



WELCOME TO DALLAS

AWRF FALL GENERAL MEETING & PIE 2023

OCTOBER 15-18, 2023



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AWRF

AWRF promotes interests common among companies manufacturing, fabricating, or distributing lifting, rigging and load securement devices made of chain, rope, and synthetic products. The association works to establish, acquire, preserve, and disseminate various technical information, and encourages the development of safety standards and programs, and product identification procedures. Assistance has been provided for establishing and maintaining adequate products liability insurance, as well as other insurance needs of the industry. Common problems and purposes of the industry, such as those involving production, distribution, service and safety are reviewed and advanced by lawful means on a regular basis.

**WE APPRECIATE
YOUR PARTICIPATION.**



CONTENTS

03	
SPEAKER SCHEDULE & BIOGRAPHIES	03
05	
PIE FLOOR PLAN & EVENT SCHEDULE	05
07	
EVENT ACTIVITIES	07
09	
AWRF NEWS	09
11	
GUIDEBOOK & IPTAM	11
13	
SCHOLARSHIP DONORS & SAFETY AWARD WINNERS	13

SCHEDULE

TUESDAY – OCTOBER 17TH, 2023

- 8:00 a.m.** Networking Breakfast
Scholarship Recipient Awards & Safety Award Recipients
- 8:45 a.m.** Gary Pittsford – Creative Planning
- 9:30 a.m.** **AWRF Future Planning** - *decision maker's presence requested
- 10:30 a.m.** Baron Lukas – ExecHQ
- 11:30 a.m.** Thierry Verreet
- 12:00 p.m.** Alden Mills – UNSTOPPABLE CULTURE: The Practices
and Essential Components for Enduring Organizational Success
- 1:00 p.m.** Adjourn

KEYNOTE SPEAKER



Alden Mills

Alden Mills is on a mission to help 100 million people Be Unstoppable. With more than 40 years of experience failing and succeeding in a vast array of different environments from sports, military, and business to nonprofits and community action groups, he learned success is driven by one vital factor – leadership – of oneself and others.

The first person Alden learned to lead was himself. As a weak child with asthma, doctors insisted he limit physical activity and avoid sports. Instead, with the mindset instilled in him by his mother that “no one defines what you can and can’t do, but you,” he went on to become a National Collegiate Champion rower, earning Gold and Silver medals at the Olympic Festival, and a Navy SEAL who was top of his class. From a young age he amassed notebooks of invention drawings. One of those ideas became the wildly popular Perfect Pushup and today he holds over 40 patents worldwide.

As Alden achieved personal successes, he repeatedly grew into leadership positions. He became captain of his collegiate rowing team, was promoted three times to Navy SEAL platoon commander, and ranked #1 platoon commander each time. He turned a single invention into a global fitness powerhouse in over 70 countries with multiple products, leading Perfect Fitness to become the fastest-growing consumer product company in the country, with over \$95 million in sales in just three years. He has since founded and served on multiple companies’ boards in retail hard goods, consumable products, and service-based businesses.

Along the way, Alden cultivated a methodology – Unstoppable Leadership – that develops people into congruent and authentic leaders who successfully build teams and create cultures that are unstoppable regardless of the situation, industry, or environment.

Today Alden Mills is known as one of the leading business thinkers in America and spends his time helping others learn and implement the three levels of Unstoppable Leadership. Through speaking, coaching, writing, board advisory, and teaching, Alden helps people acquire the mindset, tools, and actions required to accomplish more than they thought was possible.

SPEAKERS 10.17



Gary Pittsford

Partner/Chief Valuation Officer
Castle Valuation,
a Division of Creative Planning

**Topic: Business Valuations,
Succession/Exit Planning,
Timing the Transition, &
Protecting Net Worth**

Gary Pittsford, CFP®, Partner/Chief Valuation Officer at Creative Planning, has helped hundreds of family business owners in all 50 states with business valuations, exit planning, estate documents, retirement income security and protecting their net worth over his more than 45-year career. For 48 years, Gary was President and CEO of Castle Wealth Advisors, that was acquired by Creative Planning in 2021 to form Castle Valuation, a new division that provides business valuation services for corporations, limited liability companies, family limited partnerships and other entities across a wide range of industries.

Gary grew up on a large farm in central Indiana, which his brother continues to operate. He enjoys hunting in Alaska, Montana and British Columbia, and he shares his love of fishing with his two sons.



Thierry Verreet

Managing Director
verope Service Center GmbH
and KV R&D Center

37 years young, married with 2 daughters

Mechanical engineer

Saint Louis University of Madrid and the Technical University of Clausthal Zellerfeld

3rd generation of ropemakers in the Verreet family

Over 12 years experience in special wire ropes ranging from project management to design and testing (R&D) and management



Baron Lukas

Principal
ExecHQ

**Topic: An Update -
An Uncertain Global Future**

An executive leader, advisor, coach, and retired Marine Corps Colonel, Baron has 42 years of leadership, management, and mentoring experience. His professional career spans a diverse spectrum of positions: fighter pilot, instructor, strategist, intelligence officer, professor, commander, and finally, business executive, entrepreneur, board member, and advisor. Baron is a Principal at ExecHQ, a consulting firm comprised of over 100 senior executives in North America and globally with extensive C-Suite (e.g., CEO, CFO, COO, CMO, etc.) experience. ExecHQ delivers on-demand, cost-effective solutions for complex business problems faced by CEOs and business owners. Baron's advisory services include pre-transaction valuation improvement, strategy development and execution, executive coaching, corporate governance, and succession planning. Baron heads "ExecHQ MULTIPLE," an advisory program specifically intended to prepare businesses for an M&A transaction or capital raise, and ExecHQ's Executive Coaching and Corporate Governance practices.

Baron's long history of business and military leadership positions gives him a unique perspective that blends the best practices of both worlds. A native of Germany, Baron is bilingual (English and German) and holds two master's degrees.

Baron and his wife, Tanya, an award-winning author, live on a small ranch just west of Fort Worth, Texas.

OCTOBER 16TH, 2023

2017 INTERNATIONAL ROPE & CABLE EXPOSITION FLOOR PLAN

Service Corridor

BONEYARD

30 ROUNDS SHOWN

Booths and Exhibitors:

- 416** HIT Tools
- 414** Muncy
- 412** Rugged Controls
- 410** Sheave Source
- 408** IBS Industrial
- 406** Murdock Webbing
- 404** ASC Industries
- 402** Elite Sales
- 415** Wichard
- 514** Ribbon Welding
- 515** Industrial Magnetics 20'
- 615** Tuffy Prod 20'
- 411** Samson Rope
- 510** Royal Van Beest
- 409** Handling Sys Int'l
- 508** Service Thread
- 407** De Haan Special Equip BV
- 506** ProofCert
- 405** Erin Rope
- 504** Gosan USA
- 403** TW Prod
- 502** Unirope Limited
- 511** Web Sling & Tie Down Association
- 610** Brodon-Belmont The Ropes
- 509** ADB Hoisting
- 608** CODIPRO
- 507** Cortland Co
- 606** Actek Mfg
- 505** FibrXL The Rubicon
- 604** The Rubicon
- 503** Cargo Control
- 602** Associated Wire Rope & Rigging
- 611** Safeland Industrial Supply Inc
- 710** Chicago Hardware
- 609** KWS Inc
- 708** Columbus Workforce
- 607** Etched LLC
- 706** Talurit AB
- 605** Salm Police GmbH
- 704** Cleveland City Forge
- 603** Carolina Webbing
- 702** Miller Lifting
- 1200** New Product Theater
- 1814** Holloway Houston 20'
- 1818** DURABILTYVEX
- 1822** Cromox 20'
- 1834** The Caldwell
- 1836** J.C. Perdue Sons and Son
- 1838** RUD Grp
- 1310** ITI
- 1308** Jergens, Inc
- 1306** Etiflex Corp
- 1304** verope USA
- 1302** Liftex Corp
- 1300** PIE EXTRA 20'
- 1311** Advantage Sales & Supply 20'
- 1309** Campbell Chain
- 1408** Ben-Mor Cables
- 1307** National Band and Tie Co
- 1406** Wrop Americas
- 1305** Uthie Martin America
- 1404** Wireope Works
- 1411** Yoke Industrial 20'
- 1409** Stamperia Carcano Giuseppe
- 1508** TP Industrial Farni
- 1407** JAI Material Handling
- 1506** MAGNA Lifting
- 1405** DOLECO
- 1504** SpanSet, Inc
- 1511** Slingsmax Rigging Solutions 20'
- 1509** Modulift UK Ltd
- 1608** General Work
- 1507** Load Monitoring Systems
- 1606** Suncor Stainless
- 1505** Holland Wiremplates
- 1604** WireCo
- 1611** pewag USA 20'
- 1609** Orion Cordage
- 1708** Sioduck, an Ulven Company
- 1607** Washington Wire Rope
- 1706** WEIR ESCO
- 1605** Laclede Chain
- 1704** Laclede-Perdue
- 1717** LGH
- 1715** U.S. Rigging Supply
- 1713** Elephant Lifting
- 1711** Tiger Lifting
- 1709** ACT/KHL
- 1707** William Hackett Lifting
- 1705** Loos & Co
- 1703** Reid Lifting
- 1701** Meadowbrook Insurance Agency
- 100** PIE Extra 20'
- 102** Preservation
- 104** PIE EXTRA
- 106** PIE Extra 20'
- 1** AWRP 20'
- 3** Emerging Leaders
- 4** LEAA
- 5** SC&RA

Other Features:

- LOADING DOCK**
- DUMPSTER**
- FREIGHT ENTRY**
- W.F.** (Water Fountain)
- INFO**
- EXIT TO PARKING**
- LOUNGE**
- WOMEN**
- MEN**

SCHEDULE OF EVENTS



SATURDAY – OCTOBER 14th, 2023

5:00 – 7:00 PM – Emerging Leaders Welcome Reception – Lobby Bar

SUNDAY – OCTOBER 15th, 2023

8:00 – 11:00 am – Board of Directors Meeting – Remington Room

10:00 – 4:00 pm – Registration – The Grand Hall

11:00 – 4:00 pm – Product Information Exhibition Set-up – The Grand Hall/Dallas Ballroom

5:00 – 5:30 pm – First Timer’s Reception – Remington Room

5:30 – 7:00 pm – Opening Reception – Austin Ballroom

MONDAY – OCTOBER 16th, 2023

7:30 – 9:00 am – Breakfast Buffet – The Grand Hall/Dallas Ballroom

8:00 – 3:00 pm – Product Information Exhibition – The Grand Hall/Dallas Ballroom

9:00 – 2:00 pm – New Product & Technology SPOTLIGHT! – The Grand Hall/Dallas Ballroom

11:30 – 1:00 pm – Luncheon Buffet – The Grand Hall/Dallas Ballroom

6:00 – 7:00 pm – Reception – Chaparral Ballroom

TUESDAY – OCTOBER 17th, 2023

7:30 – 8:00 am – Networking Breakfast – The Grand Hall

8:00 – 1:00 pm – General Business – Dallas Ballroom BC

12:00 – 2:00 pm – Painting with a TWIST – On Property – Dallas Ballroom A3

1:15 – 2:15 pm – Emerging Leaders Meeting – Dallas Ballroom BC

5:15 – 6:15 pm – Reception – The Grand Hall

6:15 – 6:30 pm – Bus Loading & Departure

7:00 – 11:00 pm – AWRF Gala – AT&T Stadium

WEDNESDAY – OCTOBER 18th, 2023

8:30 am Modified Shot Gun Start (weather permitting) – Bus Pickup @ 7:15 am

4:30 – 6:00 pm – Closing Reception – Chaparral

***We will be presenting awards to 2022 Safety Award recipients and 2023 Scholarship Award – Company recipients on Tuesday during the General Business Session.**

***Schedule is subject to change**

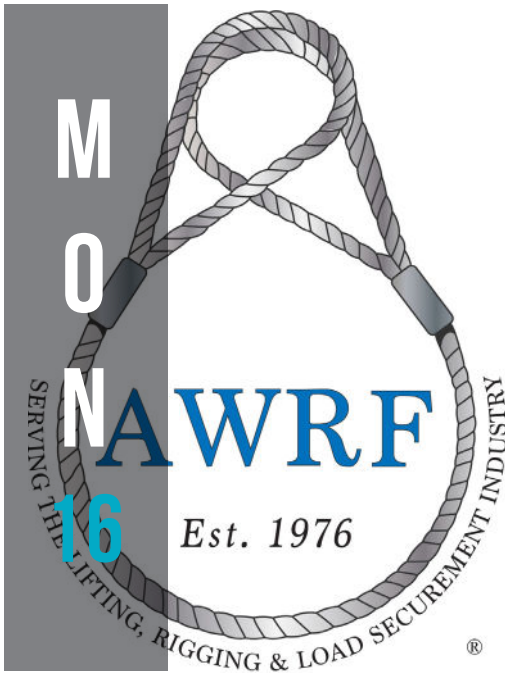


**2024
DATES**

2024 Spring General Meeting
Omni Nashville Hotel
4/28/2024 - 5/01/2024

2024 Fall General Meeting
La Quinta Resort & Club
10/27/2024 - 10/30/2024

EVENT ACTIVITIES



PRODUCT INFORMATION EXPO

THE GRAND HALL/DALLAS BALLROOM

AWRF's Product Information Expo is one of our most anticipated events. With over 95 exhibitors, we are THRILLED to present this year's PIE. AWRF's Chief Executive and Board of Directors would like to thank each exhibitor for supporting the 2023 General Meeting & PIE and are looking forward to bringing you a great event.

Check out our "PIE Extras" located near the AWRF Booth!

Stop by the Emerging Leader's Booth for a Pop-A-Shot contest with many prizes available!



Schedule Time: 8AM-3PM



PAINTING WITH A TWIST

DALLAS BALLROOM C

Fun! Plain and simple. No creative or artistic skills are needed. Painting with a Twist is all about connecting with friends over a glass of wine, your favorite snacks and a lot of laughs.

Oh, and you'll also learn how to paint the scene shown!



Schedule Time: 12PM-2PM

JOIN US ON THE FIELD AT THE AT&T STADIUM!



AWRF GALA ON THE FIELD @ AT&T STADIUM

ON THE FIELD AT AT&T STADIUM, yes you heard that RIGHT! We will be dining and dancing the night away on the Dallas Cowboy's field. Other surprises are definately in store for the evening.

Transportation will be provided after the cocktail hour at the Sheraton AND from the stadium after the event concludes. The busses will be making ONE trip there and ONE trip back. Should you miss either transportation, finding your own transportation will be needed.

Activities will be available, dress accordingly should you participate. We have been told, heels on the field are not comfortable. Busses will start loading at 6:15pm to depart to the stadium.



Schedule Time: 7PM-11PM



NETWORKING GOLF TOURNAMENT BUS PICKUP @ 7:15 AM

Here at Stevens Park Golf Course we pride ourselves on the high quality of magnificent golf, superb amenities and outstanding service that we offer our valued customers. We have worked hard over the years to become a staple of the community, and in the process we have earned recognition as one of the region's premier golf experiences.

Holes: 18 | Par: 70 | Yardage: 6,285



Schedule Time: 7AM-3PM

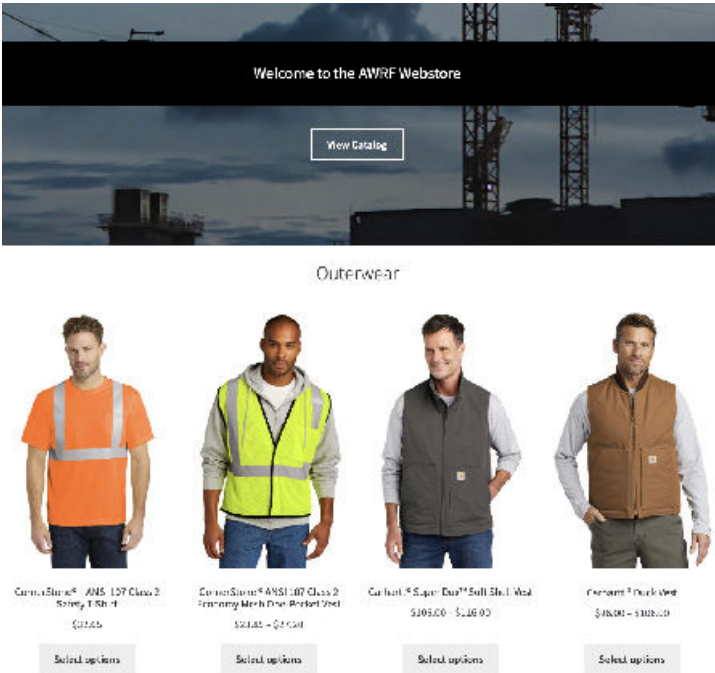


AWRF NEWS

AWRF STORE

Our AWRF Store is open to all AWRF members. The goal of this store is to have co-branded items available to our members. We hope that our members see much value in the AWRF brand, enough to tell your customers about us and the benefits of working with and AWRF member. If you are looking for a specific type of item and do not see it on our website, email us!

**STORE SALES ARE
AVAILABLE NOW!**



AWRF ACCREDITATION PROGRAM



AWRF's Board of Directors is pleased to announce that the first round of BETA rigging shops are going through the Accreditation Program. We look forward to sharing their experience with the membership & showcase the value this accreditation brings.

**ACCREDITATION
PROGRAM WAIT-
LIST WILL BE
OPENED AT THE
CONCLUSION OF
THIS MEETING**

INTERESTED IN BEING A MEMBER OF THE TECHNICAL COMMITTEE OR BOARD OF DIRECTORS? LET US KNOW!

EMERGING LEADERS

I am passionate about this program because I remember what it was like going to my first meeting and the people who took me under their wing to show me the ropes. The impact they made on my career most likely kept me in this industry, and I believe Emerging Leaders can have that same type of impact on others."

- Luke Staten (VanBeest)

The Emerging Leaders of AWRF is ready to take on the rigging industry. The goal is to bring our members learning opportunities, networking opportunities and lifelong connections.

TO KEEP AWRF VIABLE.

TO HELP AWRF BETTER SERVE YOUR BUSINESS HELP MAKE EMERGING LEADERS MORE VALUABLE TO YOU.

INCREASES INVOLVEMENT FROM YOUNGER GENERATIONS.

NETWORKING WITH THE NEXT GENERATION OF INNOVATORS.



Join our Emerging Leaders distribution list! Email emily@awrf.org to join!



< 40

The Emerging Leaders of AWRF is a group for 40 and under members looking to gain additional industry advice, networking opportunities

GUIDEBOOK

DOWNLOAD OUR GUIDEBOOK APP TO KEEP UP WITH ALL OF OUR MEETING HAPPENINGS.

guidebook

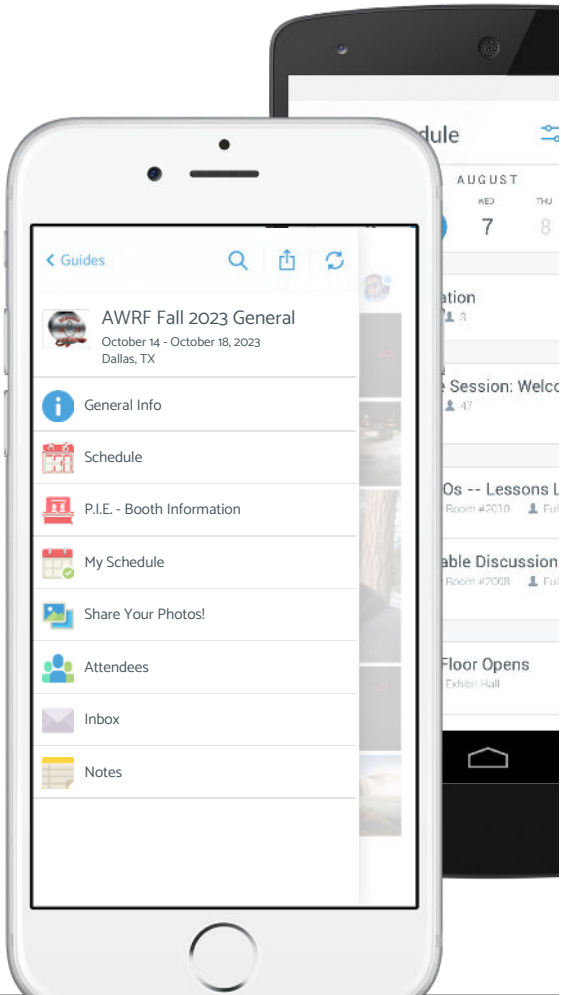
AWRF Fall 2023 General Meeting & PIE has gone mobile!

Download the free app now.

<https://guidebook.com/g/awrftx23/>

Tap “Download the app” to access the guide on your iOS or Android device.

To access the guide, use the
passphrase: **awrf23pie**



IPTAM



The AWRF Scholarship Committee will be introducing IPTAM – (I Pay Twenty-five A Meeting) to attendees at this Fall General Meeting & PIE.

The mission of IPTAM is to expand the Association’s scholarship funds, which ultimately will result in awarding additional scholarships to AWRF member employees, and their families.

For only \$25, a very small sum, IPTAM provides all Conference attendees with a mechanism to be contributors to the scholarship efforts of AWRF.

IPTAM opens the door for general meeting attendees, whose company may not currently be donating to the scholarship program, with a way to support, and grow, AWRF’s scholarship efforts. Additionally, even if your company is currently donating to the scholarship program, IPTAM provides you the ability to personally contribute and be a difference maker.

Each meeting attendee that donates at the general meeting will be recognized by affixing an IPTAM decal to their meeting badge. Additionally, attendees who donate will be recognized in Slingmakers magazine.

We hope you will choose to donate \$25 to IPTAM.

WANT TO DONATE? HERE’S HOW!

- FIND SOMEONE FROM THE AWRF OFFICE TO DONATE CASH
- PAY BY PAY-PAL (QR CODE PROVIDED BELOW)



Company Name

Member Name

Location

SCHOLARSHIP

A VERY SPECIAL THANK YOU TO OUR SCHOLARSHIP DONORS. WITHOUT YOU, AWARDING TWELVE (12) & COUNTING SCHOALRSHIPS PER YEAR WOULD NOT BE POSSIBLE.

16 GUYS MEMORIAL SCHOLARSHIP

ROBERT H. ASHLEY MEMORIAL SCHOLARSHIP

BILL FRANZ MEMORIAL SCHOLARSHIP

JUERGAN PROHASKA MEMORIAL SCHOLARSHIP

DON SAYENGA MEMORIAL SCHOLARSHIP

NACM SCHOLARSHIP

RONALD J. WORSWICK MEMORIAL SCHOLARSHIP

ACERO SUECO PALME

ADB HOISTRINGS

ADVANTAGE RIGGING

ADVANTAGE SALES

ALASKA RUBBER GROUP

ASSEMBLY SPECIALTY PRODUCTS

ASSOCIATED WIRE ROPE AND RIGGING

BAIRSTOW LIFTING

BISHOP LIFTING PRODUCTS

BRIDON BEKAERT

CABLE MOORE

THE CALDWELL GROUP

CARGO CONTROL USA

CARGO EQUIPMENT

CASCADE RIGGING

CECA FORGE

CELIK HALAT

CHANT ENGINEERING

CHICAGO HARDWARE

CROMOX US

DAKOTA RIGGERS

DCL MOORING & RIGGING

DOLECO USA

ELEPHANT LIFTING/TIGER LIFTING

ELITE SALES

F.D. LAKE COMPANY

FULCRUM LIFTING

I & I SLING

JOHN SAKACH CO.

MEL FIREOVID TRADE SCHOLARSHIP

**OLIVER CROSBY & EDWIN HARRINGTON
MEMORIAL SCHOLARSHIP (TRADE)**

KEN FORGING

KENNEDY WIRE ROPE

KULKONI

METRO WIRE ROPE

OZ LIFTING PRODUCTS

PACIFIC INDUSTRIAL

PACIFIC WEST WIRE ROPE

PECK & HALE

PEERLESS

PELLOW ENGINEERING SERVICES

PEWAG

ROYAL VANBEEST

SAHM SPLICE

SAMSEL SUPPLY

SHEAVE SOURCE

SLINGMAX

SOUTHERN WIRE

ST. PIERRE CHAIN

THE RIGGING BOX

THE RUBICON GROUP

TOTAL TOOL SUPPLY

UNITED RIGGING

WEST COAST WIRE ROPE

WIRE ROPE EXCHANGE

WIREROPE WORKS

WIROP INDUSTRIAL

WISCONSIN LIFTING SPECIALISTS

THANK YOU!

SAFETY AWARD WINNERS

OUR COMPANIES LIFT AND MOVE THE WORLD, IT'S IMPORTANT TO BE SAFE WHILE DOING SO!

**THANK YOU TO OUR MEMBER COMPANIES WHO PARTICIPATE IN OUR
SAFETY AWARD PROGRAM AND FOCUS EFFORTS ON RUNNING SAFE SHOPS!**

SILVER

**AMERICAN RIGGING
CABLE MOORE
CHARLESTON'S RIGGING AND MARINE
THE CROSBY GROUP
DAKOTA RIGGERS
HARRINGTON HOISTS
HOISTING WIRE ROPE
HOLLOWAY HOUSTON
I & I SLING
KULKONI
F.D. LAKE COMPANY
MARINE RIGGING
WOODWARD WIRE ROPE**

STANDARD

**ALPS WIRE ROPE
AMERICAN WEBBING & FITTINGS
AMICK ASSOCIATES, INC.
B.C. WIRE ROPE & RIGGING
BILCO WIRE ROPE & SUPPLY
CABLECO
CONSOLIDATED RIGGING & MARINE SUPPLY
FULCRUM LIFTING CINCINNATI
VERNON LIFTING
GLOBAL RIGGING AND SYNTHETICS
INDUSTRIAL MAGNETICS
INTEGRICERT
KENNEDY WIRE ROPE & SLING
LACLEDE CHAIN
LIFTGEAR INTERNATIONAL
PECK & HALE
PHOENIX ROPE & RIGGING
RUGGED CONTROLS
WEST EQUIPMENT**

DIAMOND

**BAIRSTOW LIFTING PRODUCTS
CASCADE RIGGING
CHANT ENGINEERING
MILE HIGH RIGGING
PACIFIC INDUSTRIAL SUPPLY
THE RIGGING BOX
JOHN SAKASH COMPANY**

GOLD

**HANDLING SYSTEMS INT'L (HSI)
NORTHERN STRANDS
PROOFCERT
SWOS
VAN BEEST**

PLATINUM

**ACTEK MANUFACTURING
CABLE CISCO
CARPENTER RIGGING-BAKERSFIELD
ESMET
FULCRUM LIFTING
MAZZELLA COMPANIES
MEMPHIS CHAIN & CABLES
METRO WIRE ROPE
ROBERTS CALIBRATION
SAMSEL SUPPLY
US RIGGING SUPPLY
WISCONSIN LIFTING SPECIALISTS**

