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AWRF

ASSOCIATED WIRE ROPE FABRICATORS

2024

ISSUE 181

AWRF 2024 SPRING GENERAL MEETING WRAP

THE ROEBLINGS AND THE FIRST SPORTS CAR



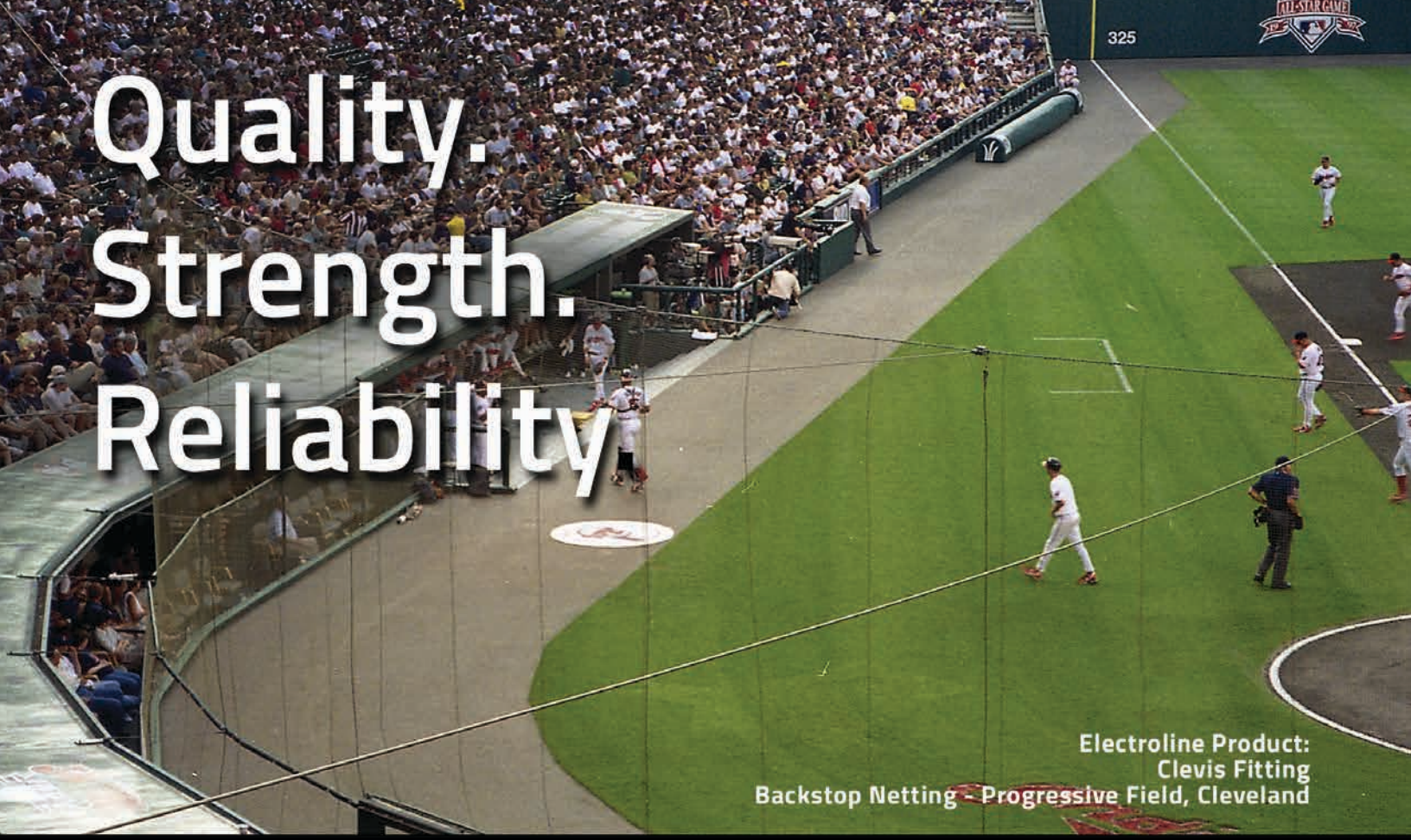
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Reshaping Our Meeting Structure: A New Era for AWRF

In response to feedback from our valued members, the AWRF Board of Directors has been actively discussing ways to optimize our meeting schedules and formats. The goal is to ensure that our gatherings are as beneficial, engaging, and efficient as possible for all involved. In response we are pleased to bring a new experience to our members starting in 2025.

The Background

The conversation about revamping our meeting structure stems from a genuine desire to better serve our membership. Key points of discussion have included:

- **Frequency of Meetings:** How often should we meet?
- **PIE (Product Information Exposition):** Should the frequency or structure be adjusted?
- **Additional Events:** Is there a need to introduce new elements to our annual schedule?

These topics were thoroughly debated during the Summer 2023 board meeting and the decision was made to solicit further feedback from the broader membership.

Member Engagement and Feedback

At the Fall 2023 General Meeting, we organized a comprehensive panel discussion. The aim was to provide members with a clear understanding of the issues at hand and to hear diverse perspectives, including:

- **Association Management:** Insights on logistical and strategic implications.
- **Membership Categories:** Views from different segments of our association.

During this session, attendees were able to engage directly, ask questions, and express their opinions through an opinion poll. This participatory approach ensured that the membership's voice was integral to our decision-making process.

Resulting Changes

After careful consideration of all feedback and a thorough review of the AWRF By-Laws, the Board of Directors has approved the following meeting schedule starting with our 2025 Spring Meeting in Denver:

Spring Meeting: EXPO (PIE) and Technical Conference

Starting in 2025, each Spring we will hold our Product EXPO (PIE) combined with a Technical Conference. This consolidated event is expected to offer substantial benefits, including:

- **Enhanced Learning and Networking Opportunities:** The combination of these events will create a rich environment for knowledge exchange and professional growth.

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FUTURE MEETINGS

2024

October 27 – 30 AWRF General Meeting
La Quinta Resort & Club
La Quinta, CA

2025

April 6 – 9 AWRF P.I.E. and Technical Summit
Sheraton Denver
Denver, CO

October 19 – 22 AWRF General Meeting
Omni Charlotte Hotel
Charlotte, NC

AWRF 2024 SPRING GENERAL MEETING WRAP

A Change Sounds Good

AWRF held a successful 2024 Spring General Meeting at the Omni Nashville Hotel in downtown Nashville, Tennessee from April 28 to May 1.

Over 350 attendees travelled to the Music City to hear the latest from AWRF, as we announced an exciting new meeting structure that will be rolled out next year. It was also the first time that the Technical Committee sat during a regular meeting, while the usual busy schedule of guest speakers and networking sessions contributed to a packed four-day program.

“The meeting was great,” enthused Jeff Gilbert, our chief executive. “There was excellent participation from our members, and overall positive comments from those I had the chance to speak to. We are grateful to our committee members and speakers for putting on an excellent program.”

Justin Brown, president, said, “We have made immense progress this year. Our board, programs, and meetings are all evolving. Every committee has made meaningful progress and it’s all because of the efforts of a dedicated group of directors that are meeting more frequently with a strong commitment to moving the association forward.”

A constant feature of AWRF meetings is a high-level speaker agenda – and Nashville was no different. Gilbert said, “Where would we be without our speakers? We are forever grateful to them for sharing their knowledge and expertise in their respective fields. From cyber security, U.S. economic outlook, talent recruitment and retention, to test bed safety, and B30.30 standard updates, we covered many bases at this meeting. We really think there was something for everyone.”

The meeting represented another opportunity to update members on progress of the AWRF Accreditation Program. Uniropo, DCL Mooring, Fulcrum Lifting, Nelson Wire Rope, and SWOS were celebrated as the members that have currently completed the audit process.



Over 350 attendees travelled to the Music City to hear the latest from AWRF, as we announced an exciting new meeting structure that will be rolled out next year.

Global Lifting Awareness Day

AWRF welcomed Ross Moloney, CEO of LEEA, to give a presentation about this year’s Global Lifting Awareness Day (GLAD), which takes place on July 18.

Moloney explained how #GLAD2024 is an established event where manufacturers and suppliers lead those sharing material that promotes safe and high quality load lifting across the world. Social media posts, videos, articles, and in-person activity are bound together by the hashtag.

This year’s campaign trail is already advanced, with the two pillars of earlier announcements being that LEEA will focus its strategy on skills and employment and do so under a new GLAD logo. It is encouraging everyone to contribute by using graphics and the hashtag to celebrate their involvement with the industry, at all levels of the supply chain.

Always offering attendees a balanced program, on Tuesday evening, members were invited to a gala night at The Country Music Hall of Fame and Museum, located a short walk from the venue hotel. Gilbert agreed with most attendees that it was a “Hit” of a night. He added, “We had an excellent turnout – almost 300 attendees came and enjoyed the festivities.”

Notably, the gallery is one of the world’s largest museums and research centers dedicated to the preservation and interpretation of American vernacular music.

New Structure

Starting in 2025, at every Spring General Meeting, we will hold our industry-best product expo – or Production Information Exhibition (PIE) – along with a technical summit. Each Fall General Meeting, we will hold an Annual General Meeting.





Mike Marks, co-founder of the Indian River Consulting Group, addressed delegates on Tuesday morning of the 2024 Spring General Meeting.

Curtis Dubay, Chief Economist at the U.S. Chamber of Commerce, spoke to attendees about the state of the market we find ourselves in today.

“The second meeting of the year will be what everyone knows and loves about AWRF, just like we have always done it,” said Brown, “But the exciting part and the real change is to our Spring General Meeting.

“We will offer a focused experience for our members that is designed to attract a broader membership base. At that meeting, we will be giving our members the ability to see all the fantastic products available to them at our PIE and also to attend technical training seminars.”

The appeal, Brown explained, is not only to executives of these companies, but also to operations and customer-facing employees. We will be offering special rates and modifying the overall program to attract more members.

“Any owner or manager of a rigging shop should be very excited about this meeting,” Brown continued. “It will be two full days of priceless benefits, free of frills, but full of enriching activities. For our manufacturer members, increased attendance translates into augmented value,

and, above all, our enhanced meeting structure underscores our commitment to disseminating information to our industry and fostering stronger networking among all members.”

Jeff Ferchen, of The Caldwell Group, said, “The change in the meeting format will be a big move for the industry as we try and get more inside and outside sales attendees from the distribution network to come to the new PIE format. We are trying to get more technical in our meetings, focused on the education of our products, markets, and applications.”

We will likely move the Spring program forward by one day to allow weekday travel for most attendees and technical committee volunteers, and further enhance the probability of attracting the highest volume of attendees possible.

Watch this space!

Technical Committee

As alluded to above, we are planning to position technical content much more centrally at our meetings, especially in the Spring.

The mission of the Technical Committee, through its subcommittees, assumes the responsibility for identification and investigation of testing, industry innovations, new products, and domestic and foreign standards for the purpose of establishing AWRF recommended practices and guidelines (RP&G) and for such other purposes as the committee shall determine.

Continued on page 62

Once again, a highlight of the Nashville meeting was a good representation of our Emerging Leaders. The committee meeting was led by board member, Paul DeMattie, of Kito Crosby.



‘We have made immense progress this year. Our board, programs, and meetings are all evolving’ – Justin Brown, President at AWRF.

The Government Affairs Committee

By: J. Barry Epperson
General Counsel and
Chairman of the
Government Affairs Committee



New Rules & Regulations

New FTC Rule Prohibiting Non-Compete Agreements

On April 23, 2024, the Federal Trade Commission (FTC) voted 3 to 2 to negate most non-compete contracts as unfair methods of competition. The Commission Chairwoman, Lina Khan, finally had her way by interceding once again in an arena formerly reserved for the private sector, constrained only by state law. The new federal rule prohibits the use of the large majority of non-competition clauses and agreements both in existence and in the future including covenants restricting trade secrets. To the extent that state law does not conflict with the new national regulation, the law of each state is still effective in the applicable jurisdictions, theoretically complimenting the federal rule.



With limited exceptions, companies are prohibited from entering into new non-compete contracts. Moreover, most of such contracts already in existence will no longer be enforceable, to include verbal agreements and restrictions found in company-employee literature. Further, the scope of the new rule extends beyond the usual contractual terms designed to keep employees from defecting to another employer by including a “functional test,” to preclude any clause in a seemingly benign employment agreement from penalizing or prohibiting, or which functions to prohibit a worker from endeavoring to find other employment or running a new business. Such restrictive covenants camouflaged or hidden in other company literature are also prohibited.

Several exceptions to the new rule are identified in the verbiage:

- 1) Non-compete covenants with “Senior Executives” in existence before the rule effective date are left in place. “Senior Executive” has a two-pronged definition:
 - a) He or she was paid compensation of more than \$151,164 in the previous year.
 - b) He or she held a “policy-making” job with ultimate discretion to make policy decisions that control significant functions of the operation. This would presumably circumscribe any Chief Executive or other executives with similar authority.
- 2) Causes of action, e.g., enforcement lawsuits, in place before the effective date of the rule remain in effect.
- 3) Also excluded from the application of the new regulation are non-competition agreements involving employees who executed such contracts in connection with the “bona fide” sale of a business. Such would include the sale of his or her interest in a business or substantially all of its operational assets.
- 4) The final exception allows an individual to attempt to enforce a non-competition agreement where he or she has a “good-faith” basis to believe the rule is not applicable.

Prior to the effective date of the rule, businesses must provide conspicuous notice to employees whose non-compete arrangements have been rendered invalid by the new regulation. This means notice via text, mail, email or manual delivery. Although the FTC has an approved format for the notice, there is no requirement for exact language.

The new rule’s effective date: 120 days following publication in the Federal Register.

Several lawsuits have been filed challenging the new regulation’s validity, including one by the U.S. Chamber of Commerce in the Eastern District of Texas (3-24-cv 986) which requests an injunction.

Two other causes of action on file are Ryan, LLC vs. FTC, 3-24, 3-24-cv 986, Northern District of Texas and ATS Tree Svcs. 4-25, 2:24 cv 1743, Eastern District of Pennsylvania.

AWRF members should check with local counsel to determine whether or not existing non-compete agreements, clauses or requirements set forth in company literature are valid under the new rule. Remember, state law is still effective when not in conflict with the new federal rule. Enforcement efforts will be widespread if the regulation survives both legal and congressional rebuke, with about one in five workers affected. The predominant job groups affected will likely be engineers, physicians, salon workers and sales personnel. Banks and nonprofit healthcare providers are exempt.

The punitive potential of the new rule is a departure from traditional FTC protocol which along with the antitrust arm of the Justice Department have generally relied on civil lawsuits for antitrust enforcement but Commission Khan wants tougher decisions out of the court system. Contrarily, the two Republican Commissioners took the position that there is no reason to abrogate all non-compete contracts when the antitrust laws can be enforced on a case by case basis, as needed. Furthermore, they say that there is insufficient congressional authority to totally emasculate these types of accords. Companies argue that non-compete clauses protect their sensitive information such as proprietary strategies that give them an edge over their competitors. With only a nondisclosure agreement for protection (as opposed to a full non-compete contract), alleged infractions can cause exhaustive investigations, whereas violation of a traditional non-compete contract is generally readily ascertainable.

The new rule is arguably attached to the 110 year old statute precluding unfair methods of competition. It is the first of such in half a century. According to opponents of the new regulation, the old statutory language was intended to be used for enforcement rather than sweeping contractual prohibitions between companies and their employees.

OSHA Injury and Illness Reporting

On April 18, 2024, the Department of Labor issued its 2023 injury and illness data report. The AWRP Government Affairs Committee has previously described the ramifications of the new reporting requirements and how they would adversely impact Association members. Joining with other Coalition for Workplace Safety (CWS), participants in opposition to the rule, we noted the risks employers would face in light of the inevitable mischaracterization of data as well as the exposure of private employer and employee information. These concerns were conveyed to OSHA in formal commentary in June of 2022.

With little deference to these concerns, the final rule requires electronic reporting by companies to OSHA of information from Form 300 Logs of work

related illnesses and injuries as well as from Form 301 Incident Reports. The 2023 data has now been released to the public in spite of the risks. Injury and accident data compiled from Forms 300A summaries for some 375,000 companies is also available to the public. In addition, partial information from 850,000 Form 300 Logs is online for general consumption. Recordkeeping enforcement efforts will be directed at companies who fail to report.

New Department of Labor Independent Contractor Rule

When the rulemaking process deprives many citizens of the right to work as independent contractors, it often becomes necessary to turn to the courts for relief. Multiple organizations have done just that in reaction to the new DOL independent contractor rule, choosing the Eastern District of Texas, Beaumont Division as their venue. Among the plaintiffs in the case are: The National Federation of Independent Business, the Coalition for Workplace Innovation, the American Trucking Association, the Associated Builders and Contractors and the U.S. Chamber of Commerce.

The previous rule, adopted in 2021, was much clearer in scope, centralizing two fundamental precepts: control of work and opportunity to make a profit. The new regulation lists six tests to distinguish between employment versus contractor status, rendering classification judgments both opaque and obtuse. The latitude needed by employers to expand or contract their workforce as well as the flexibility essential to many workers' pathways will be severely restricted henceforth without judicial relief. The freedom to run one's own business and make essential choices about scheduling which are compatible with domestic management objectives will be elusive at best. It is commonly appreciated that for economic survival, small businesses often need to achieve an optimum level of employee/contractor balancing—a goal now rendered more evasive with the new regulation.

AWRP members who find themselves and their accountants in untenable positions due to the lack of clarity in this new DOL regulation or because of its restrictive terms will have a high stake in the outcome of the Beaumont federal court litigation.



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ELEPHANT LIFTING

Since Elephant Lifting Product's affiliation with AWRF a decade ago, our journey has been one of continuous growth and abundant blessings. The platform provided by AWRF is truly invaluable, offering unparalleled opportunities for networking at PIE events, access to a wealth of shared industry insights, and the camaraderie of like-minded professionals throughout North America. Through our membership, we've not only forged strong working relationships but also cultivated friendships that transcend the professional realm, promising to endure a lifetime.

Bryan Davis
Director of Operations, Co-Owner

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Verope USA



CTS Cargo Tie-Down Specialty, Inc.

It has been an honor to dedicate the past decade to AWRF. Being part of this esteemed organization has not only enriched my professional journey but has also allowed me to contribute to an industry that I am deeply passionate about. I am grateful for the knowledge, and experiences gained through my membership, and I eagerly anticipate continuing this meaningful collaboration for years to come.
Monica Fong, CEO



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AWRF BOARD OF DIRECTORS SPOTLIGHT

Charlie Jaques



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Committee: SAFETY

Favorite TV Show/Movie: Curb Your
Enthusiasm

Glimpse into Your Life: 3 kids, 2
grandkids, lots of nieces & nephews

Goal for Your Committee? To bring more
awareness and training to Rigging Shop Safety.

Why did you join the BOD? Joined the BOD 6 years
ago. Just wanted to give back to the industry.

What aspects of our industry do you love most? I
love the special projects. It's always so gratifying to
help solve complicated lifting solutions.

**What do you get out of your AWRF Membership
(both personally and professionally)?** First off,
professionally, our company gets critical guidance
and knowledge on the technical side of the
business. There also are many lasting friendships
that I've made.

**What advice would you give AWRF Members
currently seeing more out of their membership?**
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make your membership more valuable and relevant.
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we can improve the AWRF "product".

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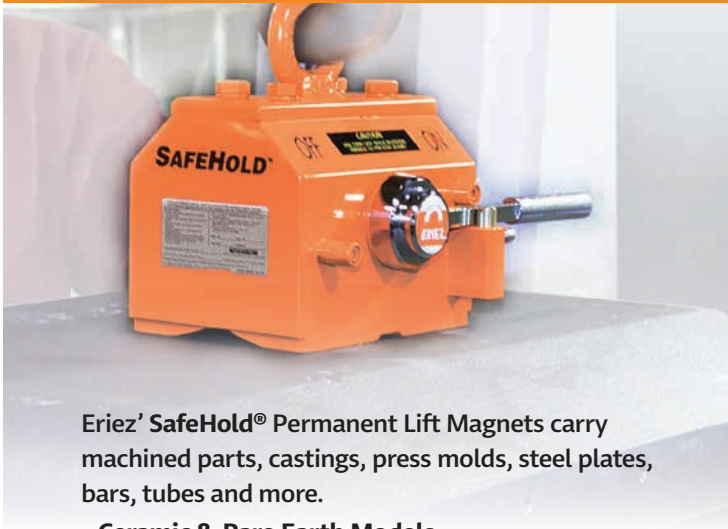


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AWRF NEW MEMBERS

Congratulations and welcome to the following new AWRF Members:

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Sharjah, U.A.E.
Amzoneinternational.com



Regular Member

ROYAL RIGGING
Pitt Meadows, BC Canada
Colton Roy
Royalrigging.ca



Manufacturing Member (rejoin)

FILTEC PRECISE
Jim Bailey
Tabor City, NC
Filtex-Precise.com



Non-Manufacturing Members

KERR STAINLESS
David Russell
City of Industry, CA
Kerrstainless.com



UNITED STAINLESS, LLC.

Henry Patron
New Orleans, LA
unitedstainless.com



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Bob Cushman
AWRF Technical Committee Vice Chair
Cascade Rigging
AWRF Past President



I am often told that change is the only constant we have in life. But why is change good for people? Change in an organization can lead to many positive thoughts and actions. Change can encourage innovation, develop skills, develop people and lead to better communication among peers. Change has also been shown to improve morale in high stress situations. I am writing this article two weeks after the Technical Committee changed the meeting cycle that had been constant for 20 plus years. The new meeting cycle was in Nashville during the General Meeting in April. This change was requested to allow the membership more opportunity to engage with the Technical Committee. I think we accomplished this goal and will continue this model into the October meeting in La Quinta, California. We expect this format to provide more connections and discussions among the membership but we will have to see what next year brings.

One of the responsibilities of the Technical Committee is to develop and maintain the RP&G documents for use by the membership. This meeting continued to develop several discussions regarding the RP&G documents and how we can strengthen the format and uniform presentation of them. During the April meeting the RP&G for Manual Lever Hoists and Manual Overhead Hoists was revised and approved for presentation in front of the Board of Directors. In addition robust discussions on two new documents are moving forward. The first one is being driven by the Load

Securement Subcommittee and will be directed at the recommended practices associated with Load Securement (Cargo Securement). The second document is from the Wire Rope Subcommittee and focused on practices for Wire Rope Socketing. Several other RP&G are due for their 5 year review and the respective subcommittees are working on these. The importance of these documents cannot be stressed enough to the membership as they provide valuable insight for safe practices. These are seeing more importance through the success of the AWRF Accreditation Program as they are used during the audit process. All of the RP&G's are available on the AWRF Members only website under Technical Content; <https://www.awrf.org/technical-and-safety/> as well as being a part of the Technical Binders provided to all members. I urge everyone to review and share these with your peers. Along with that I request that any ideas for new documents be submitted to the Technical Committee for review.

The AWRF Technical Committee is always reviewing technical information, opportunities that build on the good work that has been done before us. For the fall meeting we are planning panel discussions on critical lifting components that will be beneficial for the industry. We will continue to provide you with current relevant industry technical information for the lifting, rigging, and load securement industry. If you know someone who is involved with the Technical Committee, thank them, and ask them how you can become involved.

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Update

Brian Dewey
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Exciting update from the AWRF Accreditation Program! We are currently moving along full steam ahead. We already have 6 member companies that have successfully passed the audit and 3 more audits lined up for the fall. We are actively encouraging member companies to enroll as early as possible, as the next audit availability may not be until spring 2025.

For those that did not attend the meeting in Nashville we discussed at a high level the process of the AWRF Accreditation Program. Currently we are conducting audits twice a year, once in the spring and once in the fall. During each of those sessions Robert Wilson from LEEA can audit approximately 5 locations. All audits are conducted to the Sling Shops RP&G (Version II: April 2020).

The value that the accreditation program offers is immeasurable. To say that member companies can add to their existing quality management system that is specific to our industry and audited by a 3rd party for \$1,500.00 per year - I'm not sure where any company can get this kind of assistance. At the end of the day we want our customers to know that our products are of the highest quality and manufactured in a safe environment, the AWRF Accreditation Program proves it!

Members that have passed the AWRF Accreditation Program:

- DCL Mooring & Rigging
- Fulcrum Lifting
- Global Rigging and Synthetics, LLC
- Nelson Wire Rope Corp.
- SWOS
- Uniropo LTD.



My advice to member companies - sign up now!



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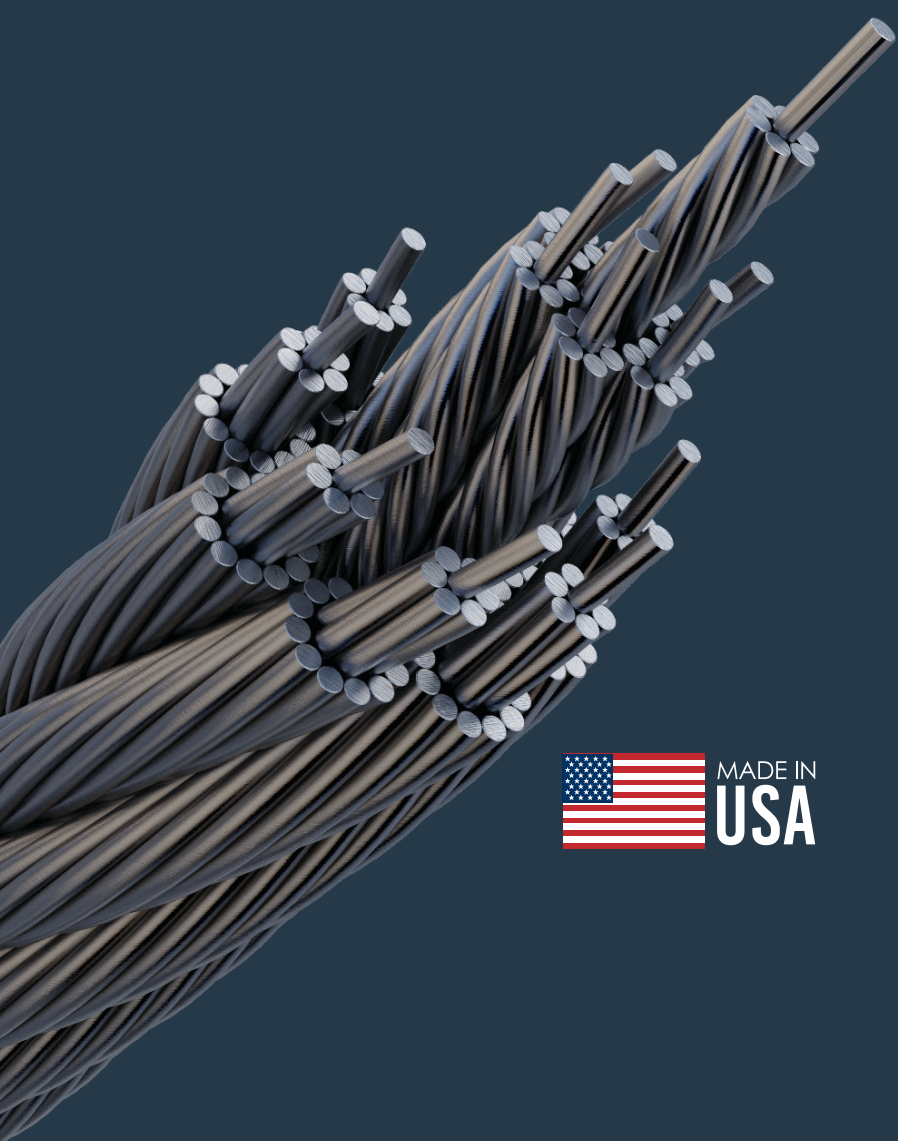


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MEMBERSHIP COMMITTEE



Aaron Bohnert
Membership Committee Chair
Kennedy Wire Rope & Sling

The Membership Committee at AWRF has a number of responsibilities; finding new members, showing prospective members the value of a membership, shepherding applying organizations through the application process, and retaining current members. Many of these responsibilities have evolved over the past few years.

Most US and Canadian companies involved in our line of work are currently members, therefore growth in these regions is limited. Due to consolidation at the rigging shop and manufacturing level, our growth in these regions has been hindered as well. We are definitely not the only industry going through this change but it is a challenge that AWRF must be aware of and prepare for. Looking back at AWRF's past membership goals, new membership was focused predominantly in these two regions. Due to consolidation, we are putting more focus on other geographical areas. Currently, we are working with some of our Latin America members to help boost AWRF membership in this region. Working together towards like-minded quality and safety standards will benefit all AWRF members and their customers as well. An added bonus is networking with other parts of the world to help open doors to additional markets our members may not currently serve.

Showing the value of an AWRF membership is a fairly easy task. Our RP&G "Recommended Practice & Guidelines" documents, Slingmakers Magazine, AWRF

website with helpful tools, new AWRF Accreditation Program and of course networking opportunities are some but not all of the benefits of joining AWRF. If you know a company that could benefit from an AWRF membership, please share your experience as a member and let us know how we can help with their decision on joining our organization.

Retaining current members is a task all AWRF committees share. We have made it mandatory that a survey be issued to all members every two years. Information gathered from these surveys will help the Board of Directors keep abreast of membership's current wants and needs. Also, please reach out at any time to the AWRF office with questions, comments, concerns and/or praise. This is your organization and feedback gives us guidance to help accomplish our goal of continual improvement and value.

Becoming an AWRF member gives you the opportunity to benefit from our resources and network. You also have the opportunity to contribute to our collective success as well. Please consider actively participating within AWRF, whether on the BOD or the Technical Committee. Both are always in need of passionate participants to keep our organization moving forward.

I look forward to having great turnout at our Fall General Meeting in La Quinta, CA.



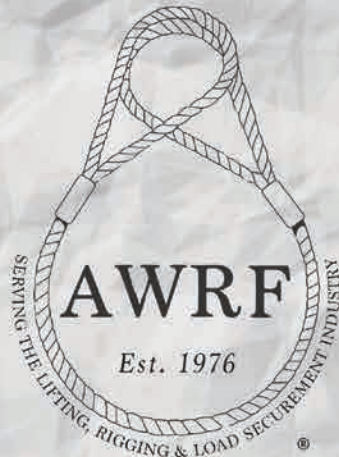
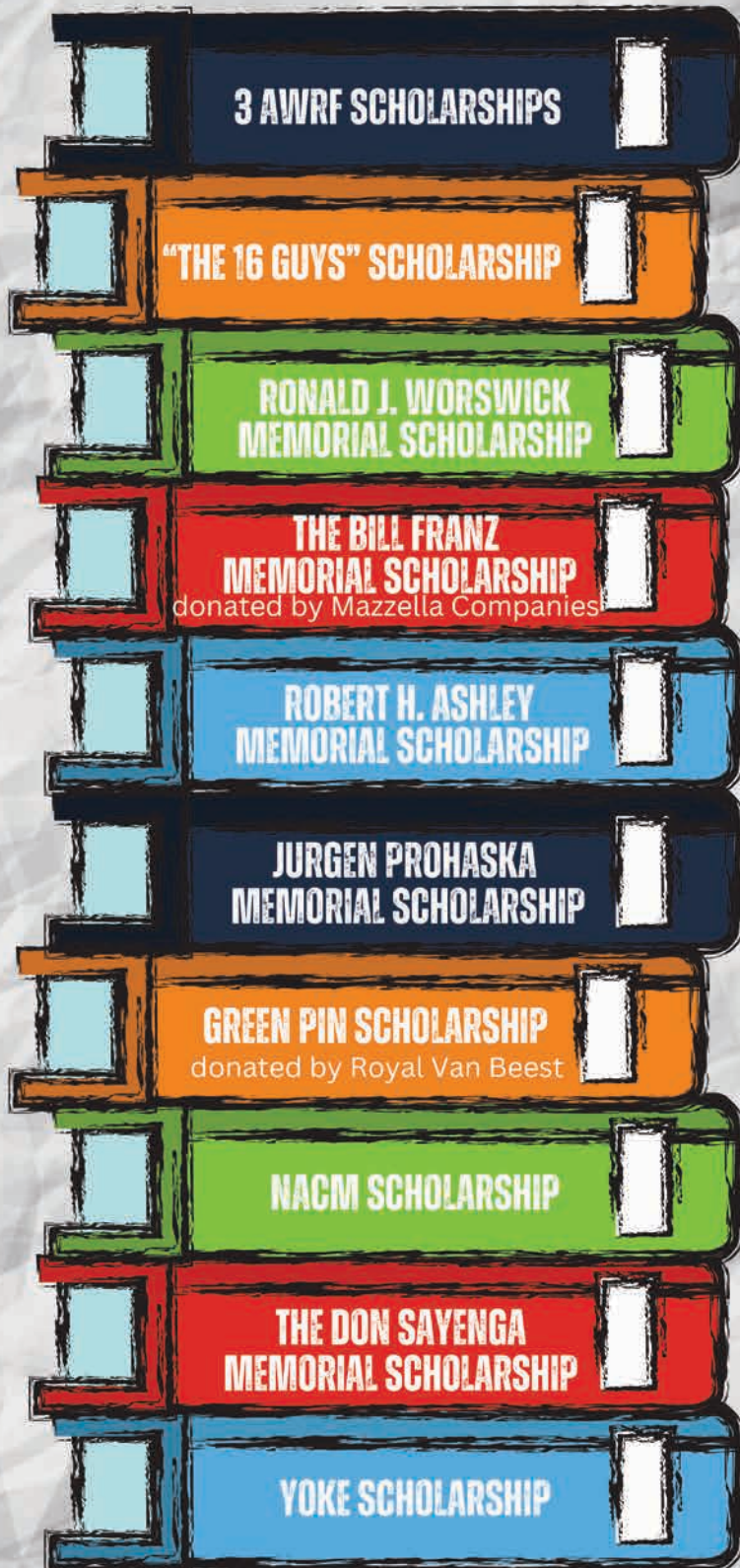
12 SCHOLARSHIPS

12 STUDENTS

\$3,500 EACH

DEADLINE TO APPLY

JULY 12TH



SCAN FOR APPLICATION



APPLICATIONS ARE NOW AVAILABLE FOR ANY AWRF MEMBER COMPANY EMPLOYEE OR THEIR DEPENDENT(S) WISHING TO CONTINUE THEIR EDUCATION. SPEAK WITH YOUR SUPERVISOR! FOR MORE INFORMATION EMAIL CAILIN@AWRF.ORG

Frank Arellano



Company: Washington Wire Rope

Committee: Quality

Favorite TV Show/Movie: Billions

Glimpse into Your Life: I'm married to my high school sweetheart and together we've raised our son, who is currently pursuing a degree in Business while playing collegiate soccer at the University of Mary Hardin Baylor. Since he's off at college, it's just my wife, our golden retriever Tucker, and me at home. We're making the most of the extra time we now have together.

Goal for Your Committee? Empower the Committee on Quality to enhance and maintain the highest standards across all aspects of our industry.

Why did you join the BOD? When I first started in this industry, I worked alongside Joe Gonzalez, who became my mentor and showed me the ropes around the Wire Rope industry. When Washington Wire Rope first started attending AWRF few customers knew us, Joe made it a mission for me to expand and spread our name. He saw a spark in me that I had not yet realized I had, being a go-getter and not only wanting to represent my company, but myself, I helped my company become more recognizable as well as build a name for myself in this industry. Being

part of the AWRF these past 10 years I noticed there was no Latino representation on the board, therefore, I wanted to be the person who would represent the Latino group and open doors for future generations.

What aspects of our industry do you love most? There's a saying once you're in the wire rope industry you're in it for life. I believe that is becoming truer as the years go by, you build relationships with your customers, which later turn into lifelong friendships. This industry has a profound history going back three or four generations. I enjoy hearing how many companies came to be from the owners and kids who are currently running their companies.

What do you get out of your AWRF Membership (both personally and professionally)? Professionally, having access to industry information and networking events that have opened the doors to this industry for Washington Wire Rope. Personally, I formed great relationships with colleagues in the same industry and built lasting friendships.

What advice would you give AWRF Members currently seeing more out of their membership? I strongly encourage members to actively participate in AWRF events, fostering connections with AWRF board members. Your engagement is vital, so please take advantage of these opportunities to ask insightful questions, provide valuable feedback, and contribute to the collaborative growth of AWRF.



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SCAN FOR APPLICATION



**DEADLINE TO APPLY
JULY 12TH**

PROGRAMS UPDATE



Terry Driscoll
Mazzella Companies

Why do you look forward to the Spring and Fall AWRP General Meetings? Seriously. Take a moment.... collect your thoughts and think about why you would commit to more time away from family and your endless workload. Is it reconnecting with friends you have made over the years within this industry? The chance to learn about the latest and greatest products manufacturers have developed. Perhaps a better understanding of the latest revision to an ASME standard.

After another successful General Meeting in beautiful and lively Nashville, TN, I would hope you would say it is for the PROGRAMS!

At the end of each session, I feel inclined to reenact a scene from the movie Gladiator as Marcus Aurelius takes the center of the arena and shouts "Are you not entertained? Isn't that why you are here?" However, it is not always about the entertainment value, but more the information received.

This Committee is tasked with "preparation and presentation of the General Meeting Programs," but it takes a village to piece many moving parts into each session. From the talent willing to volunteer to be on the Board of AWRP, the expertise and direction of our remarkable Tech Committee, and finally the experience

of our management group at JAGWire. All of these are critical components to building a successful General Meeting for all members.

However, one of the most important parts of building a successful program comes directly from membership. You tell us what you did and did not like or benefit from during recent sessions. Talking to us about areas of concern within the industry, trials, and tribulations of running a business, hiring talent, or maneuvering the multifaceted legal issues we face daily. Your voice helps to guide the structure and focus of our General Meetings and is not taken lightly. Without membership involvement, we would have no reason to strive to constantly improve your experience.

As we continue to finalize the agenda for the Fall meeting, I encourage you to speak up and bend the ear of a Board Member. Let them know where you believe we need to focus our time and help give us the direction that will benefit membership moving forward. Better yet, throw your hat in the ring and run for a chance to be on the Board or share your expertise on the Technical Committee. We are well aware our membership is teeming with talent, and we would love to welcome you and your ideas to guide the Association into the future.

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Kelly Jones
Holland Nameplate
Sales Executive
AWRF Board Member

Environmental Compliance:

Finding the support you need in this highly regulated area

by: *Caiti Murphy, Environmental Compliance Specialist*

DO YOU HAVE ENVIRONMENTAL REQUIREMENTS?

Today, companies face numerous regulatory burdens, including environmental regulations, which originate from various agencies. While traditionally, manufacturing and heavy industry have borne the brunt of these regulations, it is now imperative for every company to consider them when evaluating risk and compliance. The reality is that environmental regulations encompass a wide range of issues that directly impact businesses of all kinds, such as emissions, water pollution, transportation of hazardous materials, on-site chemical storage, and more. Moreover, companies must navigate a multitude of regulatory bodies, including the Federal Environmental Protection Agency (EPA), state regulators, and local government entities.

WHAT CAN A CONSULTANT OFFER?

The regulatory demands imposed by environmental agencies often leave many companies feeling overwhelmed. However, it can be beneficial to view this area of compliance in a similar light to tax obligations. Just as companies often seek the assistance of tax specialists, turning to experts well-versed in environmental regulations can prove invaluable. Virtually every company has some level of exposure to environmental requirements and associated risks. Seeking consultation from professionals in this field can help companies identify their specific needs and provide guidance and solutions.

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Chris Borgen
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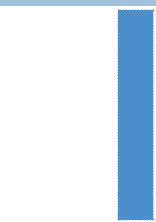
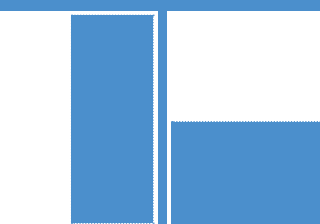

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Issue Numbers & Content Closing Dates

NOTE: Street date is discretionary and may be adjusted to coordinate with OR around an event to provide timely, pertinent information for our readers.

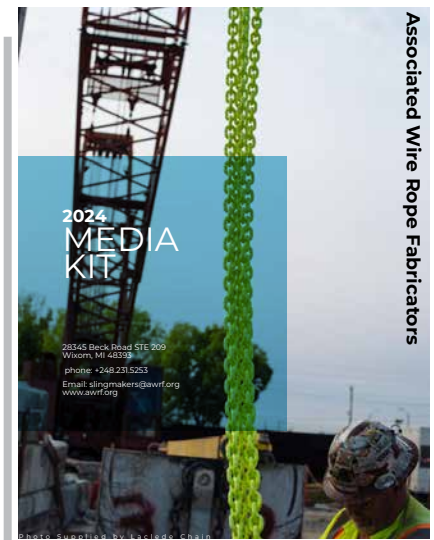


Issue:	Closing Date:	Street Date:
#180	February 16th	March
#181	May 17th	June
#182	August 9th	September
#183	November 8th	December

NEXT ISSUE →

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LEEA Leads High Quality #GLAD2024

The Lifting Equipment Engineers Association (LEEA) has moved products, inspection, and training to the front of its Global Lifting Awareness Day (GLAD) campaign.

As #GLAD2024 approaches on Thursday 18 July, LEEA is sharpening its focus on the importance of surrounding these three cornerstones of lifting with high quality.

GLAD is an established event where its members, manufacturers, and suppliers lead those sharing material that promotes safe and high quality load lifting across the world. Social media posts, videos, articles, and in-person activity are bound together by the hashtag, #GLAD2024.

Ross Moloney, CEO at LEEA, said: "It's about the ongoing battle between cost and quality. We all know that buying decisions are made for a multitude of reasons, but we want people to make sure those choices are always based on quality. It is perhaps easy for some not to think there's any difference in quality and that all equipment and services are the same; we're saying this isn't the case. It's why we constantly refer to skills, standards, and high levels of competency. This is a specialist industry, where high quality is a minimum requirement."

LEEA has already circulated three graphics based on high quality products, inspection, and training, all of which attach the trifecta to existing #GLAD2024 publicity. The message chimes with LEEA's organisational vision to eliminate accidents, injuries, and fatalities, placing further emphasis on skills and employment, which had emerged as front-running themes when the fifth GLAD drive was launched.

Moloney added: "We are in a risky industry, and these are three key ways by which we can eliminate risk; accidents occur when these three things fail. Product matters, but because it was once compliant doesn't mean it always will be, hence the need for ongoing inspection, and this must be conducted by a high quality individual, who has been trained to the highest standards.



"This is where the LEEA logo fits," Moloney continued. "Joining our association means you become associated with high quality providers. Our members go through an audit where we help them to check and improve their processes and practices. And on an ongoing basis our members access training developed and devised by 1,000 members worldwide. We're not making this content up ourselves – it's written by the industry, for the industry. Above and beyond GLAD, it's a clear market signal to end users: if you are involved in lifting, look for the LEEA logo."

Moloney delivered a well-received presentation, centred on GLAD, to the Associated Wire Rope Fabricators (AWRF) Spring General Meeting in Nashville, Tennessee last month (April). It was a delegation united in understanding that there is no low-risk job in the lifting industry, and the entire global community must be trained and competent. Further, it is a sector that is offering work opportunities, especially to younger people looking to become trained and qualified.

"Skills in our industry pays the bills," roared Moloney. "You get trained and qualified, and there are work opportunities in our high tech, high quality industry. A perception endures that lifting is all about heft and physicality, but our people fight gravity and do dangerous things. They all need to be trained and competent, so there are no unskilled occupations. We provide training and we strongly encourage end users to make sure that anyone they work with is trained and work ready. Look at our TEAM card initiative for evidence."

- Anyone interested in celebrating the lifting industry on 18 July can pledge their support by completing a short form on the dedicated GLAD website <https://globalliftingawarenessday.com/partner-form>



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Award-Winning International Keynote Speaker and Author, is the architect of critical theory, processes and books designed to transform hiring and employee development efforts around the country. He's known across the globe as the creator of an innovative approach to job search known as "The Human Search Engine®" and for "Winning the War for Talent," a transformative approach to hiring and team growth and development.

He has spent 20 years figuring out why people leave certain jobs... and what makes them stay.

Winning the War for Talent: Hiring the Best People

To Win the War for Talent, equate the word, "jobseeker," with "customer," and you are halfway home.

It has been just over 4 years since I wrote the book, *Winning the War for Talent*... I have to admit, I was not ready for its success. After being on the road for almost 1,000 days teaching the concepts of the book to thousands of CEOs and business owners, one idea rings in my head before every presentation I give: "If I can get them to exchange the word, "jobseeker," with "customer" in every conversation they have about recruiting, retaining, and developing talent... they are going to win."

Here's why we need to think about talent differently than we ever have before: In the next 10 years, we will be about 8 million people short in our available workforce. There is no theory or conjecture in this statement...simply math. I won't bore you with the math, because a simple Google search about the demographic shifts that have been a mathematical certainty for more than 30 years is just a few keystrokes away for anyone. The bottom line is that for the next decade, there are not enough breathing human beings in the U.S. to fill the jobs being vacated by the Baby Boomer generation at a rate of some 12,500 PER DAY in the country. Look around; do see all the "Now Hiring" signs on your commute? I'm just asking you to believe your own eyes

That's the bad news...but the good news is even more powerful. You have everything you need to Win the War for Talent already in your building; I just need to teach you to use those skills differently. How do I know that without knowing your company or the people in your organization? Because you have been selling products and services in a competitive market your entire business life. You are GOOD at it! We just need to "turn the turret" a little bit, and use those skills to capture the attention of jobseekers just as you have successfully won business against your competitors for years. Here are the steps:

For each open job in your organization, build a persona of your ideal applicant, and focus all of your marketing just towards them.

If I know your business at all, I know that before you create a product or a service, and long before you try to market it, you create a model of who needs that product or service. Geographical radius, industry, SIC code, size, number of employees, ownership structure and their customer base have all been defined so that your salespeople only call on people and organizations who will value your products and services. In marketing, we call this a persona...or a fictional model of your ideal customer. So, I have a question for you: "Can you describe the person who NEEDS your job to make THEIR life work?" If not, then you are just throwing darts in the dark. Everything you need to build this persona of your ideal applicant can be found by interviewing the last 5 or so great employees you hired.

Your job ad should connect to the person's current unhappiness.

I have personally been involved in more than 10,000 job searches in my life, and I can tell you one thing for certain: Every job search starts with someone being unhappy or dissatisfied. *Can we all agree that no one is on Indeed looking for a new job as a hobby?* There are exactly zero job searches that I have been involved in in the past 20 years that started with someone being completely happy with their current work situation. No one is saying everything is great at their job, yet they are sending a resume to a person they have never met, at a company that they've never been to, for a job they have never done, just for *fun*... Something is wrong with their current situation. Bad boss, or passed over for a promotion? Wrong shift? Just got married or had a child? Didn't get the raise they were promised? Toxic culture?

Go ask the last 5 employees whom you successfully hired what happened in their life, personally or professionally, that made them start a job search and end up coming to work for you. Now, does your job ad show how you can solve that problem for the unhappy job seeker? Remember, no new customer takes a sales call

Continued on page 67

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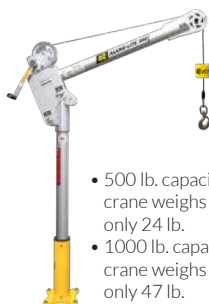
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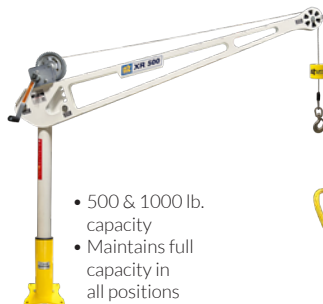
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Hannah Yoder - Carpenter Rigging Group
John Fireovid - Fulcrum Lifting, LLC
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Christy Floyd - SAHM Splice USA LLC

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From September 1 through October 31, 2023, Kito Crosby, together with our loyal channel partners and end users, raised \$68,000 for the Children of Fallen Patriots Foundation to help fund college scholarships and other critical educational services for US military children who have lost a parent in the line of duty.

Over the past three campaigns, we are proud to have raised more than \$193,000 for the Foundation.

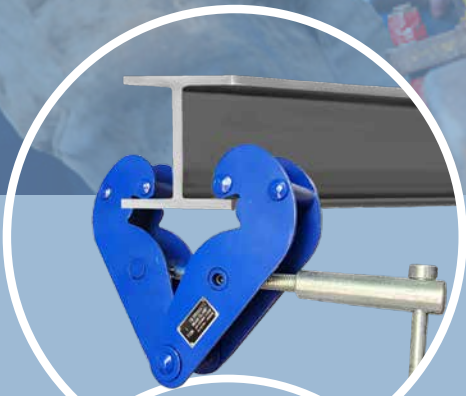
For every Crosby, Harrington, Acco, and Peerless training event we hosted in the US in September and October, Kito Crosby donated \$500 to the Fallen Patriots. In addition, all proceeds from the popular Crosby User's Guide for Lifting online training course and direct sponsor donations went to support this honorable cause.

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Favorite TV Show/Movie: Currently =
Favorite Show is 1923 - Movie = The Godfather

Glimpse into Your Life: I'm married to my high school sweetheart, Melissa, and we have (2) awesome girls; Addy (12) and Ella (14). We claim a dog, Oliver, but have nothing good to say about him. We all stay busy with work, school, a variety of sports and church activities.

Goal for Your Committee? The Scholarship Committee is a great benefit to bring AWRF Membership. These awards directly aid the people on our teams. The number of scholarship awards has increased tremendously over the past 10 years. We look to continue that trend and enhance funding.

Why did you join the BOD? I had the pleasure to serve on the AWRF BOD 10 years ago. I enjoyed my time then and I'm enjoying it now. Serving provides the opportunity to better know industry associates and more directly engage with AWRF leadership and direction.

What aspects of our industry do you love most? I've "grown up" in this industry and that's a question I often ask myself. It's stable, diverse in application, challenging and filled with great people and opportunity.

What do you get out of your AWRF Membership (both personally and professionally)? AWRF Membership provides the opportunity to stay abreast of product and industry developments that ultimately inform our organization's decisions. The relationships developed have benefitted me both professionally and personally.

What advice would you give AWRF Members currently seeing more out of their membership? AWRF provides a variety of opportunities depending on what you want to make of it. Seek and you will find.

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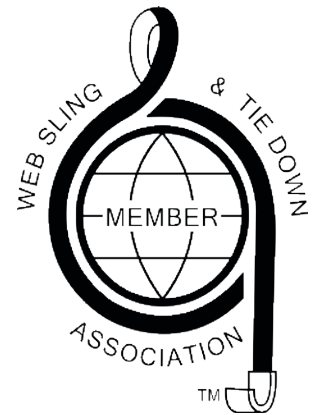
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Press Release



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Bishop Lifting Acquires Oceanside Equipment, Expanding Footprint into Canada

Houston – May 14, 2024 – Bishop Lifting (Bishop), a portfolio company of Altamont Capital Partners, today announced the completed acquisition of Oceanside Equipment (Oceanside), a leading wholesale distributor of rigging and mooring products. Headquartered in Dartmouth, Nova Scotia, and with a location in Mount Pearl, Newfoundland, Oceanside has been serving customers since 1990 when Greg Maloney started the company as an aquaculture industry distributor. Since then, the company has expanded its services across Canada, serving marine, mining, transportation, and manufacturing end markets.

Oceanside marks Bishop's fourteenth acquisition since 2012 and is the seventh add-on acquisition since Altamont's investment. Oceanside's Canada locations and strong private label OCEAN offering support Bishop's ongoing strategy to become the leading provider of lifting products and services not only in the



United States but across North America. Post-acquisition, Oceanside will keep its branding and its teams, with Greg Maloney, Gary Sullivan, and Vincent Penton continuing in commercial and leadership roles.

"The acquisition of Oceanside marks our first physical locations in Canada and continues our strategy to expand our core solution offerings and footprint to serve customers locally across North America," said Harold King, CEO of Bishop Lifting. "Oceanside has strong customer relationships across Canada, and I am excited to welcome the entire team to the Bishop family."

"Bishop Lifting is a great home for our employees and a partner to steward the business we have built over thirty-plus years," said Greg Maloney, founder of Oceanside Equipment. "I look forward to working with Bishop to continue investing in products and distribution to serve our collective customers across North America."

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A Business Owner's Financial Checklist

Tips for Preparing to Sell Your Company

Are you doing all you can to improve your company's value leading up to the sale of your business? You've likely spent years watching your company's gross income, expenses and net profit, but is that enough to maximize your company's value?

Following is a checklist to help ensure nothing slips through the cracks as you prepare to sell your business.

- Update the buy-sell agreement to protect all of the company's stockholders.
- Keep up-to-date corporate minutes.
- Consider likely candidates to take over the business. Will you transfer the company to one of your children or a key employee, or will you sell it to someone else in the industry?
- Consider ways to protect your retirement income.
- Implement strategies to protect your spouse, children and employees following the sale.
- Establish strategies for minimizing income taxes following the sale.
- Work with your financial advisor, corporate attorney and accountant to put together a transition plan.
- If any of your children will receive stock in the transfer, make sure they are mentally prepared to handle their position and job description.
- Ensure your company is as financially strong as possible.
- Ensure that the company's senior employees understand how the transition will take place and that they are important to the success of the business going forward.

- Work with an experienced professional to conduct a business valuation. The valuation of the company's shares will be important for gifting purposes, and it can be used to update the buy-sell agreement, which all stockholders must sign.

This commentary is provided for general information purposes only, should not be construed as investment, tax or legal advice, and does not constitute an attorney/client relationship. Past performance of any market results is no assurance of future performance. The information contained herein has been obtained from sources deemed reliable but is not guaranteed.

A checklist helps to ensure nothing slips through the cracks as you prepare to sell your business.



Brian Dewey



Company: Bishop Lifting

Committee: AWRF Accreditation Program (LEEA Liaison)

Favorite TV Show/Movie: Suits, Peaky Blinders, Yellowstone

Glimpse into Your Life: I am married to my wonderful wife Alison for 13 years and we have two kids Olivia (10) and Jack (8). The children keep us extremely busy as they are involved with a variety of sports year round. I currently coach youth softball & football.

Goal for Your Committee? Keep Building exposure to the AWRF program to gain as much participation as possible. AWRF is offering this incredible accreditation program to its members which will set them apart from any other rigging provider. There is nothing more important in our industry than manufacturing a safe and quality product, the AWRF Accreditation program will raise the bar in the rigging industry.

Why did you join the BOD? I was born into the rigging industry therefore while growing up my grandfather Fred (Jack) Dewey then my father Patrick would always talk about their visits to the AWRF meetings. My brother

and I would always go to work with my father whenever we were not in school starting at the very early age of 7 or 8. As I got older I never left the business and as we grew I thought it would be a great opportunity to develop new relationships and be keep informed as to the happenings in the industry.

What aspects of our industry do you love most? This is an extremely tight knit industry. Although we are made up of competitors, when one needs assistance there is always someone willing to help. Ive always said that you don't choose this industry, it chooses you

What do you get out of your AWRF Membership (both personally and professionally)? Networking is one of the greatest benefits, it is a group of individuals in a niche industry that share many of the same experiences that help one another If needed.

It is also a way to attain a tremendous amount of technical information. In my opinion the AWRF website is one the best resources for not only technical information but safety information as well. The benefits that the membership brings far outweigh the cost.

What advice would you give AWRF Members currently seeing more out of their membership? To jump in with both feet, get involved by coming to the meetings. There are so many different opportunities to get involved with AWRF the Technical Committee is always looking for more assistance, the emerging leaders have had great attendance, and of course the Board of Directors.

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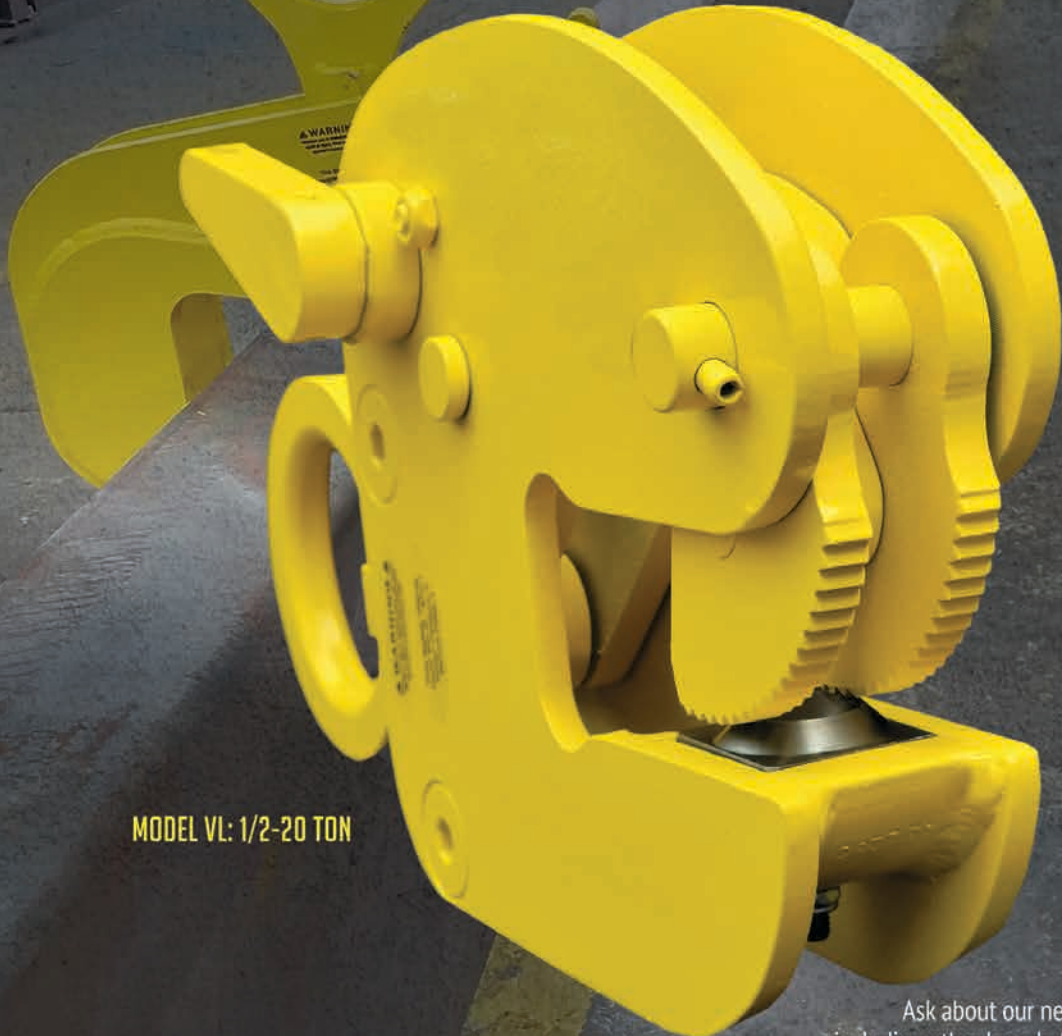
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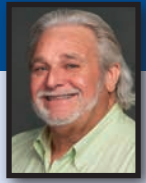
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Rodney Reynolds
General Manager, Columbus McKinnon
Corporation Chain Operations

AWRF members provide many distinct products that may be used for "Load Securement" in the transportation of goods. We typically think of load securement products as synthetic straps, chain, wire rope, or cordage. The Federal Motor Carrier Safety Administration (FMCSA) allows for virtually any device to be used if it is designed to meet their performance requirements outlined in the Code of Federal Regulations - Title 49 – Part 393 (Subpart I) Protection Against Falling and Shifting Cargo. This language is written such as not to exclude any future innovations that may not exist at this time which could accomplish the task. The specific sections are 393.100 – 393.136 with sections 393.116 – 393.136 addressing commodity specific regulations for certain commodities where special considerations for cargo securement are necessary.

One will notice that in the FMCSA regulations, they use the term "Cargo Securement" in the place of "Load Securement." The reason for this slight, but significant, difference is as follows. The "load" can consist of one or more articles of "cargo." The regulations require each article of cargo within the load to be secure in order for the load to be deemed as adequately secured. In all cases where the regulations discuss cargo securement, the reference is always to "articles of cargo."

The regulations also provide for the determination of the working load limit of various common products used as tie-downs for securing articles of cargo. The regulations specifically state that the working load limit of a tiedown should be what is marked on the tiedown either as a direct "working load limit" or by standard "grade markings" for the tie-down product being used. For tiedown products that are not marked, the regulations refer one to a list of tables. Included in the regulations are tables for the following: Chain, Synthetic Webbing, Wire Rope, Manila Rope, Polypropylene Fiber Rope, Polyester Fiber Rope, Nylon Rope, Double Braided Nylon Rope, & Steel Strapping.

As one can see from this brief writing, the requirement for securing a load or articles of cargo can be quite confusing. Is for this reason that the Load Securement Sub-Committee is taking on the task of producing a Recommended Practice and Guideline for safe use of products in meeting the load securement regulations. The Web Sling and Tiedown Association has already under taken this task for Synthetic Webbed Tiedowns in the form of a "Synthetic Tie Down Safety Bulletin." This Sub-Committee is working with the National Association of Chain Manufactures, Wire Rope Technical Board, and the Cordage Institute to solicit them to offer recommendations for safe the use of their products for load / cargo securement. The Load Securement Sub- Committee will then produce a Recommend Practice and Guideline document for the AWRF membership that covers the safe use of all these products in load / cargo securement.



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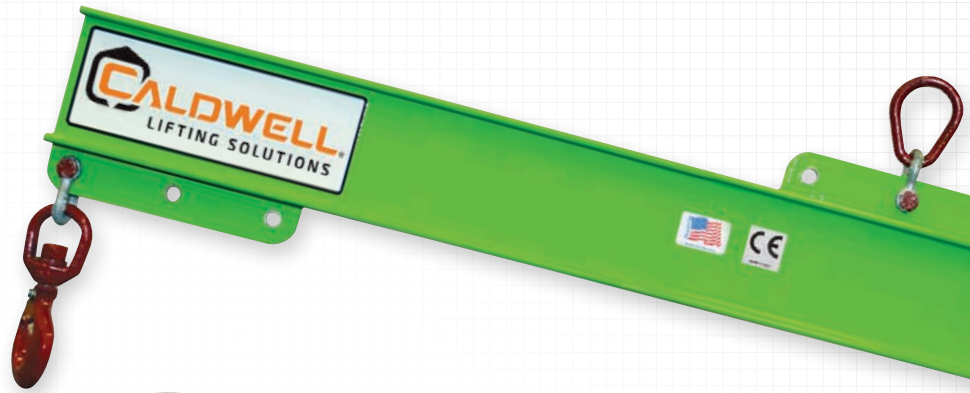


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Timothy W. Klein, P.E.
AWRF Technical Committee Chair
WireCo | Corporate Headquarters
Principal Engineer
Structures and Fabrication



Bob Cushman
AWRF Technical Committee Vice Chair
Cascade Rigging
AWRF Past President



AWRF Technical Committee Mission Statements

- **Below-the-Hook – T. Eicher / J. Scolaro**
Mission Statement: The AWRF Below the Hook Subcommittee is committed to providing AWRF members information on new developments and related updates to the ASME B30.20 and BTH-1 Specifications for the lifting industry through continued education and the promotion of best practices.
- **Blocks, Tackle – C. Jabben / Vice Chair Seat Open**
Mission Statement: The AWRF Block & Tackle Subcommittee is committed to providing AWRF members with relevant product information in regard to the standards, design, testing, use and inspection of blocks and tackle.
- **Chain & Chain Slings – J. Doerge / M. Searle**
Mission Statement: The AWRF Chain & Chain Sling Subcommittee is committed to being relevant and impactful to the lifting community with useful information and resources regarding chain and chain slings.
- **Cordage & Cordage Slings – C. Richardson / B. Shakespeare**
Mission Statement: The AWRF Cordage and Cordage Sling Subcommittee is committed to providing AWRF members information regarding the standards, design, manufacture, use and inspection of fiber rope and slings.
- **Load Securement – R. Reynolds / C. Moses**
Mission Statement: The AWRF Load Securement Subcommittee is committed to continuing to strengthen its membership with qualified individuals from the subject matter industry for which it serves, including but not limited to; cargo securement, distribution, and the user industry. The Committee shall strive to study and conclude, in a timely manner, pertinent questions and concerns as may be presented to it from the AWRF membership or industry at large and within its discretion, ability and field of expertise.
- **Mechanical & Non-Electric Hoists – T. Mazzella / M. Mazzella**
Mission Statement: The AWRF Mechanical & Non-Electric Subcommittee is committed to providing AWRF members information regarding the standards, new developments, design, manufacture, use, and inspection of mechanical hoists, including the testing procedures, along with providing regular updates on the relevant standards.
- **Risk Management – M. Chant / A. Harris**
Mission Statement: The AWRF Risk Management Subcommittee is committed to elevating safety standards in the rigging, lifting, and load securement industries through continuing education and the promotion of best practices.
- **Sling Fittings, Terminations & Other Rigging Hardware – P. Boeckman / A. van der Zalm.**
Mission Statement: The AWRF Sling Fittings, Terminations and Other Rigging Hardware is committed to providing AWRF members information regarding new developments, design, manufacture, use, and inspection of sling fitting products, terminations, and other rigging hardware. To provide regular updates on the standards relevant to industry products.
- **Technical Communications – M. Searle / A. Harris**
Mission Statement: The AWRF Technical Communications Subcommittee is committed to fostering a culture of transparent information exchange, ensuring that technical concepts are communicated in a way that is easily understood by diverse audiences.
- **Testing – S. Boyko / A. Mullis**
Mission Statement: The AWRF Testing Subcommittee is committed to Developing, Planning and Carrying out Testing Programs which obtain data or information through its testing activities for the benefit of the AWRF – General Membership. Reports or presentations will be organized and set before the Technical Committee for review discussion and consideration.
- **Web Sling & Round Sling – B. Jasany / L. Jimenez**
Mission Statement: The AWRF Web and Roundslings Technical Subcommittee is committed to continuing to strengthen its membership with qualified individuals from the subject matter industry for which it serves, including but not limited to; sling fabrication, distribution, the user industry, and academia. The Committee shall strive to study and conclude, in a timely manner, pertinent questions and concerns as may be presented to it from the AWRF membership or industry at large and within its discretion, ability and field of expertise.
- **Wire Rope & Wire Rope Sling – T. Klein / M. Benavage**
Mission Statement: The Wire Rope and Wire Rope Sling Subcommittee is committed to providing product knowledge through investigation



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Press Release

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ARG Industrial, a leading, solutions focused organization specializing in the distribution of hose, fittings, and rigging products, is excited to announce the opening of its newest location in Hayden, Idaho.

This move marks a significant milestone for the company, as it opens the 13th location, expanding its footprint into a new state. The employee-owned company continues to invest in growth as it serves customers from a wide variety of industries throughout the Pacific Northwest and Alaska.

“Our new location in Hayden, comes at a great time. The area is experiencing rapid growth north of Coeur d’Alene along the Highway 95 corridor. This branch is strategically positioned to meet the regions increasing demands for the products and services we provide. This also represents an extension of our business model, putting us closer to where our customers need us most.”

Mike Mortensen, President & CEO ARG Industrial

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Melissa Searle
Director of Product Management
Laclede Chain Manufacturing Company
Technical Communications Sub-Committee Chair

Hello AWRF Members!

The AWRF Technical Committee had a great turnout at the recent meeting in Nashville, TN. This meeting was held during the AWRF Spring General Meeting to be open and more accessible to other members who are not on the sub-committees, allowing them to observe and participate in conversations.

Tim Klein called the meeting to order, and we began discussing potential technical presentations and content we could generate over the next few meetings, especially with the upcoming changes to the spring meetings. Our focus is on providing valuable technical content, just as Mason Chant, Risk Management Sub-Committee Chair, and Chris Richardson, Cordage & Cordage Slings Sub-Committee Chair, did during their presentations in Nashville. The other part of the conversation included a call for papers, so be on the lookout for submission details – this is an opportunity you won't want to miss!

We are always seeking new ideas for technical content - do you have any suggestions for future meetings? What topics would you like to hear about? Please submit your suggestions to the AWRF office. Be sure to attend the AWRF General Meeting from Oct 27th to the 30th to see what we have planned.

Next, we reviewed subcommittee reports, here are some highlights of the different reports:

- **Chain & Chain Sling Committee:** Chaired by Jeff Doerge with Melissa Searle as Alternate Chair, this committee is updating the chain marking database to provide current manufacturer markings, ensuring users can identify the chain's origin accurately.

- **Testing Committee:** Chaired by Steven Boyko with Andrew Mullis as Alternate Chair, this committee is finalizing directional testing for the National Association of Chain Manufacturers (NACM) Table XII "Effect of Elevated Temperature on the Working Load Limit of Alloy Chain". This testing is intended to either reaffirm the current chart or determine if additional testing is needed. We look forward to the results.
- **Below the Hook Committee:** Chaired by Tom Eicher with Joe Scalero as Alternate Chair, this committee is updating the RP&G for Lifting Magnets. A rough draft was shared for review and suggestions were made. Look for the new revision in upcoming meetings.
- **Sling Fittings, Terminations, & Other Rigging Hardware Committee:** Chaired by Paul Boeckman with Anton van der Zalm as Alternate Chair, this committee is developing a list of relevant international and domestic standards to help members quickly identify their needs.

We are also working on a Technical Committee Page on the AWRF website, which will highlight committee chairs and alternate chairs, and include the mission statements of each committee. This page will also serve as a platform for submitting ideas for technical presentations and/or submissions for Technical Papers. We are very excited to bring this new page to life.

As always if you or anyone in your organization is interested in getting involved and joining a committee, please let Caren (AWRF Office) or Tim Klein know so they can get you in touch with the correct person. The next Technical Committee meeting will be held in conjunction with the AWRF General Meeting this fall on October 30th and is open to the general membership. We look forward to seeing you there.



Talurit UK Ltd celebrates 25-year anniversary

Talurit UK Ltd, a subsidiary of Talurit Group and a leading provider of wire rope solutions and equipment, proudly celebrates its 25th anniversary this year. Established in 1999, Talurit UK Ltd has been at the forefront of delivering top-tier products and services to customers across the United Kingdom and beyond.

Over the past two and a half decades, Talurit UK Ltd has undergone remarkable growth and transformation. In 2009, Neil Cooke assumed the role of Managing Director, ushering in a new era of leadership and innovation. Shortly after followed the acquisition of a new warehouse and office facility in Barnsley, UK, providing Talurit UK Ltd with the infrastructure needed to meet the evolving demands of the industry.

Driven by a commitment to excellence and customer satisfaction, Talurit UK Ltd experienced significant expansion in the 2010s. In 2017, they hence relocated to an even more spacious 3250-square-meter warehouse to accommodate its growing operations. With 2023 being one of its best years ever, they entered 2024 aiming to raise the bar even further.

"Reaching the milestone of 25 years with a record in turnover is a testament to the dedication and hard work of our team at Talurit UK Ltd," says Neil

Cooke, Managing Director. "Since our establishment, we have remained true to our core values of delivering innovative solutions and unparalleled service to our customers. This anniversary is a celebration of our achievements as a team. Looking forward, we will keep improving to the benefit of our customers."

Throughout the 25 years, Talurit UK Ltd has cultivated a team of skilled professionals who bring a wealth of expertise and technical know-how to the company. Many members of the workforce have been with the company since its inception, demonstrating their dedication and loyalty to the Talurit® brand.

To commemorate this milestone, Talurit UK Ltd held a grand celebration with all employees. The owner of the parent company attended along with a few other special guests. With a focus on delivering cutting-edge solutions matched with great service and support, Talurit UK Ltd has found its recipe for success as they continue to be a pioneering force within its industry.

"We are very proud of the contributions Talurit UK Ltd has made to the Talurit Group over the past 25 years," says Victor Lindh, CEO at Talurit Group. "The team in Barnsley is fantastic, and we look forward to many more years of success together."



Talurit UK Ltd, a subsidiary of Talurit Group and a leading provider of wire rope solutions and equipment, proudly celebrates its 25th anniversary this year.

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Project highlights

- ✓ Total thrust: 7.5 million N (1.7 million lbs)
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Continued from page 3

- **Cost Efficiency:** Our rigging shop members will have the opportunity to offer key customer facing employees a chance to experience our industry in an entirely new way. They will have a chance to network with key vendors and learn about the products they deal with daily – all for a reasonable cost from the Association. Other membership categories will have the advantage of networking and exhibiting to a wider attendance.
- **Strategic Advantages:** This new format will provide long-term resilience for the Association in the face of industry consolidation and potential reduced dues revenue.

Fall Meeting: Annual General Meeting

Our Annual General Meeting will be held each Fall. This ensures continuity and provides a dedicated platform for important association business, executive-level content, and member engagement.

Implementation and Financial Adjustments

To ensure the success of the new Spring meeting format, several adjustments have been discussed:

- **Registration Fees:** Adjust the fees to encourage higher attendance, particularly from Regular Member leadership teams. Offering a reduced rate for additional attendees from the same organization will incentivize participation.
- **Schedule Adjustment:** Moving the program forward by one day to facilitate weekday travel for most attendees and technical committee volunteers. This change is expected to enhance attendance rates by making attendance easier and more attractive.

Conclusion

The proposed changes are designed to strengthen our association, ensuring that we continue to meet the needs of our members while maintaining financial health and strategic agility. We believe that with your support and active participation, these adjustments will usher in a new era of growth and engagement for AWRP.

We look forward to implementing these changes and continuing to serve our membership with excellence and dedication. Thank you for your ongoing support and valuable feedback.

Stay tuned for further updates and details on how these changes will be rolled out. Together, we can achieve greater heights and ensure a prosperous future for our association.

For any questions or additional feedback, please feel free to contact any board member directly.

Warm regards,
Justin Brown
President, AWRP

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AWRF NEEDS YOUR PARTICIPATION

In the Safety Survey

Ben Franklin said "an ounce of prevention is worth a pound of cure." It's hard to admit when we aren't 100% successful or make mistakes. Sometimes we fall, stub our toes, or bump our heads. If it's in everyday life, we shrug our shoulders and move on. In business, it feels much more serious. We tend to hold our mistakes and professional blunders close to the vest, not allowing anyone to publicly admit that mistakes may have been made.

As a trade association, the best source of historical data comes from you...the AWRF membership. If analyzed properly, this survey data can identify best business practices, gain knowledge of markets, glean wisdom, and hopefully, find consensus as to the best and safest path forward.

SAFETY IS THE GOAL – DATA IS THE KEY

We all agree that employees going home safely to their families is our most important priority. It's job #1!! The Safety Program is a data collection tool that we use to identify trends surrounding employee safety within AWRF. The program is open to all US and Canadian member



Charlie Jaques
Safety Committee Chair
Advantage Sales & Supply/Cargo Control USA



types. Sling Shops, Manufacturing, Non-Manufacturing and Sponsor categories. You, as lifting, rigging and load securement industry professionals, can help by filling out and submitting your Safety Program information every year. All submissions are kept confidential to the AWRF office. In compliance with HIPPA laws, please do not include employee names on the OSHA 300 log.

- If the news is great, then you should be applauded for keeping your people safe from harm.
- If the news isn't as great, and maybe you had an injury, it is arguably more important that we, as an industry know this. For this, you should also be applauded – for having the greater good in mind, and allowing the industry to learn how to become safer.

We respectfully request that you fully participate in the Safety Program.

"Workplace safety is synonymous with efficiency, engenders high company morale, contributes to corporate longevity, and more than any other factor, drives profitability." - Author Unknown

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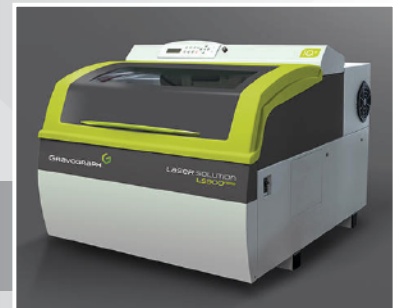
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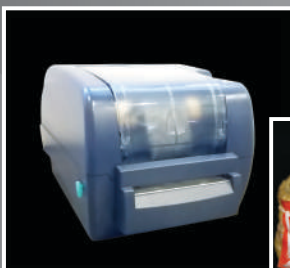


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Year to Year Injury Summary

By providing detailed injury information on your OSHA 300 sheet, these statistics can be helpful to see trends in injuries. As expected in our industry, fingers, back and hands are some of the higher percentages. Not surprising are the results of lacerations and strains. However, the information will show where other injuries (perhaps unexpected) are happening. Are your employees consistently wearing safety goggles to keep foreign objects out of their eyes? Over 8.6% of the injuries were due to a foreign object in an employee's eye.

Your accident information is always kept confidential, with only the AWRF office knowing the results. The information is culled so that companies cannot be identified. We thank you for your trust in the process.

The more we learn about the different types of injuries on the job, the more we can work to educate, train and protect our employees.

2020		2021		2022	
<u>Injured Area</u>	<u>% of All Injuries</u>	<u>Injured Area</u>	<u>% of All Injuries</u>	<u>Injured Area</u>	<u>% of All Injuries</u>
Abdominal	1.22%	Abdominal / Torso	2.15%		
Arm	6.10%	Arm	2.15%	Arm	4.94%
Back	14.63%	Back	16.13%	Back	12.35%
Chest	3.66%				
		Ear	5.38%	Ear	1.23%
Elbow	4.88%				
Eye	2.44%	Eye	7.53%	Eye	8.64%
Face	2.44%				
Finger/Thumb	9.76%	Finger	19.35%	Finger	13.58%
Foot	7.32%	Foot	3.23%	Foot	11.11%
Groin	1.22%	Groin	1.08%	Groin	1.23%
Hand	15.85%	Hand	16.13%	Hand	9.88%
Head	4.88%	Head	5.38%	Head	7.41%
Hip	1.22%				
Knee	7.32%	Knee	7.53%	Knee	9.88%
Leg	2.44%	Leg	2.15%	Leg	3.70%
Neck	1.22%				
Shoulder	4.88%	Shoulder	7.53%	Shoulder	6.17%
Thumb	2.44%	Thumb	3.23%	Thumb	2.47%
Toe	1.22%				
Unknown/CO					
VID-19	4.88%				
		Heatstroke	1.00%	Misc.-heat stroke, spider bite, fainted, neck, allergic reaction	7.41%
	100.0%		100.0%		100.0%

AWRF 2024 SPRING GENERAL MEETING WRAP

A Change Sounds Good

Continued from page 5

Almost 300 attendees enjoyed a gala night at The Country Music Hall of Fame and Museum on Tuesday.



The committee works to strengthen the mission of AWRF by providing technical information to be distributed to the end users of the products. The subcommittee members are focused on the safe use of the products and provide oversight and information regarding the applicable safety standards required by the industry. There are currently 12 subcommittees that cover all aspects of the lifting and rigging industry.

In Nashville, the Technical Committee held meetings on Monday and Tuesday afternoon after the General Meeting. The Technical Committee is responsible for providing technical presentations for the General Meetings, where Mason Chant, of Chant Engineering; and Chris Richardson, of Lone Star Rigging, addressed attendees.

Brown said, "I want to acknowledge the great job done by the two presenters. First, Mason, who is also an Emerging Leader, gave a very well-structured and informative talk on the machinery and processes we use in our shops to take the very important step of testing rigging products. Second, Chris clearly outlined the changes to the next edition of ASME B30.30 and the reasoning behind the updates. The quality of those presentations exhibited the strength of our Technical Committee and importance of our association."

Tim Klein, chair of the Technical Committee, said, "The meetings were very productive. The intent of co-locating the sessions was to allow an open forum to the AWRF members for their information and engagement with committee work. It was successful as we were able to move through the agenda; we had several members join the meeting at various times."

Klein, who has been involved with the committee for 15 years, and stepped into the chair role a year ago, added, "One of the main discussions centred around the planned testing of the chain at elevated temperatures. This is being conducted with NACM [National Association of Chain Manufacturers] and is planned to move forward this year."

The Technical Committee will be holding their meeting again on Wednesday this Fall.

Accreditation Program Momentum

The meeting represented another opportunity to update members on progress of the AWRF Accreditation Program,

a voluntary opportunity for all member companies and their affiliated branches. Unirope, DCL Mooring, Fulcrum Lifting, Nelson Wire Rope, and SWOS were celebrated as the members that have currently completed the audit process and can thusly market themselves as an AWRF Accredited Member, which includes the use of a logo that has recently been developed.

Using the current revision of our AWRF RP&G, Recommended Practice for the Operation of Sling Shops, as a basis for evaluation, the Lifting Equipment Engineers Association (LEEA), our third-party auditing partner, is working with interested member companies to ensure compliance. AWRF had earlier named Brian Dewey, of Bishop Lifting | All-Lifts, chair for the Accreditation Program, with the principal objectives to promote, administer, and enhance the concept.

Robert Wilson, head of member engagement at LEEA, was among stakeholders that took to the main stage on the Monday morning, alongside Unirope's Brown; SWOS's

Emerging Leaders

Once again, a highlight of the Nashville meeting was a good turnout from first-time attendees and our Emerging Leaders; these groups came together at a reception on the Sunday evening before a committee meeting the following day.

Mike Marks, of Indian River Consulting Group, targeted his paper, titled, 'Chart a path for growth', to this audience on the Tuesday.

Gilbert said, "Emerging Leaders had a great turnout, and many interested members of the group are looking forward to getting more involved with the association, which is great to see. We had a decent number of first-time attendees and guests too; we hope we showed them the value of AWRF membership over the course of the multifaceted meeting."

Mike Poroo, AWRF vice president; and Dewey. Charlie Jaques, of Advantage Sales & Supply, updated the room with a safety review during the same section of the agenda.

Wilson said, "I believe the presentation [in Nashville] was well received. Justin [Brown] and Mike [Poroo] gave testimonials about their experiences during the audit; it was important to share perspectives gained from within the process with membership. There were positive comments from members, which may lead to enrollment.

"The AWRF executive team have been pushing the program through the website and a printed brochure, distributed at the meeting. We continue to emphasise why a third-party audit is important; the audit was developed by LEEA according to requirements set out by AWRF – it's not a LEEA audit."

That said, many benefits that LEEA members enjoy will be made available to AWRF member companies that are enrolled, and successfully complete the audit process. The goals of the program remain to ensure safer sling shop operation; to drive more business to member companies; and to help member companies win more market share – ultimately adding value to being a member.



Daily receptions allowed members to network and share findings from the day's presentations and meetings.

As Brown said, "The benefits are clear. Our members are excited, and we have a full group ready for the next round of audits."

AWRF's Gilbert added, "It really is an excellent program for those members who are looking to prove themselves as a safe and efficient shop."

More in-person audits are scheduled for the second half of the year, likely to cover a full working day on each occasion.

The 2024 Fall General Meeting takes place at the La Quinta Resort & Club, La Quinta, California on October 27-30.

AWRF's Gilbert said, "Attendees can expect more excellent programs, including a panel discussion from our Technical Committee. We hope to have a wide array of presentations, as we continue to bring value to our members. In the meantime, you can participate in our safety and other exciting programs and apply for an AWRF scholarship."

See you in La Quinta!

Mitchem Boles, of Guidepoint Security, raised awareness about cyber security.



Chris Czarnik spoke about recruiting and retaining talent.



Mason Chant, of Chant Engineering, an AWRF Emerging Leader and Technical Committee member, gave a talk on taking the very important step of testing rigging products.



Terry Driscoll



Company: Mazzella/Sakach

Committee: Programs

Favorite TV Show/Movie: The Office

Glimpse into Your Life: Blessed to have an incredible wife (Sandie) and four beautiful children. Now that I have two of three

daughters married off, I get to experience the joys of grandchildren and will share beautiful pictures of Lillie Mae and Jack in a heartbeat!

When not working or spending much needed time with family, my wife and I love camping and exploring the states in our silver bullet.

Goal for Your Committee? The goal is to provide relevant speakers and topics that will benefit the Association as a whole. Hopefully the programs will spark further discussion for members and provide insight into topics ranging from - regulatory, technical, compliance, historical aspects of the industry, government affairs to name a few.

Why did you join the BOD? The people that I admired most in the industry have all been a part of AWRF in one way or another. Joining the Board over six years ago not only provided me with an opportunity to get further insight into

the direction of our industry but to give my time back to an association that has been so beneficial for our business over the years.

What aspects of our industry do you love most? Being a third generation family member in this industry solidifies the fact that once you are in.....you are in. You never get tired helping customers with proper sling selection on a jobsite or over the phone. Walking through a factory to help the men and women continue to build products that keep America humming. Meeting people that you stay in contact with from one job to the next brings meaning to what you do for a living. When you love what you do for work, it doesn't feel like work.

What do you get out of your AWRF Membership (both personally and professionally)? The industry knowledge and connections I continue to make are extremely important; however, the friendships I have made with so many remarkable people in this niche industry is something that I am most grateful for.

What advice would you give AWRF Members currently seeking more out of their membership?

It's as easy as asking a question about how you can get involved. Coming from a smaller rigging shop originally, AWRF provided me with answers and resources to our business. Speaking with other members you soon find out how many people have been where you were at one time or another. Get involved and stay involved. You learn something new at every event.

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PennQuip, Inc. Wins 2023 Eriez® Merwin Award for Outstanding Sales Performance and Customer Service

Erie, PA-- Eriez® announces PennQuip, Inc. as the recipient of the esteemed 2023 Eriez-USA Merwin Award. Established in 1993 and named after the company's founding family, the Merwin Award is presented annually to an Eriez manufacturer's representative firm that has demonstrated exceptional sales performance and commitment to advancing Eriez' mission and ideals.

Headquartered in Ambler, Pennsylvania, PennQuip, Inc. has been representing Eriez in eastern Pennsylvania and southern New Jersey since 1995. The sales agency also covers Eriez heavy industry products across Delaware, Maryland, and parts of New Jersey, Pennsylvania, and Virginia. 2023 marks the third time PennQuip has been the recipient of the Merwin Award, with previous wins in 1994 and 1998.

"PennQuip's unwavering commitment to exceptional sales performance, top-tier service, and integrity truly encapsulates the essence of the Merwin Award," says Darrell Milton, Senior Sales Director at Eriez-USA. "Over the past year, the PennQuip team has consistently exceeded sales targets across diverse product lines and markets. Their dedication to aligning with Eriez' strategic objectives while prioritizing the company's Vision, Mission, and Values has been nothing short of exemplary."

As recipients of the 2023 Merwin Award, PennQuip, Inc. will receive a framed commemoration of their achievement. Their name will also be inscribed on the Merwin Award Plaque, prominently displayed at the Progress Center at Eriez-USA headquarters.

"PennQuip is honored to be recognized with the prestigious Merwin Award," says Steve Hilliard, President of PennQuip, Inc. "We are grateful for our partnership with Eriez and look forward to many more years of dedicated service to our mutual customers."



Darrell Milton
ERIEZ

Steve Hilliard
PENNUQUIP

Tom Brittain
PENNUQUIP

Jon Leach
PENNUQUIP

Bill Dudenhofer
ERIEZ

Winning the War for Talent: Hiring the Best People

Continued from page 33

from one of your sales reps unless something is wrong or there is a new situation in their business. "Find the exposed nerve of the customer and soothe it, and you have a customer for life." ...Sound familiar?

Invite your sales and marketing staff into your recruiting efforts.

If what I'm saying so far makes sense, then it is important to remember that your HR staff has likely never had any training on sales and marketing. They may have very little formal training in active recruiting strategies, because for thirty years they didn't have to. For the longest time, we posted a job ad and a line of excited applicants formed before our eyes. Well, today, if no line forms because of the worker shortage, then how would they even know where to start? Remember,

for your HR folks, these concepts I am talking about are new and intimidating; but for your sales staff, they are just... well... Tuesday.

Let's have an honest moment with ourselves. Can anyone reading this article honestly say that they are working as hard to find their next great employee as they are to find their next great customer? Probably not... but what if the two things are not that different? What if selling a job is just like selling your products and services? What if differentiating our job opportunity is no more difficult than selling your products or services against all your competitors? What if finding a new employee that is a great fit for your job is no more complex than finding a customer who needs your company's unique capabilities?

Hmmm...what if?



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THE ROEBLINGS AND THE FIRST SPORTS CAR

It doesn't take an engineer or architect to appreciate the landmarks defining cities, regions or countries. One can easily connect hearing of such structures with their locations, Eifel Tower with Paris, Tower Bridge with London, Great Wall with China, Golden Gate with San Francisco. Daily people pass by, around or over these utilitarian structures which have become monuments synonymous with these places. These great structures which define regions, have been preserved and revered not as Churches housing something sacred or State Buildings housing political might; rather these functional landmarks have become vital threads in the fabric of regional identity. It was with this profound understanding and awareness that John A. Roebling undertook the engineering design of the Brooklyn Bridge; thereby helping to build what would be a lasting legacy for a generation of Americans that at that time were in the midst of a vibrant Industrial Revolution.

At the 2015 Fall AWRP General Meeting, Clifford Zink, an architectural & industrial historian gave a presentation on the Brooklyn Bridge and The Roebling Legacy. Members of AWRP were then able to walk across the bridge just a few hundred yards away with a new perspective. It was a memorable experience and Mr. Zink certainly imparted his passion and interest onto those in the room that morning. I think it's safe to say, though John A. Roebling didn't invent Wire Rope, he is in part to thank for bringing the technology and engineering to the forefront of the American Industrial Revolution. With his combination of engineering knowledge, design abilities and entrepreneurial drive, John Roebling is also to thank for the present-day industry most of this reading audience is a part of. It was at this presentation by Mr. Zink where I learned of an early automobile manufacturer having ties to the Wire Rope world. Myself having a passion for early automobiles, little did I know there was a connection between the Roebling Family and one of the most iconic early American automobile manufacturers. With wire rope lube and steel dust seemingly engrained in my DNA, this talk sparked an interest in learning more about the Roebling's connection to The Mercer Automobile.

It is fascinating to refresh very briefly the story of John A. Roebling and the company which bore his name. Born in Prussia/Germany and after receiving thorough 1st class engineering education, he emigrated to America around 1831. Settling in Pennsylvania he soon implemented his skills toward improving hemp ropes used in the railroad portage operations. Moving barges and materials over this inclined plane system was a strenuous endeavor where he saw room for improvement with the use of stranded steel wire ropes. His ideas soon blossomed into a successful business which increased strength and durability in various applications. After moving operations to Trenton, NJ around 1848 and multiple successful achievements, the Brooklyn Bridge would be the project that secured the Roebling place in history. Tragically, while surveying progress at the beginning of the Brooklyn Bridge project he



Photos provided by Steven Boyko

suffered injuries that lead to his death in 1869. John Roebling's son, Washington, who took his father's place, also tragically suffered from complications brought about by surveying progress on the bridge's caissons. The bends had crippling effects on Washington Roebling leading to his wife Emily taking on the daily job-site visits and relaying orders as directed by her husband and seeing it to completion in 1883. The Brooklyn Bridge would prove not only a great advancement and proof of engineering progress but also good for the Roebling name. Washington, along with his brothers Ferdinand, Charles and Edmund, would continue the operation as The John A. Roebling's Sons Company, growing with time as the demand for their braided wire rope product increased. By the turn of the 20th Century Roebling became the largest employer in Trenton. The factories which produced the company's wares had machinery designed and built in-house showing the incredible aptitude towards complex engineering challenges. John A. Roebling's ingenuity carried on long after his death, not only through the increase in wealth and prosperity but also in growing respect toward a family that employed a city.

The turn of the 20th Century brought vast changes into the world in almost every respect. On top of the world with nothing to stop their progress, the Roebling family had the resources to take on new ventures. It is fitting that at this time they became involved with one of the most rapidly growing technological advancements of the period, one today we generally take for granted. A source of much debate, thought to be noisy, dirty, a nuisance and generally unfriendly, the automobile was about to change the world as it was known. Without popular support and rather expensive to own, "motorcars" were looked at as a passing novelty in the early days of 1900. Too few gas stations or repair shops along with a lack

THE ROEBLINGS AND THE FIRST SPORTS CAR

of roadway infrastructure suitable for long distance travel, motorcars and motorcycles were reserved for the wealthy city dwelling population. Families such as the Vanderbilts and Astors sought to change this and push for progress. Close on their tail was another familiar name, the Roeblings.

Washington Roebling II (son of Charles) seemed to follow family footsteps with schooling focused on engineering and he would soon after work for the John A. Roebling's Sons Co. This was however short lived. He left by about 1903 to pursue motorcar and motorcycle interests. Like many wealthy young men of the period, as with contemporaries William K. Vanderbilt and Vincent Astor, automobile racing soon became a passion and started to take hold. Throughout the time between 1900-1910 (as is the case today) automobile manufacturers tried to prove their product by participating in sponsored races, early on some were in the form of "reliability tours". These would vary in distance and terrain but in one such instance for 1906 it was a multi-day trek spanning about 1,000 miles. Points were awarded or subtracted based on various criteria. The resulting winner was highly publicized in newspapers around the country as well as throughout the world. Road races solely based on speed were also becoming popular in this early time with many of the winningest manufacturers from Europe. Some of the early racecars of this period varied from semi-modified to highly modified purpose built racing cars. It was good marketing for the companies participating in these races. The manufacturers were proving to the skeptical public that automobiles were a viable, safe and reliable form of transportation. It was through simply finishing a race they would prove their abilities as a company and thus sell cars. Popular sentiment toward the motorcar and motorcycle changed rapidly and it was soon accepted not as a novelty but here to stay.

By 1906 the Roeblings stepped into the automotive scene helping finance a struggling New York car manufacturer, The Walter Automobile Co. The Roeblings and family friends the Kusers also encouraged moving the factory to Hamilton, NJ, a move they probably thought could benefit the entire

community and boost the regional economy. It would be fitting too as Washington Roebling II came back into the picture to inject fresh ideas as well as protect any investments the family might have made.



Photos provided by Clifford Zink



Washington Roebling II is credited with working with a young automotive expert from France, Etienne Planche, who brought with him the more advanced mechanical technologies of the day as well as fresh outlook to the Walter Automobile Company. Washington II, along with Planche, proceeded to design and build an automobile with the main intent to race, this would be called the Roebling-Planche. Building a race specific automobile for 1908, the Roebling-Planche Racer was built by The Walter Automobile Company. The car was entered in a few races and was noted "to go like hell and spit flames in all directions". Unfortunately for The Walter Automobile Co., Planche left in pursuit of other endeavors eventually working for a man named Louis Chevrolet. Further misfortune hit The Walter Automobile Co. As their cars were manufactured for the very discerning buyer, many customers were affected by the economic downturn in 1907 and the company never recovered going bankrupt in 1909.

With wealth, respect and influence, the Roeblings and Kusers purchased the assets of The Walter Automobile Company in 1909 out of bankruptcy. Charles and Ferdinand Roebling paired with Anthony and John Kuser on this endeavor. The Roeblings brought their engineering background and the Kusers their business sense in organizing The Mercer Automobile Company. The Roebling's ability to combine the knowledge of metallurgy, engineering skills and mechanical design from the Wire Rope business toward building an automobile seemed natural. Their business model didn't necessarily have profits at the forefront but rather technology and reliability. It would appear they felt the money came later along with the Roebling-Kuser knowledge of good business habits. By all indications Mercer hit the ground running producing automobiles and competing in races. The Mercer product quickly became what we know today as a "Sports Car"; a lightweight, high-power machine that was said to be a "race car sold to the public". The Mercer is purported to be the automobile that defined "Sports Car"; one that could be driven on the weekdays to work or to attend social gatherings but then show up on the weekend to race. No frills, bare bones, Mercer automobiles captured the affection and attention of any young daring individual of the day who wanted to truly experience the sport of driving. These cars were really wonderful bits of engineering and automotive advancement for their time. It is thought the early Mercers utilized some of the design cues from both the Walter and the Roebling-Planche platforms which were then improved upon under the watchful eye of the Roeblings. Proving the Mercer name on the track seemed to be a given, in that they consistently finished and also finished at the top. Washington Roebling II would even go on to race the cars his family could now take claim to. Roebling came in 2nd place in a 1911 Savannah, GA Savannah Trophy Race. The 1911 Mercers were now a finite balance of power, weight distribution and sheer performance, supercars of the day. These cars were a huge leap forward compared to the horseless carriage of just 10-years prior. With engines around 300 cubic-inch, drop forged crank shafts, nickel steel frames,

chrome vanadium springs, they would have been machines even John A. Roebling would have been proud of. A Mercer ad from the period touts “the alloyed steel components, heat treated to gain highest strength and durability, with proper balancing and distribution of weight they are to provide owners over country roads at speed with the feeling of perfect safety and comfort”. All this keeping in mind that country roads were mere dirt cart paths with wagon ruts, twists and turns that Lewis & Clark would have had trouble navigating at 50mph.

What happened to The Mercer Automobile Company you might be thinking, a company you may have not heard mentioned before? As tragic as the story of John A. Roebling’s death and the crippling effect of decompression sickness on Washington Roebling, the same can be said for Mercer Automobile. The company founded with such great enthusiasm and promise in 1909 was short lived. A series of unfortunate events brought Mercer to its knees after only 16 years. First and probably the most detrimental was the death of Washington Roebling II at the age of 31. As the bright shining motorcar enthusiast he was, he went on an automobile tour of Europe Spring of 1912. His return trip was across the Atlantic aboard the new ocean liner, RMS Titanic. A loss his most ardent supporter and father Charles likely didn’t recover from, this was compounded by the loss of his

brother and business partner Ferdinand in 1917. A year later Charles himself passed. The Mercer Automobile Company lacked its founders spirit and by 1919 was taken over by what we call today venture capital. Still a good pedigree and great name, the Mercer Automobiles under this stewardship were surpassed by other manufacturers who kept focus on the engineering development and cutting edge technology of the day. By 1925 not keeping up Mercer went out of business, proving sometimes it really is the people who make a company.

Well known and highly regarded in the automobile hobby, Mercers are some of the most sought after coveted automobiles that exist. With only about 140 Mercers remaining, cars of the 1909-1914 period can sell anywhere around the \$3-Million mark. From their inception they have been recognized as significant and appreciated, as with anything exceptional they will continue to be revered. Like The Brooklyn Bridge, which is a momentous structure, these cars are momentous automobiles. They are iconic cars that represent the apex of engineering and the achievements of the early automobile era. The Roebling’s contribution through their engineering efforts and entrepreneurial spirit is undeniable in both the structures they helped design/build and the Sports Car they helped create. It is safe to say that through these the Roebling Legacy lives on.

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