



The Leader in Service

The Newsletter of the Equipment Service Association

2011 ESA Convention Recap

By Janet Hawk, ESA Convention Chair

This year's convention was a busy one from start to finish! Many people arrived the prior weekend to do a little exploring on their own before getting down to business. Then on Monday they were off to Santa Fe on the Rail Runner for a little history, shopping and eating. The only complaint I heard was there wasn't enough time to do it all. There was an optional trip to Sandia Peak and the world's longest tramway planned for Tuesday evening but the wildfires in Arizona called for a change in plans. There was a thick layer of smoke blanketing the area so we decided to switch things up and move this excursion to Thursday. The sunset was amazing and the meal was incredible.

Our outside tours this year were to Los Alamos Labs Bradbury Science Museum and the National Museum of Nuclear Science & History. You don't have to be a scientist to appreciate these museums. There is so much history there, and detailed explanations on each exhibit make it easy to absorb it all. The scenery on this trip was amazing and lunch outside on the patio under clear blue skies was exceptional. (See page 4 for pictures.)

From the Wednesday reception through the meetings there was a lot of networking going on. We thanked Brian Devine for his years of service as director of District 1, and although he wasn't in attendance, we welcomed new director, Joey Strickland. The Supporting Members elected a new Assistant Supporting Member Representative, Dave Beckwith. There were a few new faces who were welcomed into the group who assured us they will return next year. Jep Enck, our speaker extraordinaire, was informative and entertaining. We learned many things about customer service and he included a primer for each of us to develop our own customer service manual. In these more difficult economic times it is more important than ever to keep our current customers while building a bigger clientele. And there was a reminder that the customer isn't always right. If you missed him, you missed one of our better speakers!

July 2011



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Visit ww.2esa.org

See Pictures from the 2011 Annual Convention!

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Upcoming Seminars & Training Offered by IFPS

“PneuDraw Version 2.5”

1 hour Web seminar
12:00 p.m. – 1:00 p.m. (Eastern)
Thursday, August 18, 2011
Presented by Bill Matsui, SMC Corporation of America

“Load Sensing Valves in Mobile Hydraulic Systems”

1 hour Web seminar
12:00 p.m. – 1:00 p.m. (Eastern)
Thursday, October 6, 2011
Presented by Randy Bobbitt, Sauer Danfoss

“Tips & Tricks For Test Taking”

1 hour Web seminar
12:00 p.m. – 1:00 p.m. (Eastern)
Thursday, December 8, 2011
Presented by Dennis Staley, CFPE, CFP AI, SMC Corporation of America

Register by visiting www.ifps.org or by calling 800-308-6005.

IFPS Web seminars are free to IFPS Members
Non-member registration fee - \$40/per presentation

October 2011

Live Distance Learning Certification Review Program

Completing an IFPS Review Training program is easier than ever with our Live Distance Learning collaboration with ESA Member Bob Sheaf, CFC-Solar, Inc. Bob will engage you in a live online experience with all the energy and expertise of traditional classroom training conducted from the comfort of your own location. There is no travel or lost work time.

IFPS Live Distance Learning takes place in a state-of-the-art training facility for three (3) weeks equating twenty (20) hours. Online delivery is offered during the evening hours and is accessed from your own computer with Internet access.

To learn more, visit www.ifps.org and click on Education & Training or call IFPS Headquarters at 856-489-8993.

Congratulations To ESA’s Shop Tip Winners!

Thank you to all our ESA members who submitted shop tips. The following tips were voted the best in our recent ESA Shop Tip Contest.

1st Place - \$100.00
Chrome Rod Variable Speed
Welding Machine
Gary Chambers
Ace Hydraulics Sales & Service,
Inc.

2nd Place - \$50.00
Parts Cleaner - **Joe Farina**
Tri-City Hydraulic Jack Service

3rd Place - \$25.00
Re-Welded Steel Hydraulic Lines
Randy Valleroy
Valtec Hydraulic, Inc.

From the President's Desk



Well, another great ESA convention has come and gone. I can only feel sorry for those of you that were unable to attend. The weather in Albuquerque, New Mexico was beautiful except for some occasional evening smoke. On windy evenings, smoke from the westerly fires in Arizona would blanket the town.

In all, the convention was put together so well by our convention committee that the meetings and seminars seem to run themselves. Thanks, Janet Hawk, Heather Phillips, and the IDP team for all your hard work and a job well done.

I would also like to thank Tim Montoya, owner of Aztec Machine & Repair for sponsoring this year's convention and opening his shop for a company tour on Saturday afternoon. The tour and catered lunch was enjoyed by everyone and your hospitality was greatly appreciated. For those of you that were unable to attend, Aztec Machine & Repair recently moved into their new and larger facility and by the looks of things, I can only assume they will soon be looking for additional space!

I would also like to thank our 2011 ESA Convention sponsors; your generosity is greatly appreciated. Convention sponsors receive a complimentary newsletter advertisement so keep your eyes open for upcoming Newsletter issues. Please help and support these members and sponsors in the future.

- Aztec Machine & Repair, Inc.
- Aggressive Hydraulics, Inc.
- Hercules Sealing Products
- Allegheny York Co.
- Machinery Service and Design
- Team Tube, LLC

To recap some of the board meeting business that took

place at this year's convention. I'm happy to report that through the endeavors of Dan Turner, Membership & Nominating Committee Chair, we were able to find volunteers to fill all of our board positions. These individuals ran unopposed and were appointed by acclamation during our Active members meeting.

District 1 Director / Joey Strickland

District 3 Director / Curt Williams

District 5 Director / Tim Montoya

Secretary-Treasurer / Marc Beerman

Assistant Supporting Member Rep./ Dave Beckwith

The technical committee is still making final plans for this year's Technical Meeting. If you have any suggestions or request for seminars or certifications please feel free to give us a call.

Be sure to watch your future newsletters for more information on our upcoming Fall Technical Meeting.

Randy Valleroy

Valtec Hydraulics, Inc. / randy@valtechydraulics.com

Your Opinion Matters To Us!

Please respond to the ESA 2011 Membership Survey which is enclosed with this Newsletter by July 31, 2011.

ESA's 2011 Annual Convention Recap

(Continued from page 1)



Atop Sandia Peak



National Museum of Nuclear Science & History

Jep Enck facilitated the beginning of our Roundtable Discussions and the members were soon voicing their concerns about a number of items they wanted to discuss with their peers. A lively discussion ensued and many expressed their regrets that the time was up much too soon. No matter what we do or where we go this is always the most appreciated part of our conventions. It is member driven and many satisfying answers to perplexing problems are found here.

After a break for lunch and an abbreviated board meeting, we were on the road again. This journey took us to a fabulous restaurant called El Pinto. Our most efficient bus driver, Charles, drove through the dusty parking lot to deliver us to our assigned entry. When he opened the door of the bus we were met by the sounds of a mariachi band and as each of us passed through the gate we were handed a cold margarita and escorted to our private open air patio. The fun had begun! From the appetizers to dessert the dinner was most pleasing but the star of this evening was the atmosphere created in this setting. No sitting down in a stuffy restaurant at an assigned table; we were free to move about the area and enjoy more camaraderie and another opportunity to network. We finished the evening with the drawing of the three scholarship winners, as well as more door prizes, and a very competitive group of bidders for the Silent Auction items. All agreed that it was a most successful ending to an enjoyable week.

As a reminder, if you have not sent your Convention Evaluation sheets in, please do. Your comments and opinions matter to us and will help in planning future meetings.

Now, on to San Antonio. . .

Janet Hauk, ESA Convention Chair

First Time Attendees

Paul Erb - Arkansas State University
Harold Emery - Arkansas State University
Dennis & Caroline Stock - Seal Source, Inc.
Patrick Tombrello - Alabama Jack



Annual Banquet—El Pinto Restaurant

Silent Auction Items, Donating Company, and Winners

- Wine Basket – Donated by: Aztec Machine & Repair / Won by: Chris Snellgrove
- Craig Dollansky Autograph Sprint Car with Picture – Donated by: Aggressive Hydraulics / Won by: Bob Rogge
- Ryan Newman Cast #39 Car and Autographed Picture – Donated by: Aggressive Hydraulics / Won by: Pete Brun
- Sterling Silver & Marquise Bracelet – Donated by: MATS Equipment Company / Won by: Pete Brun
- Navajo Pottery – Donated by Devine Hydraulics / Won by: Caroline Stock
- Navajo Pottery – Donated by Devine Hydraulics / Won by: Bruce Ward
- Navajo Pottery – Donated by Devine Hydraulics / Won by: Michael Wilde
- Note cards – Donated by Aztec Machine & Repair / Won by: Robin Konrad
- Silver Turtle Beads and Turquoise Necklace – Donated by Aztec Machine & Repair / Won by: Miranda Valleroy
- Silver Necklace with Black & Turquoise Beads – Donated by Aztec Machine & Repair / Won by: Sam Tripp
- Earrings with Turquoise Beads – Donated by Aztec Machine & Repair / Won by: Sam Tripp
- Two Silver Bracelets – Donated by Aztec Machine & Repair / Won by: Miranda Valleroy
- Navajo Pot by Victoria Tsosie Brown – Donated by Aztec Machine & Repair / Won by: Fran Valleroy
- Navajo Seed Pot by Victoria Tsosie Brown – Donated by Aztec Machine & Repair / Won by: Steve Saulnier
- Large Earrings – Donated by Aztec Machine & Repair / Won by: Brian Devine
- Truffle Candy and Bath Scrub Set – Donated by Rocky Mountain Machine Shop / Won by: Brian Devine
- Truffle Candy and Bath Scrub Set – Donated by Rocky Mountain Machine Shop / Won by: Beth Devine
- Kindle with Case – Donated by Team Tube, LLC / Won by: Brian Devine
- Necklace – Donated by Machinery Service & Design / Won by: Brian Devine
- Necklace and Bracelet set – Donated by Valtec Hydraulics / Won by: Bruce Ward
- Wool Indian Wall hanging – Donated by Allegheny York Co. / Won by: Erika Ward

Door Prize Donors

Aztec Machine and Repair
 Aggressive Hydraulics
 Hercules Sealing Products
 Machinery Service and Design
 MATS Equipment Co., Inc.
 Tri-City Hydraulic Jack Service
 Valtec Hydraulics, Inc.
 Team Tube

Door Prize Winners

Patrick Tombrello
 Tim Montoya
 Beth Devine
 Natalie Snellgrove
 Michael Wilde
 Rose Marie Rogge
 Karen Goodwin
 Janet Hauk
 Mary Snellgrove
 Pete Brun
 Joe Farina
 Bruce Ward
 Mike Hauk
 Chip Konrad

2011 Annual Convention - Albuquerque, New Mexico



2011 Annual Convention Attendees



Outgoing board member, Brian Devine, (left) receives service plaque from Randy Valleroy (right)



Welcome Reception, from left to right: Robert Rogge, Rose Marie Rogge, Janet Hawk and Mike Hawk.

2011 Annual Convention - Albuquerque, New Mexico



Annual Banquet: from left to right: Tim Montoya, Brian Devine, and Sam Tripp



Thursday's Member Meeting



Dinner at the base of Sandia Peak.



Welcome Reception



Stopping for lunch in Los Alamos.



Welcome Reception: from left to right: Sam Tripp and Bruce Ward.

Savings Programs Designed Specifically for ESA Members

YRCW Program

ESA members can save on freight shipments and office products!

YRC

YRC offers flexible, efficient LTL solutions, including comprehensive regional and national coverage with a full suite of guaranteed, expedited and specialized services.

YRC Regional

New Penn, Holland and Reddaway are leaders in next-day delivery, quality handling, and on-time performance. Their comprehensive LTL services include regional, expedited, guaranteed, consolidation & distribution, and cross-border.

OfficeMax

OfficeMax offers members savings on more than 12,000 office products with convenient purchasing options. Members enjoy access to OfficeMax ImPress™, the perfect partner for all your print and document needs.

For more information please call 800-647-3061.

Cintas

Cintas is the leader in the uniform industry and offers special pricing for ESA Members on uniform rentals and shop supplies. Many ESA members use this program and have saved "buckets" of money.

Call Cintas Customer Service at 1-800-795-7368!

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Provides ESA Members with individual shipping solutions based on individual needs.

- Save money
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- Accommodate special shipping needs
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Marianne Kramer, Unishippers
800-377-3105 / Fax 888-377-3104

ESA's Member-Get-A-Member Program

ESA will credit your account \$50 towards future meeting registration fees for **EVERY** new ESA Member that you recruit!

If you have a prospective new member, let us know and we'll roll out the red carpet! E-mail ESA Headquarters at esa@2esa.org and we will send your contact a "Prospective Member Packet." If they join ESA, you will receive \$50 credited to your account towards future meeting registration fees.

ESA Parts Request By E-mail

In order to e-mail the ESA Membership in a timely manner, **please direct your parts request e-mail to ESA@2esa.org**. Many of our members direct the request to Adele Kayser, and although Adele generally sends out these requests, if she is out of the office she is unable to complete your request. By e-mailing esa@2esa.org, another staff member will notify ESA Members of your request.

2011 ESA Scholarship Foundation Contributors

donations made 12/31/10 - 5/10/11

Starting our contribution list with the new year!

**Gold Medal Contributors:
\$500 and up**

- Randy & Fran Valleroy
in memory of Rich & Joan Valleroy
- Rick Valleroy
in memory of Joan & Rich Valleroy
- Nova Hydraulics Inc.
In memory of Chris Christy

**Silver Medal Contributors:
\$200 - \$499**

- Devine Hydraulics, Inc.
in memory of Jason Devine
- Hercules Sealing Products, Inc

**Bronze Medal Contributors:
up to \$199**

- Randy & Fran Valleroy
in memory of Jesse Sandy
- Billy Ray and Jane Turner
- Ron and Sandra Sandy
in memory of Jesse and Joan Sandy



**I'd like to help support the
ESA Scholarship Foundation!**

I want to help extend educational opportunities for students of ESA members' families, employees, or employees' families.

\$ 50
 \$ 100
 \$ 250
 \$ 500
 Other \$ _____

From: _____

Address: _____

In Memory of: _____

In Honor of: _____

Do Not Publicly Acknowledge Gift or Contribution: _____

Please make checks payable to the: ESA Scholarship Foundation
Mail to: Equipment Service Association, P.O. Box 1420, Cherry Hill, NJ 08034-0054

August Birthdays

8/4	Jack Rupe	Hydraulic Repair Estimator
8/6	Ken Bagby	Retired
8/6	Kent Miller	Miller Hydraulic Service
8/15	Mike Hauk	MATS Equipment Co., Inc.

ESA Scholarships Awarded at the 2011 Annual Convention

Audra Garrod

Sponsored by: Garrod Hydraulics

Jim Mills

Sponsored by: CFC-Solar, Inc.

ESA Honorary: Joan & Rich Valleroy
Memorial Scholarship

Benjamin Fryar

Sponsored by: Tools & Hydraulics, Inc.

Thank you to the ESA 2011 Convention Sponsors

Aggressive Hydraulics, Inc.
Blaine, MN

Aztec Machine & Repair, Inc.
Bloomfield, NM

Machinery Service and Design
Pewaukee, WI

Hercules Sealing Products
Clearwater, FL

Allegheny York Co.
Manchester, PA

Team Tube LLC
Chicago Heights, IL

Garrod Hydraulics, Inc.
York, PA

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Please Support ESA's Supporting Members

2011 Annual Convention

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rdb@aggressivehydraulics.com

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jc@alloysandcomponents.com

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Tom Musselman - (800) 544-0932
sales@alliedsealsinc.com

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Mike Sims - (800) 346-2601
msims@commercialfluidpower.com

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Askus@ifsp.org

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Jeff Perry - (517) 787-2240
jeff@lynair.com

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lynchhyd@wirefire.com

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rick.ahrens@servicesolutions.spx.com

2011 Annual Convention

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Sam Tripp - (800) 450-3454
stripp@teamtubellc.com

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2257
dennis42@usjack.com



Equipment Service Association

After the SALE, it's SERVICE that Counts!

PO Box 1420
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Executive Director:

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8:00 am - 4:00 pm E.S.T.
Heather Phillips

ESA@2esa.org
Fax: (856) 424-9248
Monday through Friday

ESA MISSION STATEMENT

ESA membership consists of businesses who are substantially engaged in sales or service of hydraulically, pneumatically, or electrically operated tools, components and equipment.

The objective of the Association is to aid in the advancement and expansion of the industry in all markets; promoting activities that will enable the industry to conduct itself with the greatest economy and efficiency to improve members' success in business.

ESA provides education, technical and informal services necessary for members to operate in a profitable and sound manner.

ESA is a member driven organization whose activities are conducted according to the highest standards of business practices and ethics.

ESA MEMBER BENEFITS

- ◆ **Member Services Group:** Credit Card Processing (discount rate)
- ◆ **Cintas:** uniform rentals, shop/First Aid supplies
- ◆ **Freight Discount** (Yellow Freight & DHL)
- ◆ **OfficeMax Discount** (office supplies)
- ◆ **College Scholarships**
- ◆ **DVD Lending Library** (free rentals)
- ◆ **Coupon Booklet**
- ◆ **Monthly Newsletter** with shop tips, industry news, business issues, etc.
- ◆ **Parts Sourcing:** broadcast email sent to all ESA members to help you search for parts
- ◆ **Training:** Seminars, training, and testing

OFFICERS

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REPRESENTATIVES AND COMMITTEES

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www.2esa.org

July 2011

2011 Scholarship Applications

The following ESA 2011 Scholarship Applications were received by Randy Valleroy, ESA Scholarship Chair.

<u>Applicant</u>	<u>Attending College</u>	<u>Sponsored By</u>
Brun, Alan	Suffolk University / Boston	New England Hydraulic Service Pete Brun
Brown, Joey	California University of Pennsylvania	Turner Hydraulics, Inc. Dan Turner
Carter, Chance	Temple University	Turner Hydraulics, Inc. Dan Turner
Carter, Chelsea	West Chester University	Turner Hydraulics, Inc. Dan Turner
Fryar, Benjamin	University of Tennessee at Knoxville	Tools & Hydraulics, Inc. Chris Snellgrove
Garrod, Audra	Indiana University of Pennsylvania	Garrod Hydraulics Wes Garrod
Garrod, Taylor	Penn State Mont Alto	Garrod Hydraulics Wes Garrod
Granicke, Jennifer	University of Central Missouri	Valtec Hydraulics, Inc. Randy Valleroy
Konrad, Kevin	Art Institute of York Pennsylvania	Allegheny York Chip Konrad
Lefever, Lauren	Pennsylvania State University	Turner Hydraulics, Inc. Dan Turner
Mills, Jim	University of Cincinnati	CFC-Solar, Inc. Bob Sheaf
Mills, Lauren	University of Cincinnati	CFC-Solar, Inc. Bob Sheaf
Neal, Tiffani	Cincinnati State Technical	CFC - Solar, Inc Bob Sheaf
Sandy, Dominic	Miami University of Ohio	R & J Cylinder & Machine, Inc. Ron Sandy
Sheaf, Alexandra	Franciscan University of Steubenville	CFC - Solar, Inc Bob Sheaf
Snellgrove, Elizabeth	University of Tennessee at Chattanooga	Tools & Hydraulics, Inc. Chris Snellgrove
Tredanari, Christopher	Louisiana State University	Beerman Precision Marc Beerman
Tredanari, Leonard	Delgado Community College	Beerman Precision Marc Beerman
Valleroy, Russell	Missouri University of Science & Tech	Valtec Hydraulics, Inc. Randy Valleroy

July 2011

Scholarship Committee Report

By Randy Valleroy, ESA Scholarship Committee Chair

June 22, 2011

I would like to thank everyone that made a contribution to the ESA Scholarship Foundation this year. Because of your generous support, we were once again able to award three (3) \$1,000 Scholarships. This included two ESA scholarships and one Joan & Rich Valleroy Memorial scholarship.

The highlight of the year for the scholarship committee was the Friday evening banquet at our 2011 ESA Albuquerque, New Mexico Convention. During the banquet we paused the entertainment long enough to announce the names of all eligible scholarship candidates. The name cards were then folded and dropped into a glass box. We then selected random first convention attendees to then draw the three (3) new names for ESA Scholarships. I'm happy to announce that this year's three recipients are:

ESA Scholarships:

Audra Garrod

Attending: Indiana University of PA

Sponsored by: Garrod Hydraulics

Jim Mills

Attending: University of Cincinnati

Sponsored by: CFC-Solar, Inc.

ESA Honorary: Joan & Rich Valleroy Memorial Scholarship

Benjamin Fryar

Attending: University of Tennessee at Knoxville

Sponsored by: Tools & Hydraulics, Inc.

Congratulations to all of you and good luck with your education!

These recipients were randomly drawn from a pool of 19 candidates that submitted their applications and met all the requirements.

I would also like to thank everyone that contributed to our scholarship pig. During our meetings the donation pig was passed around the room and with the help of all who attended we collected an additional \$283.00 that will be added to the fund.

Also I would like to thank everyone that participated in our Silent Auction, which 100% of the proceeds went in to our ESA Scholarship Foundation. Our members donated all of the items, so we were able to raise \$1,580.00 for the ESA Scholarship Fund. It was a lot of fun watching members compete to the last minute to try and out bid each other.

During the meetings the winners of the 2011 ESA Shop Tip contest were announced. I'm happy to report that Randy Valleroy/Valtec Hydraulics donated the \$25.00 third place shop tip winnings to our foundation. And later that same day Tim Montoya / District 5 and Bruce Ward / District 6 Directors both donated their one night room stay as a board member, to the scholarship foundation. Thanks men!

Please remember to include the ESA Scholarship Fund in your 2011 yearend tax deductible contributions. And remember you could be the member next year that sponsors one or more future scholarship recipients.

Silent Auction:	\$ 1,580.00
Pig Collection:	\$ 283.00
Bruce Ward:	\$ 152.55
Tim Montoya	\$ 152.55
Randy Valleroy:	\$ 25.00

Total Collected at Convention \$2,193.10

ESA 2011 Membership Survey

Please mail to ESA Headquarters or FAX to 856-424-9248 by July 31, 2011.

*** 1. Are you an ESA Regular Member, a Supporting Member or an Associate Member?**

- Regular Member
- Supporting Member
- Associate Member

2. Which of the following ESA Member programs and services do you use?

- Annual Newsletter listing (name, contact info printed in monthly newsletter)
- Discount Freight/Shipping Programs
- Coupon Pack Program
- ESA Scholarship Program
- Credit Card Processing Program
- Cintas Uniform, First-Aid and Shop Supply Program
- Submit technical articles for publication in monthly newsletter
- Parts Request Email

3. Of the ESA Member programs and services you use, how effective are they for your company?

4. If you do not participate in any of ESA Member programs and services listed above, please explain why.

5. In your opinion, are ESA dues a reasonable cost?

- Yes
- No

Please explain:

ESA 2011 Membership Survey

6. Which of the following ESA events do you actively participate in?

- Technical Meeting in the Fall
- Annual Convention in the Spring
- Neither

7. If you actively participate in ESA events, please list your reason(s), in terms of the value provided to you and your company:

8. If you do NOT actively participate in ESA events, please list your reason(s):

9. If the ESA events were held in conjunction with an industry trade show or other industry-related event, what shows/events would you see as a good fit?

- H&P Show/Technical Seminars (held every fall, various locations)
- IFPS Annual Meeting
- IFPE Show (held every three years, in March, in Las Vegas)

Other (please specify)

10. What are your expectations as an ESA Member? In other words, why did you join ESA?

11. Is there something that ESA Management could be doing better or more? If so, please list:

ESA 2011 Membership Survey

12. Are you or your company willing to participate in future Technical Meetings by putting on a seminar or presenting a specific subject of interest to the Active Membership at a Technical Meeting?

- Yes
- No

13. If you are interested in putting on a seminar or presenting a specific subject of interest at a Technical Meeting, please list the subject(s) for which you or your company could provide a seminar or presentation.

14. Does your company currently sell products or services to any ESA Active or Supporting Members?

- Yes
- No

15. Does your company currently buy products or services from any ESA Active or Supporting Members?

- Yes
- No

16. Which social networking sites do you use?

- Facebook
- LinkedIn
- None

Other (please specify)

ESA 2011 Membership Survey

17. ESA wants to provide an on-line discussion forum for its members on either Facebook or LinkedIn. Which of these sites would you prefer to conduct on-line ESA to ESA networking?

Facebook

LinkedIn

None

Any other recommendations?

18. Have you visited the new ESA website?

Yes

No

19. If you have visited the new website, what do you think of it? If you haven't visited, why or why not?

20. If you be interested in becoming more involved in the leadership of ESA by serving on the Board of Directors, please list your name and contact information here: