actual jobs the crane has done," said Weiss. "The information is so specific that an owner can track how a crane performed running in hot or cold temperatures. The owner can determine maintenance needs based on historical data. Generally, with other systems, telematics information is stored for a short period of time and then it rewrites itself. We will store this information indefinitely."

More data points

Link-Belt and A1A have engineered a telematics system that adds value to the crane and the owner, Kabalen said. Similar systems track 10 to 15 data points on a smaller crane and up to 50 to 60 data points on larger units. For Link-Belt cranes, 150 to 200 data points will be tracked.

"By implementing this system, we are putting a communication device in all of our cranes," Kabalen said. "It opens the door for many more opportunities, such as remote diagnostics and service intervention. It's a huge deal."

What's new at ConExpo 2014?

Coverage in February ACT centers on new launches of cranes, transport equipment, rigging gear and other related services. See page 44 for details.



Many skills developed in the military are similar to those needed by crane and transport companies.

SC&R Foundation partnership promotes hiring U.S. veterans.



HirePatriots.com connects U.S. veterans, employers

The SC&R Foundation recently formed a partnership with HirePatriots.com, a website that connects veterans with employers through a one-day job board and permanent job postings. Since its launch in 2005, HirePatriots.com has helped more than 500,000 U.S. veterans find employment.

The Foundation's board and committees established this partnership in response to ongoing feedback from member companies of the SC&RA. Many SC&RA members own or manage companies with an intensifying demand for skilled labor as economic conditions improve at a time when baby boomers are leaving the workforce and high schools are graded on how many students go to college versus a vocational/technical school or trade field.

Strong skills

The SC&R Foundation believes veterans can provide the solution to the industry's

growing labor shortage. The unemployment rate for veterans who have served since 9/11 stood at 10 percent in November 2013, with 246,000 out of work, according to the U.S. Council of Economic Advisors. The rate threatens to grow as the military begins to draw down troops.

The Foundation's landing page informs veterans of opportunities in the industry including "welders, mechanics, crane operators, dispatchers, drivers, riggers and more." Such skills are typically developed in the military.

Like the SC&R Foundation, HirePatriots.com is a 501c3 non-profit organization. All of the services of HirePatriots.com are offered at no cost, but the organization depends on the support of donations, sponsorships and grants.

A posting for one-day jobs is free for companies because these opportunities fill such a critical need for transitioning troops and veterans. A

standard job posting for a permanent full time or part-time position that appears on the Careers Job Board starts at only \$25 and is considered a tax-deductible donation to HirePatriots.com. Job postings are sent out to more than 100 partner sites that feature jobs for veterans, so it doesn't just appear on HirePatriots.com.

Veterans can search for full-time, temporary or one-day jobs by keywords, category, city and state and the advanced matching system for skills and experience will email a veteran once a job is posted that meets their skills. There are no fees to the veterans, so they keep 100 percent of what they are paid. Typically, more than 1,000 jobs were posted and 150 resumes are posted online at any time.

Favorable publicity

HirePatriots.com and member organizations often benefit from favorable publicity concerning the program's achievements. For example, reports about the organization have aired on ABC, CBS, CNN, Fox News, NBC and PBS.

"They volunteered to use their bodies as weapons of war and they've suffered tremendously from doing so," said HirePatriots.com Founder and CEO Mark Baird during an interview shown on the NBC Nightly News with Brian Williams on August 3, 2013.

"It only seems right that we return the favor."

For successfully fulfilling its mission of creating a nationwide safety net for U.S. veterans, HirePatriots.com has been recognized with numerous awards, including the Congressional Medal of Merit, the President's Volunteer Service Medal and the U.S. Chamber's Extra Mile Award.

HirePatriots.com is a program of Patriot Hearts, which also offers veterans no-cost programs including military job fairs, vet-entrepreneur mentoring, military marriage enrichment retreats, financial wellness training, welcome home parties, community service chapters, school kid programs, and more.

In addition to maintaining a webpage on HirePatriots.com, the SC&R Foundation is working with the organization on other mutually rewarding efforts.

In March, SC&RA will offer a free webinar by HirePatriots.com on how to recruit veterans. HirePatriots.com plans to have a booth at the Exhibit Center during the SC&RA Specialized Transportation Symposium in Houston, March 19-21; the Products Fair during the SC&RA Annual Conference in Boca Raton, FL, April 22-26; and the Exhibit Center during the SC&RA Crane & Rigging Workshop in Dallas, September 24-26.

“They volunteered to use their bodies as weapons of war and they've suffered tremendously from doing so. It only seems right that we return the favor.”

MARK BAIRD
HirePatriots.com founder

Nine Potain cranes build, run Thai concrete facility

A team of nine Potain tower cranes are at the heart of a new pre-cast concrete fabrication yard in Autthaya, Thailand. Hicrete Products & Technology purchased the MC 205 B cranes to build the new facility and then serve its day-to-day operations.

The 10-ton capacity MC 205 Bs arrived at the yard in January 2012. They are all mounted on rails and can travel up to 400 meters to ensure complete coverage of the yard. Once each section of the new yard is built, the cranes switch from construction to production operations where they are responsible for moving pre-cast concrete elements and preparing new molds on a daily basis.

Hicrete already owns eight Potains purchased in 1990. One is based at its steel fabrication factory and the rest are working at construction projects across Thailand. The cranes' quality and longevity gave Hicrete the confidence to invest in Potain again, according to Kosol Wattayu, Hicrete engineering manager. "Potain produces cranes of the highest quality and no other manufacturer can match its longevity," he said. "Our new cranes are working hard to meet our demanding build schedules and are helping our business grow."

As well as pre-cast concrete, the MC 205 Bs lift a variety of materials and components manufactured at the facility, including rebar and steel

structures. The cranes have built more than 200 box girders.

The cranes help produce materials for projects across Thailand, including major highway expansions and the extension of the sky train transport network in Bangkok.

Potain's MC 205 B is a top-slewing tower crane with a 60 meter maximum jib that can lift 2.4 tons at jib end. Hicrete's MC 205 Bs are configured with 45-meter jibs, at which they can lift 3.5 tons, and hook under heights of either 27 meters or 30 meters. ■



The Potain MC 205 Bs are mounted on rails.

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The New Year saw stock markets reach record highs, despite the announcement that the Fed would phase-out QE in 2014. So what will it take to break up the party? **Chris Sleight** reports.

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

What hangover?

The Fed's Christmas present to the markets was its announcement that it would phase-out its policy of quantitative easing (QE) over the course of 2014 – 'tapering' as it has become known. This is a policy that has seen some \$85 billion per month – \$1,020 billion per year – being used to buy-up assets to stimulate the economy. It is equivalent to printing new money to invest in assets, but in fact the money is created at the push of a computer key, so the Fed has not even had to pay-out for ink and paper.

The \$1,020 billion that has been spent annually throughout the crisis years is equivalent to about 5 percent of American GDP. Unsurprisingly the prospect of this money being pulled out of the economy has got some investors worried. However, the Fed has said that it will reinstate QE if data shows tapering to be hurting economic growth and job creation.

And despite the news of the end of QE, stock markets were in festive high spirits as 2013 came to a close. The Dow moved back above 16,000 points over the Christmas and New Year period, and spent the first few days of January setting new record highs in 16,500-point territory.

As our graph shows, the heavy equipment sector saw some benefit from the year-end and New Year rally, with a steep climb in line with the wider markets. However, it's longer-term performance over the last 12 months has been disappointing, with weak market conditions around the world hitting sales and profits.

The good news is that both domestic and international economic growth is expected to be stronger this year than in 2013. It may need to be. The remarkable 25 percent to 35 percent growth of mainstream indicators like the Dow, NASDAQ and S&P 500 this year means that sooner or later investors are going to start taking profits.

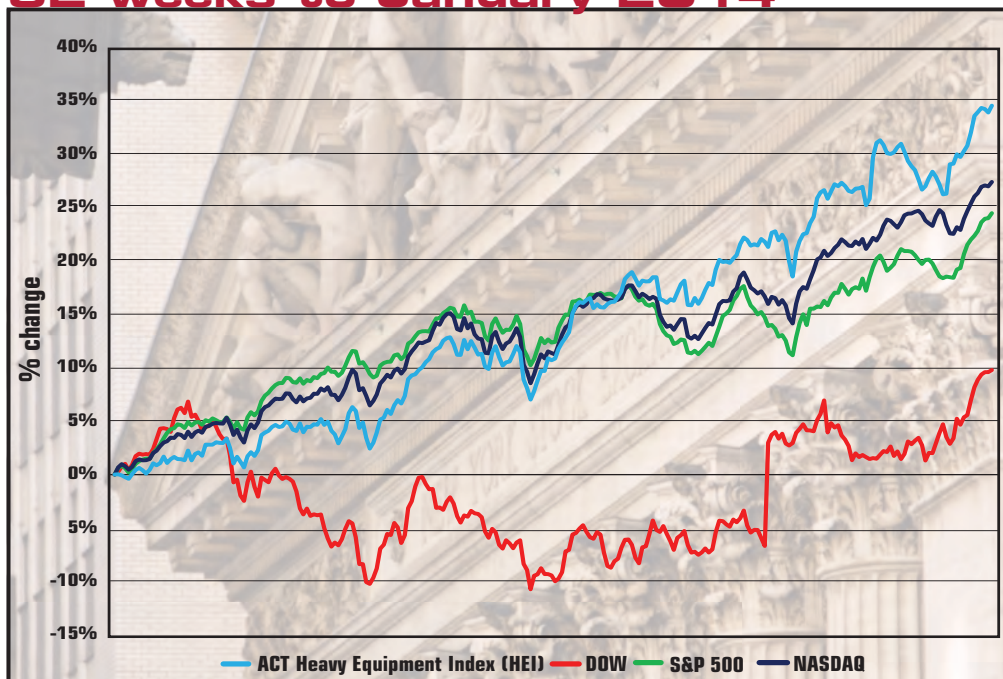
Stronger economic growth this year may also mean that the appetite for risk and more diverse investments increases. Again, this will probably pull indexes like the Dow down, as money is taken from these relatively safe havens, and put to work in areas of greater potential risk and return.

So perversely, it may be that a stronger economy this year will lead to a stock market slump.

There are also seasonal factors to consider. Markets traditionally rally towards the end of the year and on into January, with the year-end results season, which starts in earnest in the fourth week of the year, usually serving to as a reality check.

So while it is positively foolhardy to make market predictions in the current climate, experience would suggest that the highs that have been set in the first few weeks of the year will probably stand for several months at least, if not much longer. ■

52 weeks to January 2014



AUTHOR:

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 is a regular contributor to ACT's sister publication, *International Cranes and Specialized Transport*.





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An OSHA proposal could increase the oversight of workplace injuries and illnesses.

No place to hide

One of my small children is a picky eater. He knows that if he eats he is rewarded, and if he does not he is punished. I recently watched from a distance as he sat at the table alone. He looked around, made sure no one was watching, and placed what was left of his food in his napkin, which he discreetly put in the trash, for which he also was punished. He decided the risk of getting caught was worth the potential reward of not having to continue to eat.

How does this experience compare to the process of reporting workplace illness and injuries? Companies are required to report certain workplace injuries and illnesses. This reporting in turn can result in the threat of decreased business, increased insurance premiums, declining safety performance metrics and the potential of government intervention and a lack thereof can result in the inverse. Like my son who thought he was alone, the process of recording these events is done largely in private with little risk of oversight.

Under our current system, OSHA can only review a company's safety metrics in one of three ways:

■ Through an OSHA

inspection. OSHA is able to inspect only a very small portion of contractors. In 2010, inspections took place in one percent of all establishments under their jurisdiction, (98,000 out of a possible 7.5 million).

■ **Through survey data collected.** The OSHA Data Initiative, sends out roughly 80,000 safety metrics surveys each year. Due to the time required to calculate the data it is usually two to three years old by the time OSHA analyzes it.

■ **Through received reports of fatalities and multiple hospitalization incidents.** Each year OSHA receives less than 2,000 establishment specific reports of fatalities and less than 20 reports of multiple hospitalization incidents.

Although we at times feel differently, particularly during an inspection, these statistics show us that “the long arm of the law,” at least when it comes to OSHA, is actually quite short. A new proposal is aimed at increasing this oversight. The proposed rule titled, “Improve Tracking of Workplace Injuries and Illnesses” is available for review at OSHA.gov. I have listed a very brief summary below:

Establishments currently required to keep illness/injury records with over 250 employees will be required to electronically submit these statistics to OSHA on a quarterly basis. The information would include the

entries on the OSHA Form 300 and that entered on the OSHA form 301, (basically individual accident reports). The summary page, (the 300A) would still be submitted annually.

Establishments with 20 or more employees in certain designated industries would have to upload the OSHA 300A summary information on an annual basis, but not the 300 log information or the 301 forms.

Some establishments of OSHA's choosing will receive notifications to upload information “for the time period and at the intervals specified by the notification.”

In the summary section of the proposed rule, it states: “The purpose of this rulemaking is to improve workplace safety and health through the collection of useful, accessible, establishment-specific data to which OSHA does not have direct, timely and systematic access.”

This stated purpose prompts a thought process in my mind: It currently seems requests for lagging safety indicators and the seemingly endless input required in the safety networks continues to increase. I am amazed that as safety-related requirements become increasingly difficult across the country, (several plants now require TRIR's at roughly 75 percent below the national average), the majority of service providers are still able to comply. Somehow, thousands of contractors are able to achieve safety performance and metrics that

meet the increasingly higher standards of clients. [This level of safety performance doesn't appear to reconcile with what the industry statistics tell us is actually happening.]

In closing, after my review of this proposal a few things are certain:

■ OSHA would have much more information to analyze, review and quantify for their purposes.

■ Companies would be reporting data on a much more frequent interval to a regulatory agency.

What is not as certain is:

■ Does more reporting truly increase workplace safety?

■ What will an increased reporting requirement to the group in charge of compliance do to the accuracy of our reporting? ■

“ Although we at times feel differently, particularly during an inspection, these statistics show us that ‘the long arm of the law,’ at least when it comes to OSHA, is actually quite short. ”

THE AUTHOR



Daniel Erwin is director of safety for TNT Crane & Rigging in Houston.

CONEXPO 2014 Crane & Rigging Seminars provide 11 more reasons to attend!



If you were invited to attend a conference where you could learn all about the latest developments in crane safety, what the greatest risks were in crane operations and how to avoid them, how to plan and execute both routine and “super” lifts, and how to work safely around power lines, would you attend?

How about if also on the program were the latest news and views on federal standards for crane operator qualifications, as well as the brand new ANSI/ASME standard on tower cranes?

And if it covered a “walk through time” detailing all the changes that had taken place in crane technology and regulations, including operators’ changing responsibilities?

And if, for good measure, time-honored practical advice on rigging issues such as how to handle crane blocks and calculate sling loads, as well as how to effectively communicate all of that information as a first-class trainer, were also on the list?

If you said “yes” to any or all of the

above, you’ll want to make a beeline for the Crane and Rigging Education Track at CONEXPO 2014!

Although typically considered an equipment show rather than a conference, this year’s CONEXPO, in addition to all the glittering new iron, features an outstanding educational opportunity in the shape of no less than 11 first-class crane and rigging presentations, all from internationally renowned experts in their field with hundreds of years of experience between them.

Industry veterans

Who better, for example, to guide us through the evolution of crane standards and technology than two industry veterans who have (almost literally) “done it all” [Bill Smith, NBIS and Bob Berry, Sims Crane]? Or talk about the new crane operator qualifications [Chip Pocock, Buckner Companies and Rob Weiss, Cranes, Inc.] or the new tower crane standard [Peter Juhren, Morrow

Equipment] than members of the committees that wrote them? Or the mechanics of super large lifts [Joe Collins, Becht Engineering] from someone who has helped execute some of the largest lifts even undertaken?

Of special note is the presentation by forensic expert, Jim Wiethorn, Haag Engineering [An Examination of Crane Accidents] who will be presenting the results of a ground-breaking study of crane accidents that promises to set a new benchmark for incident investigation and analysis.

View the complete line-up at <http://nccco.org/conexpo2014>.

Note that CONEXPO has instituted a new, more flexible, registration fee system for this year’s event at <http://www.conexpoconagg.com/Attendees/Registration/RegisterNow/>.

And don’t forget all the other reasons for attending CONEXPO! See NCCCO’s “Top Five Reasons” at <http://nccco.org/conexpo2014>.

Lift Safety Zone to focus on power line hazards



A central theme of CONEXPO’s Lift Safety Zone will focus on the hazards of operating cranes and aerial lifts around power lines and the correct and safe way of doing so.

NCCCO and IPAF, joint sponsors of the Lift Safety Zone, are teaming up to present both live demos and an information exhibit that will be featured throughout the show. The theme also ties in with the presentation to be made as part of CONEXPO’s Crane & Rigging education track by Paul Satti of the Construction Safety Council entitled *Safety of Equipment Around Power Lines* on Wednesday, March 5.

Excerpts of new videos from the Specialized Carriers & Rigging Association (SC&RA) and OSHA on the subject of cranes and power line safety will also be shown at the Lift Safety Zone.

Mobile crane practical examiners add Service Truck

NCCCO recently conducted three webinars for current NCCCO Practical Examiners in the Mobile Crane program seeking to add the new Service Truck Crane (STC) category. In addition, one in-person Practical Examiner Workshop for new Examiners has been held, in Tiffin, OH, and another Workshop is scheduled February 28-March 1 in Las Vegas, to coincide with CONEXPO.

The STC program has been warmly received by the service crane industry since it was launched last spring. OSHA’s Crane Rule requiring operator certification has an impact on some users of service truck cranes, and NCCCO has created this program to address the unique knowledge and skill required to run this type of equipment. Since STC is a sub-category of the telescopic boom—fixed cab mobile crane program, current and future TSS certificants do not need to take the STC exams, and are automatically awarded the STC certification when they certify.

To date, NCCCO has accredited more than 90 Practical Examiners nationwide to administer the practical exam in the STC program.



ANSI accredits Digger Derrick certification

The American National Standards Institute (ANSI) has awarded accreditation to the CCO Digger Derrick Operator certification program following a comprehensive review of its

NCCCO readies Boom Truck certification

This year will see the launch of a new CCO certification program from NCCCO especially designed for operators of boom trucks.

Currently, boom truck operators take either the telescopic boom – fixed cab crane exams or the telescopic boom-swing cab crane exams for a TSS or TLL certification, respectively. The new boom truck certification will have two designations: Boom Truck – Fixed Cab (BTF) and Boom Truck – Swing Cab (BTS).

Similar to the Service Truck Crane certification program, current and future TSS and TLL certificants do not need to take the boom truck exams, and will be automatically awarded the BTF and/or the BTS certification when they certify.

test development and administration protocols. This brings to nine the number of CCO certification programs that have been accredited by ANSI to the ISO/IEC 17024 International Standard for organizations that certify personnel.

The scope extension of NCCCO's ANSI accreditation to include the CCO Digger Derrick Operator program came after careful analysis of test data, and rigorous audits of NCCCO's management systems and psychometric procedures.

Although digger derrick operators are excluded from OSHA's operator certification requirements for utility work, they are required to be certified for work that falls outside the "utility" definition, such as erecting signs, lights, and telecommunication equipment, as well as other construction work.

Practical exam tasks include auguring a 6-foot hole and placing a 35-45-foot long pole in place.

ANSI commends NCCCO for data security

The American National Standards Institute (ANSI) has granted continued accreditation to NCCCO for all its currently accredited programs following an annual audit of its operations.

Furthermore, ANSI awarded NCCCO a commendation for the integrity of its security systems, and expanded the accreditation to include the new CCO Digger Derrick Operator certification (see story at left).

This latest commendation was awarded in response to NCCCO's elective Security Test and Evaluation Audit to the National Institute of Standards of Technology NIST-800 standard conducted last year. All security controls for which NCCCO has full or partial responsibility both at its own offices and those of its contracted testing provider, International Assessment Institute (IAI), were evaluated against the rigorous standards defined by NIST.





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CHRIS NELSON

Director, Risk Management - Transportation

March 20, 2014

2:45 - 3:45 P.M.

*Topic: Boom or Bust for Specialized
Transportation*



ROBERT MOORE

Chief Legal Officer

March 20, 2014

4:15 - 5:15 P.M.

*Topic: Harnessing Risk Management to
Avoid Legal Claims*

Andrew Rooke is president and COO of Manitex International, based in Bridgeview, IL.

D. Ann Shiffler talked with Manitex International's Andrew Rooke about the company's success since it was divested from Manitowoc in 2003.



A successful path

Manitex International is a crane industry success story that has unfolded over the past 10 years.

In 2002, Manitex was the boom truck subsidiary of Manitowoc Cranes. When Manitowoc acquired Grove and National Crane, it needed to divest of one of the boom truck companies. Manitowoc decided to keep National Crane and sell Manitex. In 2003 a small firm called QVM purchased Manitex. QVM was an industrial development company looking to create a portfolio in the realm of lifting and material handling. Manitex, based in Georgetown, TX, would be its first acquisition.

Since then, Manitex, which went public in 2006 through a merger with Veri-Tek, which would later be renamed Manitex International, has been on a strategic path of growth. Through the years since purchasing Manitex, the company has acquired LiftKing, Noble Forklifts, Crane and Machinery, Badger, Load King, CVS and Sabre. The company finalized the acquisition of Italy-based Valla Cranes in late 2013.

Andrew Rooke, who joined Manitex in 2006 as president and COO, has been a member of the management team instrumental in the successful path of Manitex International. Prior to joining Quantum and Manitex, he was a divisional director for UK-based GKN, which owned a major construction and agricultural equipment division.

With Manitex International, he has found his professional calling, helping to grow a small company into one that is making a mark on the markets it serves.

"We went public in 2006, and the move to do so has been successful," he said. "We have met the goals we set and have been successful with regard to this. The company went public before the global economic downturn and in 2007 we finished the year at just over \$107 million. Yet we finished 2012 with \$205 million. We should be in the \$245 million range for 2013. We've shown positive growth both organically and through acquisitions, and our share price has moved accordingly."

Rooke attributes much of the success of the company not only to the strength of

the core Manitex business, but also to the value of the companies it has acquired.

"We have grown through acquisitions with the intent of adding companies with strong brands that have not been able to be developed as much as the owners would have liked," he said "As a larger company, we can offer the resources to grow these brands."

"All of the product lines or businesses we have acquired have very strong brands. The Noble line, originally designed by Caterpillar, is well known, and Badger has been in the crane business since 1945. Load King has been around since 1956, CVS since 1975 and Sabre has a strong reputation in the tank business. Valla is a family owned Italian company with a loyal product following and great products."

But the core of Manitex International is still cranes and lifting equipment, Rooke explained.

"The Manitex boom truck business is still over 50 percent of the business," he said.

I spoke with Rooke recently about the boom truck business, the future of

Manitex International and his take on what it takes to enjoy success.

IT HAS BEEN JUST OVER 10 YEARS SINCE MANITEX WAS PURCHASED FROM MANITOWOC CRANES AND ALMOST EIGHT YEARS SINCE THE COMPANY BECAME PUBLICLY TRADED. HOW DO YOU CHARACTERIZE THE PAST DECADE FOR THE COMPANY?

We have certainly evolved and grown throughout this period of time and done so in many ways. We moved from being a single company, Manitex, to a much broader range company with products and product lines, and each of those lines have grown. We've done that through product development, innovation and some strategic acquisitions. One of the attributes we think is important for us is that we've always prided ourselves on listening to the customer and what he is looking for, whether that's certain attributes of a product or more general input like aiming for bigger capacities. This has helped us to target product innovation and growth, and we have been able to be successful doing that.

We launched the first 50-ton boom truck in 2007, and this has evolved the boom truck business from the smaller tonnages into the lower end of the bigger crane capacities, into the rough terrain crane market and the truck crane market. That has been important for us. We've broadened up from just a boom truck company. We have RTs and truck cranes, and now with Valla we have precision pick and carry cranes. We've greatly broadened our portfolio of lifting products over that 10-year period, so we can satisfy more customers and be a bigger supplier to customers that have broader needs. We've added other products into the portfolio where there is opportunity for growth and synergy.



The Valla precision pick and carry crane also brings in new attributes such as electric power. This gives us capability to add those type of products and capability to existing products in an area that has opportunity for growth.

Many years ago, we had a relatively small exposure to the energy sector. Through our targeted product development we have been able to extend our presence into the energy sector in North America and internationally as well. The Sabre acquisition strengthens and deepens our relationships in the energy sector.

MANITEX HAS MADE STRIDES IN INCREASING MARKET SHARE IN THE BOOM TRUCK MARKET, ESPECIALLY WITH THE HIGHER CAPACITY MODELS. WHAT'S THE OUTLOOK FOR THE BOOM TRUCK MARKET IN YOUR VIEW?

I think I would characterize it as a market that has evolved over a number of years, and I think it will continue to evolve, particularly in the higher 50 and 70-ton capacities. Whether you call it a boom truck or a telescopic truck crane, the distinguishing factor is that it's on a

commercial chassis. That takes the boom truck further into the RT and truck crane market, and which means that the market is expanding, and that's a good thing. The traditional boom truck market will continue with the sectors that it supports. The general construction market in North America is starting to show some signs of recovery. We've started to see rental activity for the lower tonnage cranes increase. The energy sector went through rapid expansion, although that has cooled off slightly as the products are being absorbed into new markets. We see an overall very positive market continuing for boom trucks.

WHAT DO YOU THINK ABOUT COMPETITIVE BOOM TRUCK COMPANIES COMING OUT WITH THE HIGHER CAPACITY BOOM TRUCKS?

It's a positive thing. Historically Manitex had a reputation for development and innovation. We did see a break out with the 50-ton boom truck and we see a continuation with the 70-tonner, which we are very excited about. The capability of those products are impressive, and as customers and competitors see that, if they are successful, they will follow. Competitors have followed and that's a good thing. Healthy competition in the marketplace is good. It validates the market and helps it grow.

HOW IS THE MANITEX-BADGER CRANE LINE PERFORMING? WHAT'S BEEN THE RECEPTION TO THE NEW CD 4415 CAB DOWN INDUSTRIAL CRANE?

Badger has this great longevity and history in cranes. When we acquired the company, we launched the Badger 4430, which has been very successful in the rail sector. The CD 4415 is a continued



The Manitex Badger CD 4415 was designed to replace the old Galion cab down industrial cranes that are no longer produced.



development of that type of product for us. It takes us into a new sector, and it's been positively received.

Some of the competitive products to this crane have been around for some time. We were able to bring a product to the market with features customers wanted to see in this type of cab down unit. We've added modern updates and safety elements, a more sophisticated approach, but still with the same robustness and capabilities. The challenge when you are breaking in with new products is to get the distribution and get the customer aware of that product and take it on board and recognize the benefits of having a more modern and capable product to do the work.

Today the lifting requirements are higher, the safety regulations are a bit stronger. All those things require you to continue to upgrade, and we believe the CD 4415 is an answer to that.

WHAT DOES THE MANITEX VALLA ACQUISITION BRING TO THE MANITEX INTERNATIONAL SCOPE OF OPERATIONS?

I referred earlier to the broadening of our crane portfolio, and the Valla brand brings us into the precision pick and carry niche market. It's relatively specific in its application and has a great range of international customers. It broadens our portfolio and specifically brings an electric capability, something that we are seeing more interest in as there are environmental concerns – noise, fuel, emissions with other power sources. Valla brings a range of new capabilities. It's a small business and our intention is that we grow that business and start to develop its distribution both in North America and other parts of the world. These cranes are

Manitex was the first boom truck company to produce higher capacity boom trucks, including the 70-ton capacity TC700.

already used in the U.S. and we've already started building on that base. We have some great customers for this product. Being located in Italy, it's very close to our existing Italian operation, CVS. It gives us additional scale and capability in Europe as well.

WILL MANITEX INTERNATIONAL CONTINUE ITS AGGRESSIVE ACQUISITIONS STRATEGY?

I'm not sure whether we are actually aggressive. We believe we have a dual-pronged approach to growth: organically and through acquisitions at the right price. At the end of the day, we have to make sure our shareholders benefit from the transactions we do. We are very conscious of the balance sheet and we will continue to be as we go forward.

WHAT IS IT YOU LIKE ABOUT WORKING FOR MANITEX INTERNATIONAL?

I have to say every day is a pleasure. A lot of that is the people and the organization.

I have the utmost respect for those who are working hard to make ManiTex International successful. The success of the company is down to them and there are some excellent people and they make working for the company a pleasure. Helping to build the business is a very exciting thing to do. That is something that I personally enjoy and look forward to every day.

WHAT IS YOUR BUSINESS PHILOSOPHY?

I think essentially to be successful for all the stakeholders in the business and to do that we have to do a lot of things right. Good product, good people, good processes, good structure, good customers, good suppliers. It's the completion of all those things. Being successful is an important aspect of the philosophy.

WHAT DO YOU LIKE TO DO IN YOUR LEISURE TIME?

I am a family man and that's incredibly important to me, and I value that highly. I'm a sportsman too. I love sports of all variety and I try to get involved as much as I can. Those two things take up pretty much any remaining time. ■

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The Construction Marketing Association reported in late 2013 that 97 percent of construction professionals use social media in their marketing program, and 93 percent of those professionals manage everything internally. That means that not only have construction folks embraced social media as a marketing avenue, but they're also actively contributing.

Tim Hillegonds talks to Becht Engineering's Joe Collins about how blogging and social media has become a mainstay in the construction, rigging and lifting sectors.

About Joe Collins



Joe Collins, Heavy Lift Division manager, Becht Engineering, is one of several bloggers for the Becht Engineering Blog. He blogs about topics pertinent to

rigging and safe crane operation. Collins has 40 years of experience in the heavy lift industry, with 20 of those years as manager of Zachry Construction's crane fleet and lift operations. He is vice president of the Board of Directors for the National Commission for the Certification of Crane Operators (NCCCO), and he served as a member of the Cranes and Derrick Advisory Committee (C-DAC) to OSHA. To read Collins and other Becht Engineering team members, visit www.becht.com/blog/latest.



Rigging and blogging

By now, social media should be more than just a distraction.

For small businesses, heck, even for large ones, social media has evolved into a sort of content gateway. When customers connect with a company on social media, they're giving you their ear. They're essentially saying, "I like you, and I don't mind if you talk to me every now and again." And that's huge. That's what companies used to pay exorbitant amounts of money to television networks for. But now it's done for little or no money, which means that bridging the gap between a business and its customers is much, much easier.

But where does the construction industry land when it comes to social media? And, more specifically, where does the crane, rigging and heavy haul industry fall in terms of usage? As it turns out, the steadfast resistance you might have been imagining is actually nowhere to be found.

The Construction Marketing Association (constructionmarketingblog.org) published their survey findings and reported that an amazing 97 percent of construction professionals use social media in their marketing program, and 93 percent of those professionals manage everything internally. That means that not only have construction folks embraced social media as a marketing avenue, but they're also contributing to the current trends actively.

I recently caught up with Joe Collins, Heavy Lift Division manager, Becht Engineering, about what they're doing with social media and some of the

topics he's touched on regarding rigging practices in the the Becht Engineering Blog.

ARE THERE BLOGS OR SPECIFIC SOCIAL MEDIA TOOLS THAT YOU USE ON A REGULAR BASIS TO STAY ABREAST OF INDUSTRY ISSUES? IF SO, WHICH ONES AND HOW DO YOU USE THEM?

I belong to several crane and rigging groups on LinkedIn and they email notifications when a new blog or comment that I'm interested in is published. I read these every day. Some are interesting and helpful, and many are not. But it's worth looking to see what people are doing and saying.

CAN YOU THINK OF AN INSTANCE IN WHICH SOCIAL MEDIA OR CONTENT YOU READ HELPED YOU SOLVE A PROBLEM?

Not yet. There hasn't been a specific instance where social media helped me solve a problem, but there have been a few instances where the root causes of accidents were being discussed, so I tuned in to see what was being said. Honest reporting of accidents is very valuable for prevention purposes. We can all learn from that.

HOW DID THE BECHT ENGINEERING BLOG COME ABOUT AND WHAT IS ITS PURPOSE/OBJECTIVE?

Our president, Dr. Charles Becht IV, was the one that initiated the blog. The purpose of the blog is to share information that is useful to our readers as well as demonstrating the high level of expertise that the Becht team has.

HOW OFTEN DO YOU UPDATE IT?

There's no set schedule, but we're encouraged to create new content on a regular basis. Becht Engineering has quite a few experts covering a wide variety of subjects relevant to the energy industry, so we have a large number of potential blog writers. Our goal for 2014 is 50 additional blog posts.

SO HOW IS IT THAT YOU GO ABOUT CHOOSING TOPICS?

We typically pick our topics based on current events and projects. The Becht slogan is "We Solve Problems" and the blog posts are intended to reach out to people that may be experiencing problems related to the subject matter of the blog post. Currently, the crane topics are primarily addressing safety concerns, but I plan to address some technical issues in the future. The heavy lift slogan has evolved to "We Prevent Problems," and we want the blog to reflect that.

SPEAKING OF PREVENING PROBLEMS, IN THE "TEN QUESTIONS THAT MUST BE ANSWERED..." POST, YOU STATE, "IN MY EXPERIENCE, THE MAJORITY OF CRANE ACCIDENTS RESULT FROM LIFTS THAT ARE CLASSIFIED AS STANDARD WHEN IN FACT THERE IS NOTHING STANDARD ABOUT ANY LIFT." CAN YOU EXPAND ON WHAT YOU MEAN BY THAT?

Over many years, industry has established and defined different categories for lifts. The categories are based on the amount of risk involved and are called "standard," "critical" or "super critical." Each category has minimum requirements for planning. A standard (or routine) lift receives the least amount of planning. Critical lifts typically require a simple written lift plan that contains crane and rigging capacity calculations, load weight verification and hazards in the lift area. The super critical lift definition has evolved in recent times and is the result of the newer, high capacity cranes of 1,000-ton capacity and higher, capacity enhancing attachments and consideration of catastrophic results

of an accident. These lifts require planning and review by licensed professional engineers.

As an industry, we do a great job planning and executing critical and super lifts. We don't have the same record regarding standard or routine lifts. Often these lifts are attempted without any planning and very often things go terribly wrong.

My point in the blog is that crane limitations apply regardless of whether it is a light or heavy load. At a minimum, every lift should include a plan that satisfies those 10 questions.

YOU ALSO WROTE A POST ON CRANE BACKWARDS STABILITY. CAN YOU DESCRIBE ANY INSTANCES WHERE YOU WERE INVOLVED IN AN ACCIDENT INVESTIGATION WHERE BACKWARDS STABILITY CAME INTO PLAY?

Throughout my career, I have read about hundreds of these instances and witnessed several firsthand. Before luffing jibs came on the market, I can remember three cases where long booms fell over the back of cranes where I personally removed the wreckage and managed the investigation. Two were the result of the instant loss of the load with the boom at the maximum high angle and the other was where the crane was traveling with the boom at the maximum high angle and the crane mats slipped apart allowing the crane to rock backwards.

I have experienced three more instances where I personally attempted the rescue of cranes equipped with luffing jibs where the main boom base section was damaged by raising it past the stops. We saved two of them and one collapsed over the back of the crane as we were preparing to stabilize it.

The hydraulic cranes with outriggers are the most common with respect to overturning backwards. The problem is described in my blog post and is the result of rotating the upper structure without deploying the outriggers.

BACK TO SOCIAL MEDIA, WHAT ROLE DO YOU SEE CONTENT DEVELOPMENT AND SOCIAL MEDIA PLAYING IN CONTINUING TO PERPETUATE SAFETY MESSAGES IN OUR INDUSTRY?

I see social media as an accepted method of relaying safety and technical information today. If we had this 40 years ago, many lives could have been saved and technological advancements would be more highly developed and communicated.

About Becht Engineering

Charles Becht III founded Becht Engineering in 1964. The company began as a consulting firm that served industrial clients and the building sector. Since its founding, the company's focus has shifted to serve the energy sector. Becht Engineering now provides engineering consulting and project/turnaround management services, including upstream and downstream oil and gas, that encompass both refining and production, petrochemical, chemical, industrial gas, fossil and nuclear power. The company also provides specialized support for innovative technologies that



include direct coal liquefaction, biomass conversion and other alternative energy processes.

DOES CONTENT MARKETING PLAY A BIG ROLE IN BECHT'S MARKETING STRATEGY?

Social media is definitely a part of Becht's marketing plan. We're technical experts in a variety of fields, and we see our blog as a primary vehicle in getting information out to our prospective clients.

SO, DOES THAT MEAN THAT BECHT HAS A SOCIAL MEDIA MARKETING PLAN?

Yes, and it's managed internally. We've recently expanded our website to include more information about our specialized services and added the blog. We have a company page on LinkedIn and have opened company Twitter and Google accounts, too.

WHAT ARE YOUR THOUGHTS ON CONTENT YOU'D LIKE TO SEE EXPLORED IN SOCIAL MEDIA OR IN ARTICLES IN ACT?

I know the big crane/lift stories are interesting to your readers. I enjoy them myself. However, I am on a campaign to get back to the basics. This is where our industry needs the most help. I read or hear of accidents, almost daily, involving smaller cranes, lighter loads and serious injuries or fatalities. I personally feel that our industry needs help in this area. I find the less experienced crafts persons are hungry for knowledge and open to any means of acquiring it. We need to fully support the upcoming work force. They are our future.

THE AUTHOR



Tim Hillegonds spent 10 years in the heavy construction insurance industry before founding Thrive Creative Services, a creative copywriting agency dedicated to helping businesses tell their stories.

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Photo: hydraulic offset jib (optional)

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Steady market for ATs

Jeff Hampton reports on the AT market in North America and how these sophisticated cranes are coming on strong.

Boasting highway mobility, quick set-up and maneuverability at the most difficult job sites, all terrain cranes have found their place in the North American market. Now, the top five manufacturers of ATs are preparing to maneuver even deeper into the market as they showcase their newest models at ConExpo 2014, March 4-8 in Las Vegas.

At stake is a share of a continental crane market that has been dominated historically by truck, rough terrain and lattice boom cranes but has seen the ATs come on strong in recent years, according to Liebherr Crane President Georg Diesch.

"Until 2002 the truck cranes (TTs) usually dominated the crane market with up to twice as many units compared to ATs. This changed in 2003 for the first time when TTs and ATs matched in units," Diesch said. "Only during the peak years between 2006 to 2008 did the truck crane exceed the ATs, but this was mostly due to the fact that the production of all terrain cranes could not keep up with the customer demand. Ever since, it's neck and neck with the ATs outpacing the TTs over the last two years."

Nine-axle beast

Liebherr will show its new LTM 1750-9.1 – a nine-axle, 900-ton capacity AT crane – at ConExpo. The crane was first unveiled at Bauma in April 2013 in Munich. The

first unit arrived in the United States in December 2013 and was put to work in January 2014. The new AT joins Liebherr's five-axle, 265-ton LTM1220-5.2 in the U.S. market.

"In general, the five-axle class starting between 120 tons and 265 tons are the most sought after cranes since they are usually easy to move around and therefore can be used as efficient taxi cranes," said Diesch.

Even so, the high acquisition costs and complex engineering of ATs make them a difficult addition to the average crane

Link-Belt's new 210-ton ATC-3210 can be seen for the first time at ConExpo in Las Vegas. Featuring a comprehensive night lighting package, the crane will satisfy the toughest North American transport regulations, Link-Belt said.



BIO

Jeff Hampton

is a Dallas-based writer who has covered the construction industry for magazines and newspapers for many years. He is the author of several books, including the SC&RA's two coffee table books, *Lifting and Moving the World* and *Monumental*.





On display at ConExpo, the Grove GMK6400 is being marketed as the lifting industry's most powerful six-axle crane. Its 450-ton lifting capacity is the highest of any crane in its class and it has a variety of cutting-edge features that the company says can't be found elsewhere.

was designed with extensive customer input and will satisfy the toughest North American transport regulations while also meeting Tier IV final and EPA 2013 on-highway requirements.

"The U.S. and Canada are one of the most challenging environments because every state and every province has its own regulations for what you can road and not road," said Rick Curnutte, product manager for Link-Belt's AT line. He said the company has had good success in North America with its ATC-3275 crane that has comparable reach, capacity and costs as the foreign models but doesn't have to be modified for use in North America.

Geared to North America

"Made in America means a lot," he said Link-Belt's history with ATs began in the 1980s when it offered a 22-ton machine, but the company set that aside to focus on the rough terrain and truck crane markets. In 2000 they re-entered the AT arena through a marketing agreement with Tadano until 2010 when they designed and built the ATC-3275.

"Being a top dog in the truck crane market gave us great background on how to transport things in North America," Curnutte said. They combined that knowledge with their experience marketing the Tadano machines to develop the 275-ton ATC-3275.

fleet. Most are sold to rental companies that dispatch them on operate/maintain contracts. And they are being used primarily in the industrial, highway and oil/gas and mining markets and not in commercial construction.

"This is not a lifting tool that you would purchase without a reasonable plan on how it could generate revenue for your business," said Jay Barth, product marketing manager for Terex. The company will feature its latest three-axle Challenger crane at ConExpo.

"We continually look for ways to provide better lifting solutions to our customers who use the all-terrain platform to solve their most complex lifting challenges," said Barth. "The ability to mobilize to a jobsite with a minimum of complexity and the ability to perform complex, precise lifts are key attributes that customers look for in an all terrain crane. Terex focuses on making the transition from work-to-transport as seamless as possible. Many of our smaller cranes are roadable with no support vehicles and can be configured with only one person. These attributes help move the purchase decision in a positive direction."

Barth added that sales have been driven by both fleet needs and project work. "The project profiles showcased in the pages of your magazine highlight the wide spectrum of work that customers are performing with ATs and how they are an essential element of new construction as well as infrastructure and machine maintenance."

The ability to mobilize to a job quickly and the ability to perform complex, precise lifts are what customers look for in an AT.

Lift Adjustor System

Tadano America will showcase its 450-ton ATF 400G-6, a new crane that comes standard with the manufacturer's exclusive Lift Adjustor System that provides automatic radius correction for boom deflection under load. The crane has a five-section boom to 198.6 feet and can be equipped with a fixed or a hydraulically extending luffing jib with a maximum length of 257.5 feet. The crane also features an optional power system for increased capacities.

"The ATF 400G-6 is another best-of-class crane from Tadano," said Ron Dogotch, vice president of sales. "This crane has the capacity, reach, safety features and ease of operation not found in most ATs on the market. This crane was designed to beat the competition in every arena and it lives up to our claim."

Link-Belt will come to ConExpo with the ATC-3210, the second of its U.S.-built ATs. With a capacity of 210 tons, the crane



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Now, their new ATC-3210 will fit between their 140-ton truck crane and the 275-ton all terrain crane.

"It's logical that customers are not going to be happy with just one size. Fleet owners want commonality, so it makes sense for us to build more models than just one," said Curnutte.

"The fact that we've got all the mobility issues figured out is a benefit," he added, explaining that while most ATs of this size have to travel with six equipment loads along with extra fuel and crews, Link-Belt's ATs need just four. "Customers have to take that into consideration when looking at the costs."

Mobility and power

Manitowoc Cranes will feature two of its largest and most successful Grove all-terrain cranes at ConExpo: the GMK6300L and the new Grove GMK6400.

The GMK6400 is being marketed as the lifting industry's most powerful six-axle crane. Its 450-ton lifting capacity is the highest of any crane in its class and it has a variety of cutting-edge features that the company says can't be found elsewhere.

Astrid Hager-Guthrie, global product director for all-terrain cranes, said the GMK6400 boasts a variety of upgrades that will help customers increase efficiency, while it remains easy to use.

"We're very excited to show the GMK6400 at ConExpo," Hager-Guthrie said. "It has the best load chart in its class, a new drive system for the carrier never seen in this size category and a host of other unique features that won it the ESTA Innovation award at Bauma 2013 in Munich, Germany – features such as the capacity-enhancing Mega-Wing-Lift attachment that can boost the crane's

capacity by almost 70 percent, from 38 metric tons to 64

metric tons (42 tons to 71 tons) at 60 meters (197 feet)."

Manitowoc's GMK6300L, 350-ton all terrain crane has won customers on five continents with its 262-foot boom, the longest in its class, said Hager-Guthrie.

"The GMK6300L has been a huge success for Manitowoc, so it's only fitting that the crane be featured at ConExpo. It's a versatile crane that's very mobile, both on and off

At ConExpo, Terex is expected to launch a new mid-size all-terrain crane geared to the U.S. market. Pictured, the 245-ton capacity Explorer 5800 has been a popular crane for Terex.

At ConExpo, Tadano America will showcase the 450-ton ATF 400G-6, which comes standard with the manufacturer's exclusive Lift Adjustor System that provides automatic radius correction for boom deflection under load.



the job site. It commands a large lifting capacity and long reach, while its compact footprint enables it to fit into tight working quarters."

Attention getters

While all terrain cranes will get plenty of attention at ConExpo, turning looks into sales is a whole other matter.

"It's a pretty finite market, but it is significant," said Jay Shiffler, vice president and general manager of marketing for Tadano America. "It's a very identifiable market with 90 percent sold to crane rental companies."

Shiffler said the AT market has been active because of demand for the cranes in the oil fields. "It may be flat this year, but it's still active," he said. As such, Tadano will continue to expand its AT line. "We'll

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Liebherr will show its new LTM 1750-9.1 – a nine-axle, 900-ton capacity AT crane – at ConExpo. The crane was first unveiled at Bauma in April 2013 in Munich. The first unit arrived in the United States in December 2013 and was put to work in January 2014.

continue to grow the size of the all terrains we have in the future.”

Liebherr's Diesch concurs that 90 percent of Liebherr's sales are with crane rental companies. “The majority of the demand is driven by fleet requirements – either extensions or just replacement for older cranes for the daily rental business. Of course, any release of a major construction project initiates a higher demand for rental cranes, too. In addition we do have some large construction companies who rather want to have their own equipment than depending on a third party.”

Diesch said that 2014 looks to be a good year for ATs in North America following strong demand in 2013. “The more optimistic customer outlook for the near future and the quantity of major projects either recently released or expected to be released shortly will drive a high demand for AT cranes way into 2014.”

“The oil and gas business is crazy right now, and that's where a lot of ATs are going,” said Link-Belt's Curnutte. “They're not on a lot of commercial building sites. The industrial market is the main area where they are working.”

Steady market

As for the future, “the market is steady with just minor dips and minor gains,” he said. “There hasn't been a lot of movement. For the past three to four years we've been moving right along. That probably means we're taking some market away from other people. Still, there's probably room for another guy in the AT market.”

Terex's Barth said it would be nice to have a crystal ball to know what the future

will hold, but ATs seem to be following the economy in general.

“As you hear in much of the media there is a stable but not robust recovery,” he said. “This is much the same with ATs. There is work for many of the cranes albeit it is not always the big multi-month projects that everyone desires. It is anybody's guess on how the market will trend, but stable does seem most reflective of North American market conditions.”

He noted that some ATs are finding permanent usage at busy industrial sites.



“It is interesting to note that in some markets such as heavy mining, all terrain cranes are taking on the role of mine machine maintenance as components become larger and the demand for precision lifts becomes more critical.”

Fleet replacement

Holger Haber, AT product manager for Manitowoc Cranes, said his company has seen increased all terrain market activity since 2010. Most of this has been replacement of cranes in rental house fleets, as well as project sales to construction companies and contractors in the oil and gas industries.

“Service is a very important factor with this more technically sophisticated product. North America is a big market but also a large country to cover,” he said, adding that the market is approximately the same size as Germany but with a geographic area that is 50 times larger. ■



Following strong demand in 2013, 2014 looks to be a good year for the AT market.

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Controlling a crawler or mobile crane with a remote isn't a widespread action, but there are plenty of options on the market to do so. **ACT** reports.



Remote operation

There are a number of remote controls for cranes on the market and their use is far and wide – from controlling overhead cranes, self-erecting tower cranes and even conventional cranes such as industrial cranes, boom trucks and telescopic crawlers. Remote controls are purchased with cranes for many reasons, according to Ed Hisrich, vice president sales/customer support, Tadano Mantis Corp.

All Tadano Mantis cranes have the option of remote control use, Hisrich

Many different types of cranes, including tower cranes, can be controlled remotely, for rigging and set-up and for full operation.

said. Remote controls can be utilized to control a crane from a work platform as well as perform lifts from limited visibility or blind spots, where an operator in the seat cannot see the load.

“For our Model 20010, during the erection of the crane (self rigging), a remote control system is utilized for operating the hydraulic jacking cylinders as well as operation of extending and retracting the track frames,” Hisrich said. “We offer remote control systems in multiple configurations and multiple frequencies to meet various local codes and customer-control requirements. Remotely controlled functions can be limited to specific functions or can be custom

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configured to operate multiple crane functions as well as full control of all optional equipment on the crane.”

Limited-function remotes used for cranes with self-rigging functions can increase operator visibility and overall control of the process while erecting the crane. Outrigger deployment can also be achieved by remote control.

“There is a lot going on while assembling the crane and it eases the process if the operator can walk around the machine and be at a specific assembly point while still having complete control,” Hisrich said. “Full remote systems give the operator a wide range of options and opportunities to control the crane, often in more functional ways than if the operator had to stay in the crane cab.”

Total wireless solution

Magnetek recently was granted a patent by the United States Patent and Trademark Office for its Enrange MHR Radio Controller.

Protected by Patent No. 8554378, the MHR Radio Controller integrates the components of a radio receiver and

hydraulic controller into a convenient, single unit, reducing costs and freeing up space, the company said. When packaged with a Magnetek transmitter, it provides a total wireless system for operating mobile equipment including boom trucks and truck-mounted cranes.

“The U.S. patent for our Enrange MHR Radio Controller reinforces the innovation designed into this sophisticated, hybrid controller,” said Ben Stoller, director of radio controls for Magnetek. “The MHR controller offers the benefits of both traditional hydraulic controls and radio controls in a single unit, providing the mobile and mining marketplaces with a control solution for a variety of applications.”

An informative graphic display with a user interface is integrated into the MHR for in-field programming of system settings.

Two-way 2.4 GHz FHSS feedback is available, providing operators with precise information about equipment performance. Numerous analog, digital, and frequency inputs and outputs are also available which can be programmed in a variety of configurations.



Magnetek's MHR radio controller features a graphic display for viewing system settings and machine functions.

The MHR Radio Controller features an informative graphic display for viewing system settings and machine functions. Its user interface features fully sealed push buttons for menu navigation and modifying systems in the field. Two-way feedback provides the operator with precise information about equipment performance.

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A nighttime photograph taken from the perspective of someone inside a red vehicle, looking out onto the Las Vegas Strip. The red frame of the vehicle is visible in the foreground. The street is filled with cars, their headlights and taillights creating a flow of light. In the background, the city skyline is illuminated with various neon signs and lights. Notable signs include "CAESARS PALACE", "MIRAGE CASINO & RESORT", "DANNY GANS", and "FLORIAN". The overall atmosphere is vibrant and bustling.

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ACT focuses in on the all-new cranes, rigging gear, transport systems and services that will make their debut at ConExpo 2014.



DETAILS

WHAT:
ConExpo 2014

WHEN:
March 4-8, 2014

WHERE:
Las Vegas Convention Center, 3150
Paradise Road, Las Vegas, NV 89109

SHOW HOURS:
Tuesday through Friday: 9 a.m. to 5 p.m.
Saturday: 9 a.m. to 3 p.m.



Latest and

For some exhibitors at the ConExpo-Con/Agg tradeshow, it's all about the element of surprise. The strategy is to keep their equipment and services under wraps until the gates are officially opened on the first morning of the show – a veritable “ta-da” moment.

For others, the strategy is the opposite. The idea is to release their entire show plan, including all the equipment they will exhibit, several months in advance to build excitement among their customers about their booths.

Lastly there's the strategy to drip feed the market with news about new machines and services that will be launched at ConExpo.

Regardless of which strategy is chosen, they all work beautifully.

For several months, our KHL and ACT editorial teams have been talking with the major crane, specialized lifting, transport, rigging gear and related services companies about their ConExpo plans, and trying to get them to share with us the plans for their exhibits.

For our February ConExpo coverage, we are focusing on what's new in the crane, rigging and transport sector. While this isn't a comprehensive list of everything new at ConExpo, our coverage centers on

what we've been able to uncover over the past few months. The order in which this information is presented is totally random. The March issue of ACT will feature coverage of much more new equipment, as well as a booth-by-booth review of all the cranes, equipment and services pertinent to our readership.

Tadano Mantis

New from Tadano Mantis is the 130-ton capacity GTC-1200 telescopic crawler. It will be the largest capacity crane in the Tadano Mantis product range and “represents the first blank sheet design since Mantis was acquired by Tadano in 2008,” according to Ed Hisrich, vice president, sales and customer support.

“By utilizing the global synergies among the Tadano Group Companies to bring this new design to completion, we are bringing forth the best and strongest crane we have ever introduced,” he said.

The new 130-ton capacity GTC-1200 will be the largest telescopic crawler in the Tadano Mantis line.

Hisrich said the concept behind the development of the GTC-1200 was to design and build a telescopic boom crawler crane that met the requirements of the power transmission, bridge and civil and foundation construction while expanding the broader appeal of the crane toward lift crane-based markets.

While the GTC-1200 design was managed by the Tadano Mantis engineering team in Franklin, TN, the crane is a collaboration of the engineering teams of Tadano LTD and Tadano Faun GmbH and utilizes the strengths of each group while maintaining the Tadano Mantis core competencies, Hisrich said.

The resulting model GTC-1200 represents a step forward in design for Tadano Mantis, including a full power round boom with two extension modes, Hello-Net telematics, the Tadano AML-C load moment system and integration of hydraulic cylinders, winches and jib systems from the other Tadano companies.

The full power, 5-section 42.1 foot to 155 foot boom was designed to perform well for lift work, while also being capable of out-of-level, pick-and-carry, and foundation work. The main boom is complimented with a jib system that includes a 12.5-foot heavy lift jib with a maximum capacity of 44 tons, which is part of the standard bi-fold jib that has





greatest

lengths of 33.9 feet to 59 feet. There are also optional 23-foot lattice insert (max 2) sections. The entire jib system can offset at 0°, 20°, and 40°, and when fully erected, gives a maximum tip height of 269 feet.

The GTC-1200 is powered by a Cummins Tier 4f, QSL9 diesel engine rated 350 hp (261 kW) @ 2100 rpm. The load sensing, power-controlled hydraulic system optimizes the hydraulic output to the diesel engine power output for highly

efficient operation and control; the swing system is controlled by a separate closed loop hydrostatic transmission for swing performance. The travel system features 2-speed track drives with maximum speeds of 1.6 mph and a maximum unladen gradability of 52 percent.

Manitowoc/Grove

The Manitowoc booth, which has been expanded to 37,800 square feet in 2014,

>46

Among the new cranes on the Manitowoc stand will be the 60-ton capacity National NBT60, the largest boom truck ever built by the company.



"It's the Super Bowl of our business."

That's how Dan Mardian, president of Marco Crane & Rigging, described ConExpo. For him, the every-three year show is a highlight, and he has fond memories of his times at the tradeshow.

"It reminds me of being a kid and going to the fair or the circus," he said. "I get to see all this new stuff and that's exciting to me because it's my career and it's my hobby. Plus, I get to see friends, whether they are friends in the business, vendors or competitors, who I don't get to see all the time. You get to eat good food, take a few days off. I think of it fondly."

Before ConExpo, Mardian maps out the equipment he wants to see, which is more than just cranes. He likes to check out anything that's new, ranging from GPS systems to brake components, fittings and valves.

"I know about half of the cranes that will be displayed before I get there," he said. "But then they always have some surprises, which is fun."

Doug Williams, president of Buckner Companies, enjoys ConExpo for many of the same reasons.

"I like seeing all the industry players in a casual setting, which allows friendly networking," he said. "While I gravitate to the crane section, I also enjoy the new and innovative small tool, rigging and hardware displays. I like seeing the newest and most innovative crawler crane developments."

Williams also mentioned that he likes attending the KHL Group, (parent company of *American Cranes and Transport*), champagne and strawberries gathering.

The 130,000 attendees to the show are genuinely excited about seeing new machines and services and determining how they might fit them into their fleets.

"There are several things that I really like about Con-Expo," said Harry Baker, president of Southwest Industrial Rigging. "It's a great place to showcase any new equipment purchases and have them close to home to pick up after the show."

For Baker, that means two new cranes at the Tadano booth that he will purchase, the 160-ton GR 1600XL rough terrain crane and the 400-ton ATF 400G-6.

"I like the ability to see the latest technology and new equipment that relate to my business," said Baker. "Last, but not least, you get to be involved in the largest gathering of our industry people that occurs in the U. S. and see others in the industry that you don't often get time to see."

will feature about a dozen or so cranes, with eight of them brand new. Visitors can expect to see two new “show stopping” crawler cranes, according to Manitowoc. The company said it is keeping details about these two models under wraps until the show.

Grove will launch the RT540 rough-terrain crane, as was reported in *ACT*’s January issue. The 40-ton capacity crane is an upgrade of the popular RT540E model and features a new cab, a new control system and an improved swing system. The crane is designed to give rental companies and contractors a versatile tool that is quick to set up and easy to use.

The Grove RT540 is the third crane to feature Manitowoc’s new Crane Control System (CCS), a standardized operator interface that will eventually be rolled out on all new Manitowoc, Potain, National Crane, Shuttlelift and Grove cranes.

Other new models on the Manitowoc stand include two new boom trucks from National Crane, including the NBT60, the largest ever built by the company. This 60-ton capacity crane features a 128-foot



The new Liebherr LTM 1300-6.2 all-terrain crane is the successor to the popular LTM 1250-6.1.

boom, the longest in its class. Even with the larger size of the NBT60, the crane will still be roadable without the need for additional permits in most parts of North America.

Rounding out the mobile crane contingent on Manitowoc’s booth is the CD5520 industrial crane, the largest in the range. The crane, from the Shuttlelift brand, offers a 20-ton maximum capacity and a 54-foot, 6-inch main boom. The

crane’s design is totally new and will act as a template for future models from both the Shuttlelift and YardBoss brands.

Potain

The Manitowoc Potain brand of tower cranes will be represented with a new luffing jib tower crane plus the world’s largest self-erecting crane. The MR 418 luffing jib crane is the first in a new line from the company. It’s ideal for working on power stations or super tall buildings, and can be fitted with the giant 201 kW (270 hp) 320 LVF 120 hoist.

The new Igo T 130 self-erecting crane has a 164-foot jib, which gives it strong coverage of small and medium-sized jobsites. It can also vary its working height, depending on project requirements. Manitowoc expects that the crane will strongly appeal to customers with experience with the older Potain HDT 80, one of the most popular self-erecting cranes ever to work in North America.

Liebherr

Liebherr, in a huge 50,000-square-foot booth, will exhibit more than 20 machines including construction equipment and cranes. Cranes displayed include two tower cranes and six mobile and crawler cranes.

For the first time on display at ConExpo, Liebherr will present various components from the mechanical, hydraulic and electronic drive systems areas.

The new LTM 1300-6.2 all-terrain crane is the successor to the LTM 1250-6.1. Its telescopic boom has been extended by 20 feet to 256 feet. Its load capacity has also been increased. The new LTM 1300-6.2 from Liebherr is the most powerful mobile crane in the 360-ton class available on the market, Liebherr said.

On the one hand it is designed as a simple folding jib crane while on the other



The new Igo T 130 self-erecting crane has a 164-foot jib, which gives it strong coverage of small and medium-sized job sites.

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it is the smallest luffing jib crane on the market providing crane operators with a low cost entry point into the luffing jib crane class. A completely new concept for the superstructure drive unit has been used on the LTM 1300-6.2. Instead of the twin-engine concept normally used on cranes in this class, this unit is powered by a single engine with a mechanical shaft. A mechanical shaft ensures high efficiency and guarantees the economy of the new concept in terms of fuel consumption, the company said.

Terex Cranes

Terex Cranes has held its cards close to the vest, being very secretive about the cranes it will display at its booth. What we do know is that the 650-ton capacity Superlift 3800 crawler will be exhibited in a larger configuration than at Bauma last year.

While Terex has not revealed the details of the new cranes at its booth, the

Terex is expected to debut a mid-size all-terrain crane targeted to the North American market and show the 650-ton capacity Superlift 3800 crawler in a larger configuration (pictured).

company said that “no less than two Terex cranes will be making their debut.” The new cranes will include a mid-size all-terrain crane which specifically addresses the needs of the North American market and a “class-defining truck-mounted crane,” the company said.

Link-Belt

There's a slew of news to report about the goings on at the Link-Belt booth. On display will be some of the company's most popular models, as well as some all new cranes, including a new all-terrain crane, a new telecrawler and at least two other new cranes.

All the all-terrain crane manufacturers will be showing ATs at ConExpo, most that are fairly new to the market or are popular in the market. Among the most exciting launches in this class will be at the Link-Belt stand, where the company will unveil its second all-terrain crane built specifically for the North American market, the 210-ton ATC-3210.

According to Rick Curnutte, product manager for hydraulic truck and all-terrain cranes, the ATC-3210 will meet the toughest transport laws in North America >50

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The background of the advertisement is a photograph of a construction site. A large yellow Kobelco tower crane is positioned next to a building under construction. The building has a lower section with a blue glass facade and an upper section with a concrete frame. In the background, a very tall skyscraper is visible against a clear blue sky. At the bottom, a highway with several cars is shown.

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while also meeting Tier IV final and EPA 2013 on-highway requirements.

To help with North American roadway restrictions, none of the counterweights on the ATC-3210 are more than 22,000 pounds, and they can be grouped together with other components to maximize loads. The ATC-3210, with maximum counterweight, rigging, matting and fly extensions, can move in just three truckloads. At just under 145,000 pounds, the ATC-3210 can transport in a three-axle dolly configuration with a three-piece hydraulic fly, auxiliary lifting sheave, hook block and ball and main and auxiliary winches. None of the axles exceed 20,000 pounds, and none of the three truck loads exceed 45,000 pounds.

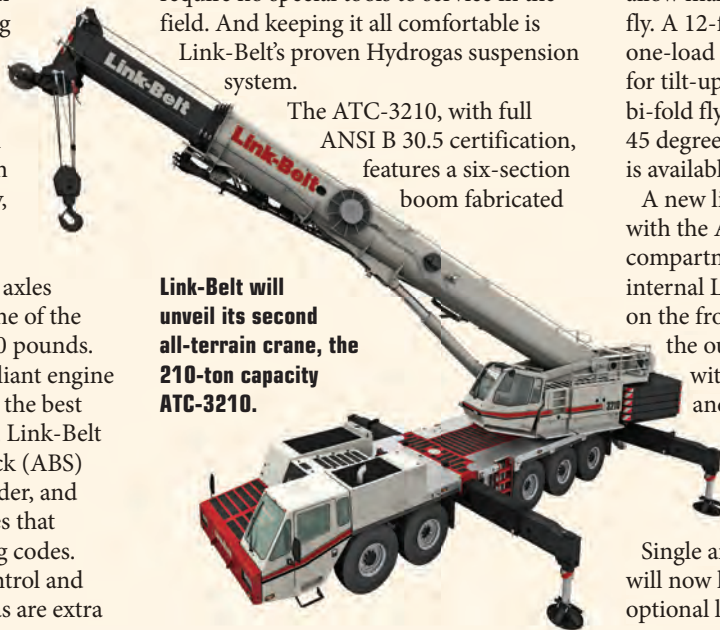
A Cummins EPA 2013 compliant engine provides power to give this AT the best highway speeds on the market, Link-Belt said. It's equipped with anti-lock (ABS) disc brakes, transmission interarder, and true engine compression brakes that meet the stringent SAE braking codes. Emergency steering, cruise control and traction control are standard, as are extra

steering cylinders for maneuvering in difficult terrain. The traction control has a mud and snow setting to allow more slip when needed. Also available are inter-axle and cross-axle differential locking. Putting this control on the ground are military-grade, two-piece aluminum wheels that require no special tools to service in the field. And keeping it all comfortable is

Link-Belt's proven Hydrogas suspension system.

The ATC-3210, with full ANSI B 30.5 certification, features a six-section boom fabricated

Link-Belt will unveil its second all-terrain crane, the 210-ton capacity ATC-3210.



from ultra-high-strength steel in Link-Belt's own facility. Seven boom modes maximize capacities by varying the extension of the sections.

Unlike other manufacturer's ATs, the ATC-3210 utilizes the ATC-3275 concept of upper engine mounted transversely to allow maximum space for the stowable fly. A 12-foot heavy-lift fly has two-line, one-load lift procedures making it perfect for tilt-up work. An optional three-piece bi-fold fly hydraulically offsets from 2 to 45 degrees. A manual, four-position offset is available as well.

A new lighting package will be unveiled with the ATC-3210. Engine and storage compartments will be illuminated with internal LED lighting. The lights found on the front of the operators cab and at the outriggers have been replaced with high intensity LED lights and these are also in areas for fuel fills, ground control stations for outriggers and suspension and other various locations throughout the crane.

Single and dual boom floodlight options will now have LED lights. Another optional lighting package is available

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Booth N10652



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with high intensity work lights just above the operator's cab; lights that illuminate the walkways on the upper; a right side forward facing high intensity work light; and left and right high intensity work lights mount atop the upper to illuminate the swing area.

All controls and buttons in both the upper and lower cabs are logically positioned, clearly marked with ISO symbols and backlit for night-time operation. The lower cab is single occupancy and features integral heating and air conditioning, multiple grab handles, heated and remote control mirrors and a six-way adjustable, air suspended seat. The upper cab tilts up to 20 degrees to keep the operator comfortable at high boom angles. A swing-up roof window with windshield wiper and washer, engine-dependent warm water cab heating, a sun screen and a five-way-adjustable seat with headrest ensure a comfortable work environment.

As was reported exclusively in the January issue of *ACT*, Link-Belt will also be rolling out a new telecrawler, the new 50-ton capacity TCC-500. This is the third crane in Link-Belt's telecrawler line, and this crane will get a lot of looks from a lot of industries, especially the power utility industry.

With a 110-foot, full-power boom and 50 tons of capacity, the TCC-500 has been designed for ease of transport.

"We've engineered it to hit the weight targets so transportability is easy and efficient," said Pat Collins, product marketing director for Link-Belt.

The TCC-500 features state-of-the-art audible and visual alert systems and rear and winch view camera systems. The TCC-500 offers an impressive capacity chart that rivals lattice crawler cranes with a similar base rating. The four-

section, full-power boom on the TCC-500 is 35 feet, 6 inches to 110 feet in length with box-type construction of high tensile steel consisting of one base section and three telescoping sections. The vertical side plates of the boom have diamond-shaped steel impressions for strength to weight ratio. Fly options include a 28.5 to 51 feet, two piece bi-fold lattice fly, stowable, offsettable to 2, 20 and 40 degrees; maximum tip height is 165.5 feet.

For flexibility on the jobsite, a hydraulic cylinder mounted in the lower frame can hydraulically extend and retract all welded, precision-machined, steel frames. The TCC-500 can work at three different track widths: 15 feet, 2.37 inches fully extended; 13 feet, 6.11 inches intermediate; and 11 feet, 5.24 inches retracted. It has two travel speeds and can travel up to 2 miles per hour.

A Tier IV final Cummins QSL engine powers the TCC-500, producing 215 hp and driving a variable displacement piston pump package. Other features include available boom-mounted 360 degree floodlight, swing audible and visual alert alarm with swing stop system, wind speed indicator, drum rotational and directional indicators and upper guard rails. It also has pole claw, earth auger and man basket attachments.

Link-Belt, in partnership with A1A Software, will also introduce a new telematics system for its new models. See our News article on page 13 for more details.

Enerpac

Enerpac will demonstrate its new 1,200-ton capacity SBL1100 hydraulic gantry. The SBL1100 provides a safe, efficient way to lift and position massive loads in applications where traditional cranes will not fit.

The three-stage gantry is the largest in Enerpac's gantry range and it has unique features such as a foldable boom that facilitates easy transportation, the company said. It also features self-contained hydraulics and electrics and is operated by Intellilift wireless control.

Rogers

Rogers new CobraNeck multi-ride height detachable gooseneck is an optional neck designed to make unhooking and delivering safer, faster and more convenient for today's drivers. It allows



The new qSCALE 12 from Hirschmann MCS is a flexible load moment indicator solution for mobile cranes.

increased ground clearance, when necessary, while saving time that would be spent in changing ride height settings. The CobraNeck will be available on all Rogers 55-ton and larger detachable gooseneck trailers.

Hirschmann

Hirschmann MCS will present the new qSCALE I2, a flexible load moment indicator solution for mobile cranes. The qSCALE I2 features an easy-to-use Crane Configuration Tool eliminating the need for programming. The system also features a simplified calibration procedure and a superior HMI graphic interface for easy crane operation.

LSI Robway

LSI-Robway will roll out its new wireless GS085 Anti-Two-Block Switch and line of wireless Underhook Load Cells. The lower-cost GS085 Anti-Two-Block Switch features an impact resistant, waterproof and UV stabilized nylon enclosure, with a mechanism life of over 250,000 cycles.

With a line of sight range of 4,000 feet, LSI-Robway's latest wireless A2B switch utilizes two-way radio communication with market leading RF immunity. The GS085 also features simple battery change

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Enerpac's new 1,200-ton capacity SBL1100 gantry will be demonstrated.



Rogers promises to introduce several new trailer models, as well as the new CobraNeck multi-ride height detachable gooseneck.



Talbert will roll out the new 6-axle steer dolly.



New from LSI-Robway is the GS085 Anti-Two-Block Switch and line of wireless underhook load cells.

capabilities, with 3 to 4-year battery life from one lithium D-cell battery. An operating temperature range of -40°F to 150°F means that this anti-two-block switch is field-ready in a multitude of environments worldwide.

The GS085 Anti-Two-Block Switch is made up of the radio transmitter, battery and switch mechanism, which mounts at the boom tip. A weight-and-chain assembly is attached to the bottom eyebolt of the A2B switch. When the weight assembly is lifted by the ball or block, the internal switch in the GS085 will trigger an alarm to warn the operator of a two-block event.

Talbert Manufacturing

New from Talbert Manufacturing is the 6-axle steer dolly, which the company said offers versatility, additional steering control and extra capacity to handle self-supporting superloads for a variety of industries. The 60-ton dolly is ideal for everything from heavy, low-riding materials, such as bridge beams and steel girders, to tower sections for wind energy development.

Originally developed for use with

Talbert's double schnabel to haul wind energy components such as tower bases, sections and blades, the 6-axle steer dolly can now be used as a stand-alone product for alternate trailer configurations.

The unit comprises two groups of three axles with the axles in each group spaced at 60 inches. With a bunk between the two groups that is connected to the rear-axle bearings through a tie-rod system, the total spread is 16 feet, 1 inch. This configuration allows operators to carry more weight and complies with federal bridge laws.

A hydraulic power pack allows operators to override mechanical steering with a manual, wireless remote. This option is ideal for pilot car drivers escorting superloads. In addition, truck operators can adjust the bunk height from 40 inches to 50 inches to clear overhead obstacles such as electrical lines and traffic signs and obstructions beneath the unit such as speed bumps. The unit also features Ridewell Model 240 air ride suspension. The dolly can be picked up using its four D-rings and stacked on a trailer or the front jeep for easy transport after load delivery.

Crane Institute of America

To make it easier for corporate trainers to maintain ongoing training at their facilities, Crane Institute has introduced a new train-the-trainer combination program called "The Complete Package." In two weeks' time, trainers can become a Crane Institute of America certified instructor and an authorized practical examiner for Crane Institute Certification (CIC), a nationally accredited, OSHA-recognized certification for crane operators, riggers, and signalpersons. In addition, trainers may lease Crane Institute of America's online training program materials. Both limited and unlimited licenses are available.

"The Complete Package eliminates the cost for trainers to develop and maintain their own training programs, and it makes

training more accessible to workers, thereby increasing job site safety," said Jim Headley, director of Crane Institute of America.

Crane Inspection & Certification Bureau

To help NCCCO candidates and current CCO card-holders make the most of their time at ConExpo, Crane Inspection & Certification Bureau (CICB) will be holding NCCCO Mobile Crane Operator Preparatory Training and volunteering services for NCCCO Practical Exams. A one-day refresher training program will be held on March 3 for Recertification Candidates, and a three-day CCO Preparatory Program for new candidates will be held March 3-5.

NCCCO

Live equipment demonstrations, nationally accredited certification examinations, education sessions, and practical examiner training will all go to make for the largest ever participation at any construction event in almost two decades by the National Commission for the Certification of Crane Operators (NCCCO). New candidates and existing certificants can take a variety of ANSI-accredited and OSHA-compliant CCO written, practical, and recertification exams.

NCCCO and IPAF, joint sponsors of the Lift Safety Zone, are teaming up to present live demos and an information exhibit that will be featured throughout the show.

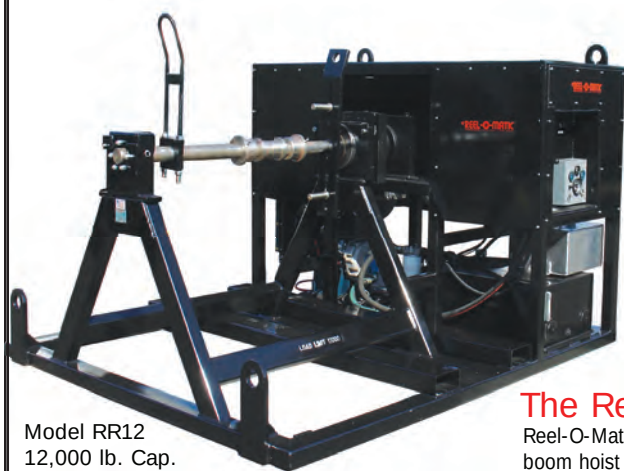
Thanks to NCCCO's "Visit ConExpo – Leave Certified" program featuring onsite scoring and immediate test results, successful candidates will be able to walk away from the event certified. Practical examiner workshops for most CCO programs will be conducted onsite before and after ConExpo. ■



Crane operator certification and Practical Examiner training will be available from several sources.

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The route selected encompassed 45 miles and involved using multiple rural roads.

Short, long haul

Hauling a 172-foot mitigation stack required precise planning for McTyre Trucking.

McTyre Trucking Company, Inc., of Orlando, FL, was recently contracted to deliver a mitigation stack from a manufacturer in central Florida to Port Manatee, FL. The smoke stack was destined to be exported to the Middle East for use in an oil refinery.

The first challenge of the project was to perform route surveys to satisfy the state and county permitting processes required to haul such a long and heavy load.

"The challenges of the route were the length of the stack, at 172 feet, and finding a route with the least amount of turns possible," said Sean Kortuem, McTyre Trucking project manager.

The route selected encompassed 45 miles and involved using multiple rural roads due to the size of the load and complexity of the transport.

The haul was performed on December 2, 2013 in one day.

"Top speed was about 40 miles per hour," said Kortuem. "We used two civilian escorts and two McTyre support vehicles

as well as the transport vehicle. The job required four employees from the McTyre team and two escort drivers."

The loaded out length of the entire transport was about 215 feet. The mitigation stack was about 11 feet in diameter.

To accomplish the delivery successfully McTyre's crews used bolster plates on a 48-foot step-deck trailer to support one end of the stack while using a steerable dolly on the opposite end, with 40 feet of overhang, to allow the transport configuration to steer independently around the numerous turns until it reached its destination.

"The stack was loaded onto our equipment using a gantry crane at the shipper," said Kortuem. "Once the stack was secured to the transporter at the bolster plates we were able to make our way over to the port."

Once at the destination in Port Manatee, the stack was transferred from the transporter by a crane until loaded onto the ship for its final destination.

Kortuem was proud of this project and pleased with the expert work of the entire McTyre team.

"The main challenge with this transport was being able to make the turns during the transport," he said. "We needed to determine how much rear overhang we could allow and not have any issues with tail swing in the opposite direction of the turns."



McTyre used a bolster plate on a 48-foot step-deck trailer to support one end of the stack while using a steerable dolly with a bolster plate on the opposite end, with 40 feet of overhang to allow the transport configuration to steer independently around the numerous turns until it reached its destination.

Finding a route with the least amount of turns was the goal of the McTyre team.



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Night-time performers

Ingenieros Civiles Asociados uses several Terex AC 500-2 ATs to build a highway in Mexico City.



Because it is an urban jobsite with limited space for heavy lifting, and work access was only available for six hours each night, ICA required cranes with quick travel speeds, rapid set-up time and excellent lift capacity.



Some column sections weighed up to 425 metric tons and measured 118 to 157 feet long and 13 to 21 feet-wide, depending on the number of lanes they carry. Horizontal sections weighed up to 350 metric tons.



With a 56-foot-long carrier, the AC 500-2 is the most compact eight-axle crane in its class, according to Terex.

With a population that exceeds 20 million, Mexico City continues to see rapid growth. Developing the city's transportation infrastructure to cope with increasing traffic is a priority for the capitol city federal district of Mexico. While major investments have been made in public transportation, Mexico City still has one of highest concentrations of cars in the world – more than 5.5 million vehicles – which could likely double over the next decade.

To relieve the potential gridlock, new roadways must be constructed. However, building in a massively congested city poses huge challenges. The solution has been to construct a major new elevated road to the south of the city. The first section is the 7-mile (11.3 km) long Autopista Urbana Sur (Urban Highway South) being built by Mexican contractor Ingenieros Civiles Asociados SA at a cost of about \$450 million. The highway has been designed to alleviate congestion to the south side of the city and cut journey times by half. This new road features four lanes, two in each direction, and also includes some stretches of six-lane highway. The road connects San Geronimo to Tlalpan Viaduct at the second deck level of the city's existing elevated peripheral highway.

Given the tight space considerations and tricky logistics in Mexico City, the roadway is being built using prefabricated concrete sections made offsite, about 25 miles from the construction site. Critical to the success of the project has been the use of several Terex all-terrain cranes.

The prefabricated concrete production

facility utilized 22 hectares (about 220,000 square meters of space), 15 fabrication tables and 120 molds. With an industrialized process and a workforce of over 2,000 workers, it was able to deliver all pieces on time to be transported and mounted each evening. Approximately 18,000 prefabricated elements were utilized for the project, and they were installed between 11 p.m. and 5 a.m., the only time traffic was interrupted. This is the first time this construction method has been used in Mexico to build a complete overhead highway. It is also the largest urban project of its kind so far.

Urban jobsite

ICA specializes in large infrastructure, heavy construction and civil engineering projects. As well as employing 40,000 employees, the company also owns 12 Terex cranes including several 500-metric ton capacity class AC 500-2 all-terrain cranes, which are being used for erecting the main concrete columns, beams and components on the highway project. Larger components are lifted using two cranes and tandem lifts.

"Because it is an urban jobsite with limited space for heavy lifting, and work access was only available for six hours each night, we needed a crane that had quick travel speed, rapid set-up time and excellent lift capacity," said Ignacio Villaseñor Sanchez, ICA equipment director. "The TerexAC 500-2 fit the bill perfectly."

He said the cranes performed faultlessly and had 97 percent availability, only stopping for planned maintenance.

"The crane is extremely reliable and

>58

fitted with good safety systems,” Sanchez said. “Everything related to the set-up and rigging went very smoothly. Obvious challenges included the lack of space on the jobsite, however the AC 500-2 is one of the most maneuverable and compact cranes in its class, which helped.”

Quick rigging

The time taken for the Terex AC 500-2 units to drive to the jobsite was about 30 minutes and another hour was needed before they were fully rigged and ready to lift. Between four and five people were involved in the rigging process of the cranes, and just two additional low loader ballast wagons were needed.

Some column sections weighed up to 425 metric tons and measured 118 to 157 feet long and 13 to 21 feet wide, depending on the number of lanes they carry. Horizontal sections weighed up to 350 metric tons. In total there were about 20,000 pre-cast components made from high-strength concrete, including about 500 columns varying in height from 16 to 82 feet. Sections were prefabricated using a process that took just 48 hours. Once cured, the units were transported and placed into position onsite.

“The Terex AC 500s are lifting at an average height of about 20 meters (65 feet) and carrying out either single or tandem lifts between 10 to 220 metric tons at a radius between 10 to 15 meters – typical low radius heavy lifting,” said Bernardo Quintana Kawage, general director, ICA. “First the cranes are positioned onsite and the modular elements to be lifted arrive in sequence. Once lifted and positioned they are welded and secured. Then the next element arrives and the process is repeated over and over. When the cranes need to move, they remove their own counterweight onto a low-loader and then move to the next jobsite. In all, between seven and 15 people were needed to set-up the cranes and carry out the lift.”

Precise positioning

Efficient logistics are critical to enable the construction to keep to the 14-month schedule with three to four massive sections being installed each night. Because of the size of the main elements, they are erected one at a time, although smaller elements can be erected simultaneously. The support columns feature an integrated shoe and head design. This makes the erection process much quicker, although precise positioning of the columns is needed to

The Terex AC 500-2 all terrains were rigged to lift at an average height of about 65 feet and carried out either single or tandem lifts weighing between 10 to 220 tons.



locate each unit into deep foundations prepared in advance.

“A delay either from transporting the elements or erecting them would be catastrophic to the construction schedule,” said Kawage. “What really helped with the progress was that the cranes performed flawlessly, helped by the excellent support from Terex and Maquinter, its distributor in Mexico, which supplied rapid technical support and assistance when needed. Although the cranes were very hi-tech, they were reliable, easy to operate and suitable for the level of operators available, giving all the information needed for the field engineers to make the necessary decisions.”

With a 56-foot long carrier, the AC 500-2 is the most compact eight-axle crane in

its class, according to Terex. A maximum working height of 478 feet can be achieved with a luffing fly jib. The crane offers power across the full lifting capacity range, and features include an improved design of the main boom cross-section and the reinforced sideways superlift system. The star-shaped outrigger layout provides good stability and short set-up times. The crane’s engine delivers 80 kW / 653 hp at 1800 rpm.

With over 65 years in business, ICA has constructed more than 10,000 km (621 miles) of highways and has built more than 220 km (136 miles) of metro lines. ICA is the largest civil engineering company in Mexico and one of the largest in Latin America. The project was set to be completed in early 2014.

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Delivering your message

Regardless of economic conditions, business leaders share a timeless ambition: making sure their message is heard and understood in as efficient and meaningful a way as possible. After all, what's the point in entering a conference room, walking onto a jobsite or even doing an interview for the media if the value of your message gets lost within the disorder of your delivery?

It's important to remember that a successful company has a wealth of moving parts. A lot of these parts are actually people – themselves in key roles that often involve the interpretation and delivery of company-wide information and initiatives. Indeed, even these folks need to be effective communicators – or else the information becomes distorted as it filters down through the ranks. A message may be delivered quite effectively at the top, only to be sliced and diced and watered down as it makes its way through various professional channels to the final recipients. Or that process could happen in reverse – with top-tier staff members and executives delivering valuable information in completely unmemorable ways.

There are hundreds of ways to deliver information poorly – too many to ever fit in an article, or even a magazine. We've all been half-asleep in a meeting, no matter the size. It's best to try and figure out why this happens and how to avoid it. To that end, there is an emerging trend that highlights an extremely effective method of delivering information successfully – and in a way that stays with the audience, all the way down the chain of command. You may have heard of it – it's called storytelling.

Screenwriter Robert McKee believes that "persuasion is the centerpiece of business activity." His concept emphasizes the notion that people are not inspired by reason alone. In other words, trying to force-feed an audience your logic can often distract them, or even make them defensive. Additionally, if your method of delivering that logic is putting the room to sleep, well, it's probably time to consider an upgrade in your approach.

Recent studies have revealed that people are swayed more effectively through storytelling than by almost every other kind of exchange. Researchers at Ohio State found that, within test groups and surveys, participants overwhelmingly agreed that persuasion is most effective when the audience is "transported" to another place in their minds using a story. So then why don't we tell more stories at work? Perhaps we think that logic and figures and spreadsheets will keep everyone focused on the objective – the greater vision. Whereas these tools are certainly valuable, it might also be time to consider a new style of communication for your company – especially if you're noticing a drop-off in the consistency of your message down through the chain of command.

The good news is that most of us already have a wellspring of stories to tell simply by being a part of the crane, rigging and transportation industry. So much of our industry is supported by an interconnected framework of family businesses – if there ever was an industry ready-made for storytelling, it's this one.

As you consider implementing stories into your communicative approach, remember these three strategies:

- Plan your takeaway message. The ending is the most important point – the "hook." This will linger with your audience.
- Brevity. Keep your stories short for the workplace – three to five minutes.
- A good story provides a challenge or conflict – and the resulting triumph. Intensified with rich language and delivery, your story – your message – will connect with its recipients on an emotional level, and likely remain with them for quite a while. ■

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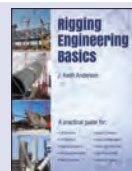
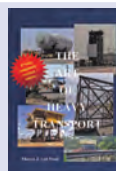
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AC sets itself apart

The 2014 SC&RA Annual Conference is fast approaching, and this year's event is expected to bring together more than 700 of the industry's owners, senior executives and top managers at the Boca Raton Resort in Boca Raton, FL. Featuring a week of highly organized and beneficial networking events, committee meetings and education sessions, the Annual Conference, from April 22–26, will set the stage for a productive and unforgettable year.

What truly distinguishes the Annual Conference is a seamless mix of executive networking opportunities, access to valuable insights from renowned speakers and the chance to participate in an array of extracurricular events and activities. Professional and personal advancement should be at the top of the list at any SC&RA meeting, but the Annual Conference allows members to blend business with pleasure in a beautiful environment for a number of great causes.

Among this year's highlights will be the ever-popular Products Fair, with 90 exhibitors scheduled. Each year, the Annual Conference exhibit floor offers members and exhibitors an unmatched chance to meet in person and discuss industry products and opportunities that apply directly to business on both sides of the exhibit table. The exhibit center is a hub of instrumental networking activity and stands as a perfect example of SC&RA membership value.

Fundraising is also a key point of

emphasis at the Annual Conference, and the SC&R Foundation's Heart of the Industry Gala embodies this notion perfectly with a dinner and dance that focuses on the most important part of this industry – the people. Over the years, this event has raised \$461,000 for the Foundation, and if the 2014 Gala is even half as successful as in years past, contributions this year will take cumulative donations to over half a million dollars. The Gala included a live auction, casino tables, dancing and more.

Recognition dinner

Although it closes out the conference, albeit in glamorous style, the Annual Awards and Recognition Dinner is a highly anticipated affair – with this year's event set to host 300 attendees.

This formal evening includes an outdoor reception followed by a gourmet dinner and program to recognize companies, individuals and industry leaders. Awards presented include longevity recognition for 25-year through 65-year member companies, current officers, the Environmental Award, the Golden Achievement Award, the President's Award and the Driver of the Year award. The prestigious Hauling and Rigging Job of the Year Awards buttress the end of the evening and provide an opportunity for members to recognize their fellow industry professionals for tremendous accomplishments in both innovation and application.

Not to be missed within this eminent collection of events during the week is the heavily attended President's Reception. Association President Ron Montgomery and his wife, Jeanie, invite all attendees to join them on the Grand Lawn for an evening with friends, clients and colleagues. This reception affords



Mark Mayfield has shared the stage with celebrities and introduced the President on live TV. His unique and comedic presentation is not one to miss, and will examine credibility, empathy, reliability and responsiveness, and how they help you create genuine customer service."



members yet another memorable occasion to meet and mingle.

Additional receptions and meetings throughout the week for first-timers, international members and spouses will also provide an opportunity for attendees to gain insight into the SC&RA as a members-first organization.

On the “activities” side of the conference calendar for the week is a not-to-miss trio of outdoor undertakings meant to inspire and, if nothing else, help everyone to simply unwind and get some fresh air.

The SC&RA Golf Tournament is a great opportunity to kick-start networking at the conference while playing the signature Resort Course designed by Hugh Hughes. The course is a par 71, playing 6,253 yards from the back tees. Water comes into play throughout most of the course with 12 acres of lakes.

For members who prefer to swing a racket, the Tennis Tournament will be held at the Boca Raton Tennis Center, which ranked fifth on *Tennis* magazine’s 2011 “50 Greatest Tennis Resorts in the United States” list. This casual round-robin event is open to players of all skill levels. Rackets will be available for rent.

The Fun Run/Walk rounds out the popular outdoor festivities with a 3-mile/1.5-mile course for either runners or walkers – to benefit the National Commission for the Certification of Crane Operators (NCCCO). There is no fee to enter. Contributions to NCCCO are



Doc Hendley is proof that even a tattooed keg-tapper can change the world. In 2003, he dreamed up his “Wine to Water” concept to help bring clean water to victims of genocide in Africa. His Opening Session presentation is a true highlight of this year’s Annual Conference.



Carey Lohrenz knows what it takes to succeed in a high-pressure environment. As the first female F-14 Tomcat Fighter Pilot in the U.S. Navy,



Carey knows all too well that inconsistent execution can generate catastrophic results. Her renowned presentation reveals how these same challenges are found in business – and why proper management of them leads to long-term success.

encouraged and warmly appreciated.

When conference attendees aren’t enjoying gourmet meals, or running around for a good cause in the Florida sun, they’ll enjoy the added pleasure of an impressive roster of conference speakers delivering presentations on a wide range of industry-specific material.

Leading the charge on Wednesday, April 23, from 2 p.m. - 3 p.m., is Doc Hendley, whose Opening Session – “Wine to Water” – proves that anyone with passion and determination can impact the world in a positive way. Hendley will explain how he dreamed up the concept of “Wine to Water” in 2003 while bartending and playing music in nightclubs around Raleigh, North Carolina. Progress he has since made in his efforts to help the 1.1 billion people worldwide who lack access to clean water led to him being named one of the Top 10 CNN Heroes for 2009. Doc’s story emphasizes ways in which we can all improve ourselves and our processes to help those in the world who have difficulty helping themselves.

Breakfast presentations

During the Breakfast Sessions for Thursday and Friday, two very popular speakers will deliver exceptional presentations on customer loyalty and business complacency. Thursday’s session will be led by Mark Mayfield, as he discusses the critical aspects of customer loyalty and how the ABC’s of human behavior will help you bring customers back. In this light and lively presentation, Mark will examine credibility, empathy, reliability and responsiveness, and how they help you create genuine customer service. Mark Mayfield has merged his corporate background as a lobbyist with his experience as a nightclub performer to create an extremely unique and lively presentation.

Carey Lohrenz headlines the Breakfast Session for Friday, and she knows what it takes to win in one of the most extreme environments imaginable. As the first



female F-14 Tomcat Fighter Pilot in the U.S. Navy, having flown missions worldwide as a combat-mission-ready United States Navy pilot, Carey is used to working in fast-moving, dynamic environments, where inconsistent execution can generate catastrophic results. The same challenges are found in business: markets change, customer needs evolve and adaptation can often fend off disaster. Carey will share her captivating experiences operating within one of the world’s most challenging environments – an aircraft carrier. Through these stories, she will reveal what helped her win in the cockpit at over 1,500 mph (Mach2), and how these fundamentals translate into “winning” in the corporate environment.

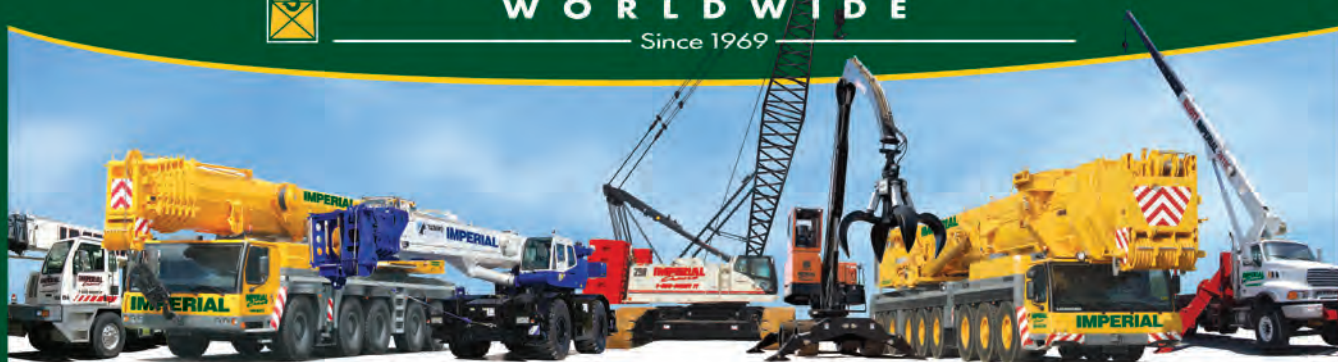
Keep in mind that these three presenters merely represent the beginning of each day. An inspiring assortment of speakers will educate and entertain attendees during special sessions throughout the conference, and include: Jim O’Conner, Principle and Consulting Actuary with the Chicago office of Milliman; Jeff Jorge, Executive Partner of Global Development Partners; and Leon and Terrance Resnick, Partners with Resnick Associates. An additional session, “Maximizing Your Message in the Media,” will provide practical strategies for crane, rigging and specialized transportation companies to employ when working with editors and reporters to assure coverage of newsworthy events. This session will also show attendees how to make the most of social media, such as blogs, Twitter, LinkedIn, and Facebook. Speakers include: D. Ann Shiffler, Editor, American Cranes & Transport; Tim Hillemonds, Founder, Thrive Creative Services LLC; and Jillian Williams, Communications & Marketing Coordinator, SC&RA.

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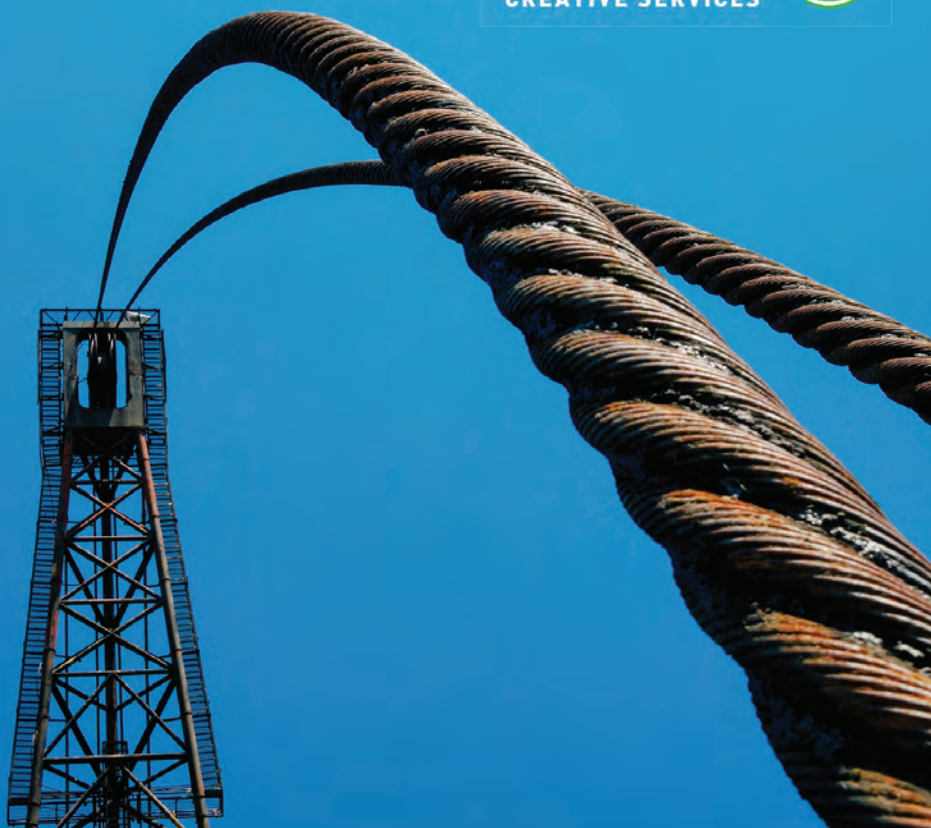
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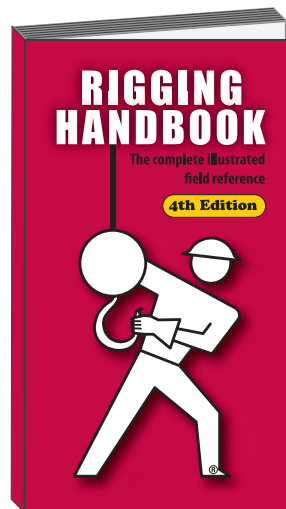
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Brent Moody
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Necessary cost of business

Maybe insurance is a dirty word to you. Something you have to deal with once a year. Something you look forward to about as much as an afternoon car wreck. Right up there with heading to the DMV to have your driver's license renewed. Insurance for the crane and rigging industry is complex. It can be expensive. But ultimately, it is a very necessary cost of doing business. Due to its complexity, the majority of your friendly neighborhood state governments, in conjunction with a multitude of insurance companies, have mandated that you as a prospective insured hire someone to represent your interests when it comes to purchasing an insurance policy. Why?

Your liaison

Think about it. Do you want to spend countless hours analyzing coverage forms? Do you have time to sift through a 90-page policy to try and figure out if property of others in your care, custody, or control is covered? Consider premiums. Let's say you get a quote for \$50,000. Is that good? Terrible? Illegal? How would you know?

After all, we're not talking personal auto insurance or a term-life policy here. Insurance coverage for the specialized transportation and crane and rigging industries is as complex as it can be costly and construction contracts are becoming more and more populated with legal jargon impacting indemnity and ability to transfer risks.

Without a knowledgeable liaison, you'd be left to navigate this maze of words and procedures on your own and if we can be honest, you've got better things to do. Michelle Luna from Brennan & Stuart, Inc., insurance and risk management professionals in Illinois, reminds us: "Insurance isn't black and white. It is important to have a trusted advisor to assist in the navigation of coverage and retention options. Every situation is different, every client is unique." She asks, "Can your agent work for you as a trusted advisor to navigate coverage options and make informed decisions by illustrating the impact to their business?"

Dennis Ianovale and Kevin Forbes from ECBM Insurance Brokers & Consultants in Pennsylvania advise buyers to beware.

"We continue to be surprised by the coverage limitations and exclusions many crane and rigging companies have in their existing policies when we review them," says Ianovale. Forgetting the impact of claims handling to the next years' premium, he tells us, "Far too often, it becomes clear they have been working with an agent who provided a low cost premium with limited coverage, leaving the insured with excessive cost when they have a claim and an exponential increase in premium that could have been avoided."

Forbes and the team at ECBM focus on understanding the business operations and exposures first, then define the coverage necessary to protect the insureds. "Having the experience we do within the specialized transportation and crane and rigging industries, we know what coverage terms are needed to make sure the policy you paid for will back you up when it is needed."

Someone who knows you

That's exactly the type of understanding you want to see in the agency representing you and your company in the insurance marketplace. You want an agent that knows insurance better than insurance companies. You want an agent that works with other organizations like yours. You want an agent that can translate contractual language so that you understand exactly the kind of agreement you are entering into. That agent should be able to look over the insurance requirements of your biggest clients and know precisely what coverages you need as well as the best places to purchase them. Michelle Luna reinforces, "It is important to our clients that they are working with someone who understands their industry. Our clients are confident that they can hand over the responsibility of making sure that they are properly insured." Your agent is the face of your organization when dealing with insurance companies. Company underwriters, especially in the crane and rigging industry, want to work with knowledgeable agents. That guy sitting in an office 2,000 miles away from your address has no idea what kind of company you are running. It's your agent's job to "paint the picture." The better the relationship between your agent and the

THREE SIMPLE QUESTIONS

When you choose an insurance agent/broker, ask three simple questions:

1 EXPERIENCE:

How long has (fill in the blank) been in their particular industry?

2 CREDIBLE:

Has (fill in the blank) successfully worked with others in my own industry?

3 EXPERTISE IN YOUR INDUSTRY:

Do you have projects on or near the water and has your agent checked your policy for waterborne exclusions? (Scenario situational)



BIO:

Brent Moody
is assistant
vice president,
underwriting, for
NBIS.

insurance companies he deals with, the fewer the headaches, not to mention the better the terms and pricing. This becomes even more important if the event of a large loss.

In the crane and rigging industry, your insurance program should cover every aspect of your business operation. There shouldn't be an accident scenario where you're left liable on your own, with no course for indemnification. Everyone

assumes that when they have an accident, their insurance company will pay for it. This is completely true as long as the accident is considered a covered loss. That is, the cause of the accident is covered under the terms and conditions of your insurance policy.

Expertise to count on

How about industry experience and knowledge of the rating structures and

pricing models used by the companies underwriting your organization? Your agent is the sole individual standing between you and a multi-million dollar insurer. The team at Brennan & Stuart can prove their expertise. "As agents who specialize in the heavy transportation and rigging industry, we bring a menu of value added services to the table," says Luna. "I can't say enough about the coverage and endorsements in the specialized carrier and rigging industry."

She continues, "If your agent doesn't understand that truck cranes should be insured under a general liability form with a revised mobile equipment definition instead of an automobile form or that the boom overload exclusion should be removed from your inland marine form, it's time to find a new agent."

Work with the best when it comes to your insurance and risk management program. Insist on someone with experience who understands your business and the industry as a whole. Someone who has worked with similar companies to yours and demonstrated value in coverage and services, not a low premium. Ultimately, how can you afford not to? ■

“If your agent doesn't understand that truck cranes should be insured under a general liability form with a revised mobile equipment definition instead of an automobile form or that the boom overload exclusion should be removed from your inland marine form, it's time to find a new agent.”

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This webinar will focus on the latest developments with the Department of Transportation's (DOT) Compliance, Safety, Accountability (CSA) program. Speakers, Timothy Wiseman and Kathrynne Feary-Gardner of Scopelitis, Garvin, Light, Hanson & Feary will focus on: recent changes to CSA, the pending federal lawsuit against DOT seeking removal of the CSA public database, the long-awaited change to DOT's Safety Fitness Determination regulations, and liability concerns raised by CSA for both motor carriers and shippers/brokers that contract with motor carriers. If you are a carrier, driver, or a stakeholder, be sure to save the date for this webinar to learn the most recent advancements to the CSA program.



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MARCH 12
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Recruiting from the Military

Our industry currently faces a severe labor shortage of mechanics, welders, drivers, crane operators, dispatchers and more. HirePatriots.com runs online job boards to assist veterans in finding employment; either one day, temporarily or full time. HirePatriots.com has recently partnered with the SC&R Foundation to help address the shortage by giving the industry more exposure and highlighting jobs posted by member companies. HirePatriots.com founders Mark and Tori Baird will share the resources available to companies wishing to hire US veterans and the techniques to do so. By supporting the US veteran workforce, companies will increase their employee and client loyalty, and gain employees who demonstrate a strong work ethic, discipline and motivation. Often, veterans skills can cross over into industries like ours with a little training. Take the first step and learn how beneficial it can be to hire a US Veteran.



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■ Lube-A-Boom has named **Jerry Wilson** as vice president of marketing and OEM accounts. Previously, Wilson held roles in business leadership management and sales and marketing.

■ Manitex International Inc. has named **Waldemar Nowacki** as vice president of sales for major accounts. Nowacki brings 35 years of crane sales and sales management to the role. Nowacki's focus will be on major and special accounts for Manitex International Inc. in the area of crane sales.

■ Scott Powerline and Utility Equipment hired **Mick Gerber** as its account manager for the Mid-Atlantic and Northeastern portions of the U.S. Prior to joining Scott Powerline, Gerber was employed with NESCO where he worked in sales and rentals as well as equipment procurement for NESCO's rental fleet.



■ Essex Rental Corp. has promoted **Michael Bernardy** to director

of purchasing and inventory. Bernardy will have responsibility in this area for Essex Crane Rental and its subsidiary, Coast Crane. Bernardy has been with the Essex Crane team for over five years. Previously he worked in the parts and service department for Manitowoc Cranes. Nick Matthews, COO of Essex Rental Corp., said the promotion ensures that best practices are utilized by the whole organization for the benefit of customers and shareholders. "It will ensure our operations are running cohesively and efficiently by standardizing our processes and procedures," he said.

Link-Belt announces promotions: Collins, Knight and Smoot



■ **Pat Collins** has been promoted to director of product marketing for

Link-Belt. Collins is responsible for product management and reports to Bill Stramer, vice president, marketing, sales and customer support. The promotion is part of a new organizational structure for the wheeled and crawler crane manufacturer's expansion into new and emerging markets domestically and internationally.

Collins has been at Link-Belt for more than 30 years, starting in the service organization at the Cedar Rapids, IA, facility. He was district service representative in the Rocky Mountain region.

"Pat is well prepared to take on this new challenge with his vast experience within our marketing, sales and customer support organization," Stramer said.



■ **Scott Knight** has been promoted to product manager for lattice and telescopic crawler cranes.

Knight is now responsible for current and new product development for both product lines. A graduate of Eastern Kentucky University, Knight began his career with Link-Belt in 2007 as a product specialist for lattice and telescopic crawler cranes.

Pat Collins, director, product marketing, said, "Scott has been deeply involved in every phase of marketing our products, from new product concept to field research including voice of the customer, trade

show planning and setup, customer support issues and plant visits. Scott also played a key marketing role in the development and introduction of our highly successful TCC-750, subsequent telescopic crawler and lattice crawler models. His hard-earned and highly regarded reputation with both distributors and customers will make this transition into his new role successful and seamless."



■ **Brian Smoot** was promoted to product manager, rough terrain cranes.

Smoot is responsible for rough terrain cranes, coordination of product activities and new product development.

Previously Smoot was a product specialist. He began his career at Link-Belt in 2007 as a part of the product support organization.

"Brian's product knowledge, product development experience and strong history of interaction with our distributor and customer base make him the logical choice to lead the ongoing advancement of our rough terrain cranes, worldwide," said Collins. ■



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Crane Rental Association of Canada
June 4-7, 2014
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www.crac-canada.com

Stephenson Equipment, Inc. (SEI) has added **Darrick Marris** to its crane sales team covering western upstate New York. Marris will be representing Grove rough-terrain cranes, Grove truck cranes and Grove GMK all-terrain cranes, as well as the Grove Yard Boss carry deck industrial crane line. He will also represent Manitowoc's lattice boom crawler cranes, Potain tower cranes and the Manitex boom crane truck line.

■ Yarbrough Cable Service announced the addition of **Jordan Terry, P.E.** to its Memphis, TN engineering staff. Terry brings more than seven years of experience as a rigging engineer with a leading crane and rigging contractor. He is a 2009 graduate of Mississippi State University with a degree in Civil/Structural Engineering. He is a licensed Professional Engineer in Tennessee.

■ Ridewell Suspensions has hired **Andy Gaddy** as national service manager. Gaddy takes the place of Dave Carney who retired in January after 20 years. "I am honored to become a part of the excellent team at Ridewell Suspensions and I am looking forward to growing with this great company," said Gaddy. His background includes a long history of vehicle repair including class eight trucks.

Palfinger's Doujak retires

Palfinger's Alexander Doujak has resigned as chairman of the supervisory board and has retired from the board. Hubert Palfinger, until now deputy chairman of the supervisory board, was



Hubert Palfinger

elected as the new chairman and his brother Hannes Palfinger became the new deputy chairman.

Doujak has been with the Palfinger Group for 18 years, holding numerous positions – first as a management consultant, since 2006 also as

a member of the supervisory board of Palfinger AG and since 2010 as chairman of the supervisory board.

Hubert Palfinger has held a seat on the Supervisory Board of Palfinger AG since 2005, acting as deputy chairman since 2008.

Florida Crane Owners Council names board

The Florida Crane Owners' Council, Inc., (FCOC) elected a new executive board during its membership meeting in late 2013. The new executive committee, which will serve from January 2014 to December 2015, includes:

- **Randy Strickland**, Lakeland Crane Group, Chairman
- **Jim Bryson**, Bryson Crane Rental Services, Vice-Chairman
- **Jeff McGeary**, Allied Insurance Brokers, Secretary
- **Hugo Verez**, Kelly Tractor Company, Treasurer
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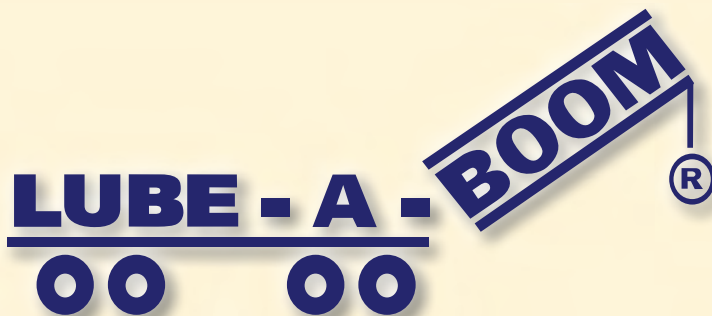
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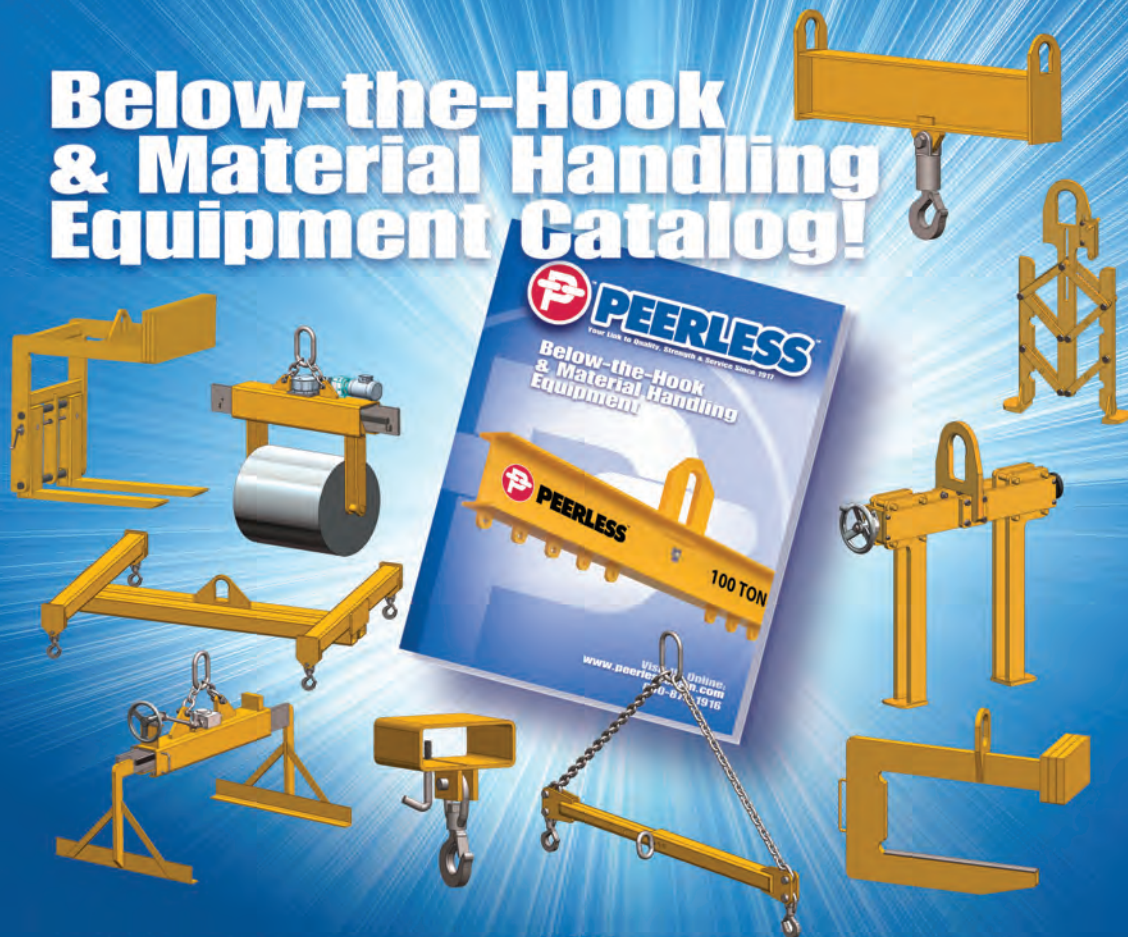
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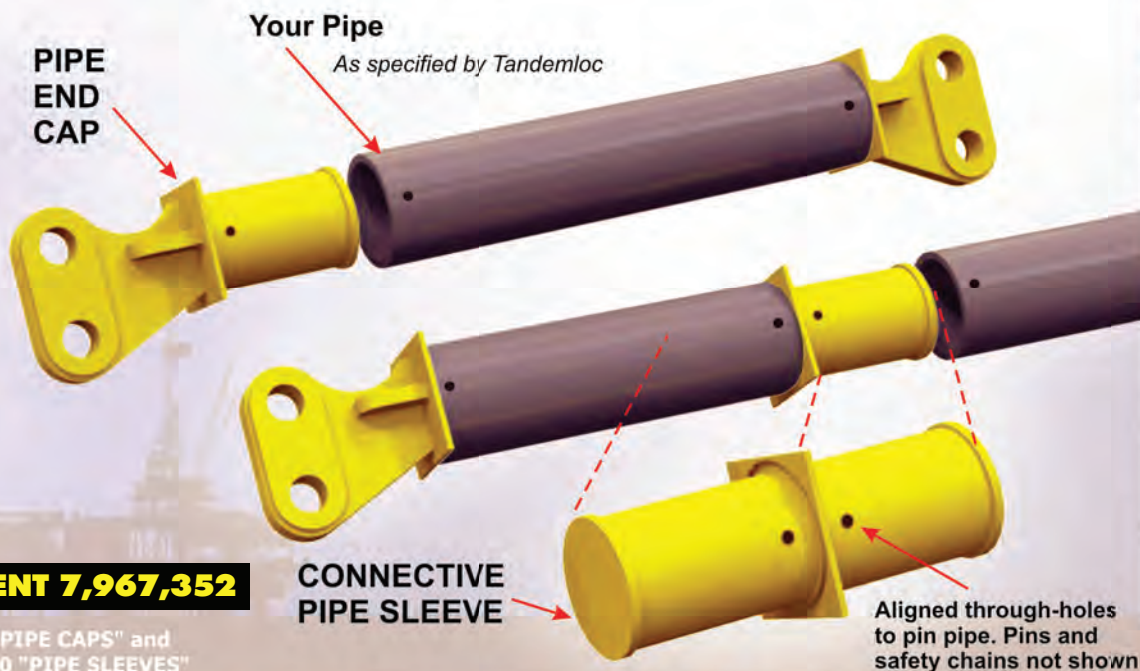
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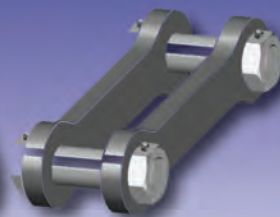
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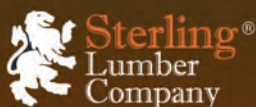
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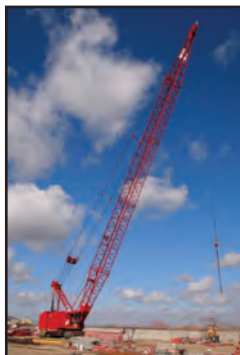
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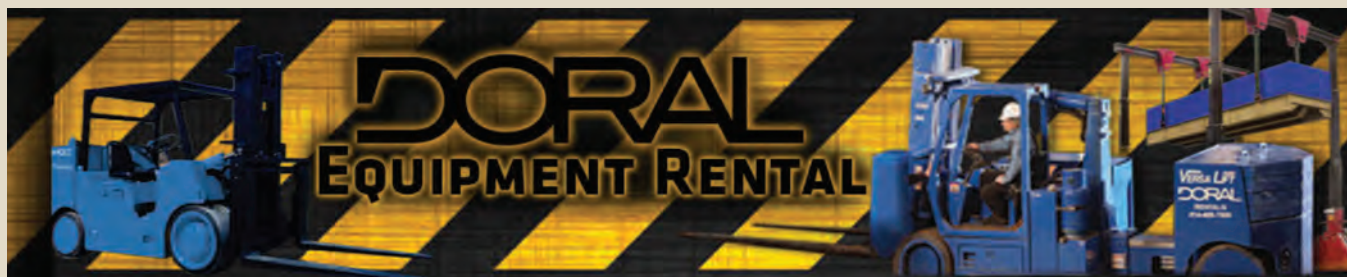


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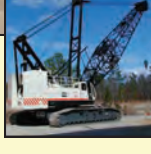
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