



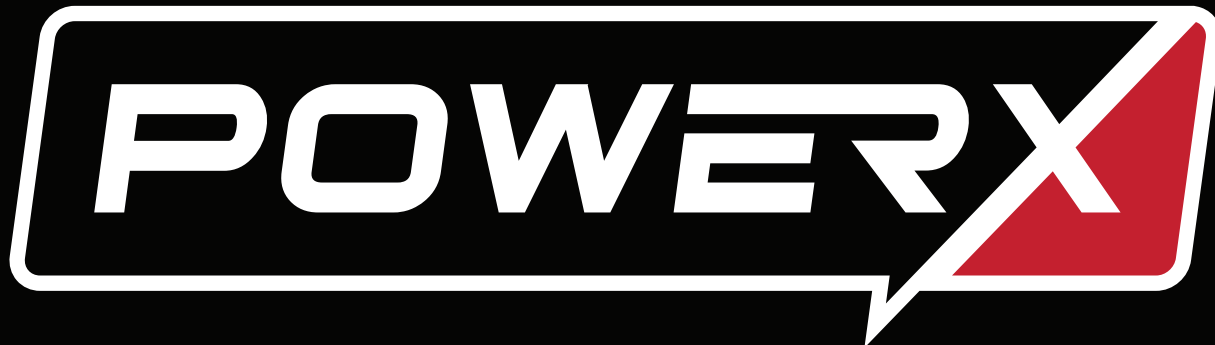
# SERVICE CONNECTION

AID. EXPAND. PROMOTE. ENABLE. PROVIDE.

*The Newsletter of the Equipment Service Association*

OCTOBER 2019 ISSUE

## SUPPORTING MEMBER SPOTLIGHT: POWERX INTERNATIONAL LLC



### WHO IS POWERX INTERNATIONAL LLC?

Since 2001 PowerX International LLC has operated as a trusted supplier of high force and mobile hydraulics to industry OEMs designing, engineering and manufacturing high-pressure hydraulic products for their private label needs. Many of these customers are well known in the industry and are leaders in their markets. PowerX has staked its reputation on supplying mission critical products that are of very high quality at an affordable price. This has been, and continues to be, PowerX's value statement to the industry.

### OUR HISTORY

Originally started as a hydraulic seals and components supplier in the 1990's, the business was re-formed as Able International Inc in 2001 and began its journey as a trusted hydraulic system supplier to many USA based OEMs. In late 2016, Thom Farrell, former Global President of SPX Hydraulic Technologies (brands: Power Team, Stone, Hytec, Globe, Bolting Solutions) purchased the company and in January 2017, he renamed

it PowerX International LLC. Since then, the company has expanded its focus on developing and manufacturing its own product line of high force hydraulic tools and pumps under the PowerX brand name.

Thom has brought with him experienced commercial and engineering leadership from within the industry. Joe Hegedus, Global VP Sales & Marketing, has been in top leadership roles at SPX Hydraulic Technologies and Hydraulic Supply Company. Joe's vast knowledge of building out strong distribution-based sales channels and customer centric networks has been invaluable to PowerX as it launched its own brand in the industry. Doug Miller, VP Engineering, has previous experience as Director of Global Engineering for Enerpac and Director of New Product Development for SPX Power Team. Doug's product knowledge and "out of the box" ingenuity allows us to develop new solutions for our customers. Combined, the leadership team brings over 75 years of experience of industrial hydraulics expertise to the company.

## SUPPORTING MEMBER SPOTLIGHT: POWERX INTERNATIONAL LLC

**MARKETS SERVED BY POWERX**

Our products are in use every day across multiple industries including infrastructure construction, mining, rail, oil & gas, petrochemical and refining, power generation, steel and aluminum plants, paper mills, sugar mills, ship building and repair, and by industrial service companies that support these market sectors.

**OUR DISTRIBUTION NETWORK**

Our team began developing strategies and processes to increase our sales capability and geographical reach in early 2017. We have pivoted from a heavily OEM focused and mid-west centric business to become a significant player in the distribution of high-force hydraulic products across North America and into Southeast Asia. The US distributor network has expanded the past couple of years to TX, WI, MN, CO, SD, ND, WY, FL, GA, AL and TN while internationally to Canada, Brazil, Colombia, Chile, Peru. In late 2018 and early 2019 we began partnerships with distributors in Australia and Singapore.

**WHY DISTRIBUTORS CHOOSE POWERX**

At present, we have developed and launched the most rewarding distribution program in the industry.

At a time when high-pressure hydraulic distributors of competing brands are experiencing gross margin declines, receive less training and technical



support and experience longer lead times, PowerX distributors enjoy promoting a premium product with a strong value proposition, backed by a team that is willing to serve them. Distributors are rewarded with increased margins, reduced inventory investment, increased inventory turns, reduced order handling cost and co-op marketing funds.

**WHY END-USER CUSTOMERS CHOOSE POWERX**

Simply put, PowerX International LLC manufactures a high performance, premium product at an affordable price and is backed by world class customer service and an industry leading warranty. Customers value our training programs designed to train operators and maintenance staff in the safe use and maintenance of PowerX high-pressure hydraulic systems and tools. Couple all of that with superior technical support and hydraulic expertise to design custom solutions for unique applications, PowerX becomes an easy choice.

**CONNECT WITH US**

Distributor and customer intimacy are important at PowerX and we understand the expertise our channel partners bring to us. Reach out to us for either a product demo or for an exploratory conversation on whether an opportunity for distribution is available in your area.

## POWERX INTERNATIONAL LLC



### KEY CONTACTS

- Thom Farrell – President  
tfarrell@powerxinternational.com
- Joe Hegedus – VP Global Sales & Marketing  
jhegedus@powerxinternational.com
- Jill Wortman – Operations Manager  
jwortman@powerxinternational.com
- Doug Miller – VP Engineering  
dmiller@powerxinternational.com

### MAIN OFFICE

**PowerX International LLC**

21860 Watertown Rd  
Waukesha, WI 53186-1824

**Phone:** 1-414-988-6202

**Toll Free:** 1-888-922-1881

**Fax:** 1-414-988-6212

**Website:** www.powerxinternational.com

CREDIT CARD PROCESSING FEES CAUSING A

# FRIGHT?



## PAYMENT SOLUTIONS

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## FROM THE ESA PRESIDENT

**GREETINGS ALL**

Welcome to Fall! Football season, harvest season, beginning of the holiday season.

Ready or not, here it comes.

Recently I attended a Distributor Advisory Council. In customary fashion, its at a nice place and they feed and hydrate you very well.



One of the things that impressed me most was the diligence of identifying problems, committing to solve them and holding someone accountable for the task.

The first part of the meeting was recapping last years action items and report the results, good or bad.

As the meeting progressed, distributors were able to express their opinions on what the manufacturer did well and what they could improve on. It wasn't a B#@ch session or a glad-handing session. It was actual meat and potato issues that both parties were committed to work together at solving.

Several things are required in order to make this thing work.

First, the manufacture has to have thick skin in order to welcome constructive criticism.

Second, the distributor has to give honest opinions and feedback on real issues.

Lastly, as with any goal setting session, someone needs to own the issue and be willing to commit to getting it solved, or reasons why not, in the allotted time frame.

Brilliant!

Issue, Action, Follow up.

As I left the meeting, I thought, Wow, I could do a better job at these things in our company. Take a ways for me.

- Have thick skin and be open to constructive criticism
- Clearly define the issue, goal, or problem to solve
- Commit to a date to accomplish
- Hold someone accountable to see it through
- Follow up with results

I'm sure we have all been in meetings where great ideas have been brought up but they fall by the wayside and get consumed by the everyday whirlwind.

Our Fall Tech meeting is coming up quickly and I hope you have the opportunity to check it out this year. We are co-locating with the FPDA to take advantage of their venue and speakers. Looks to be a great event and I look forward to seeing you there.

Till next month! Regards, Rick Lindemann

## SHOP TIPS ARCHIVE

*The below shop tip was originally featured in the October 2007 ESA Newsletter.*

### **ADJUSTMENT PROCEDURES | By: Bob Sheaf, CFC-Solar, Inc.**

#### **PRESSURE COMPENSATED PUMPS WITH SAFETY RELIEF VALVES.**

There are 3 pressure levels to these types of systems:

##### **Maximum Spike Pressure (highest PSI present)**

Pressure compensated pumps de-stroke when Maximum System Pressure is reached. However, these types of pumps can't instantaneously destroke. They need as much as 250 MS (1/4 of a second) to 750MS (3/4 of a second) to fully destroke to the position to maintain their pressure setting. This lag in time causes the pump to continue to produce unwanted volume into the system.

A 9-piston pump turning at 1800 RPM will produce 16,200 piston shots per minute, or 270 shots per second, or 27 piston shots per 100 milliseconds. This extra flow causes System spikes well above the pump compensator setting. 10 to 20 times the pump setting is NOT uncommon.

To prevent this unwanted spike, a "directly operated" relief valve should be installed. (Pilot operated reliefs are slower acting than direct acting type). This relief should be set approximately 150 to 200 PSI above the pump compensator setting.

Maximum System Pressure should ALWAYS be adjusted using the pressure compensator adjustment normally located on the pump.

##### **Maximum System Pressure**

Maximum System Pressure is the allowable normal maximum the hydraulic system is allowed to operate. This is always controlled by the pump compensator, NOT the safety relief valve.

##### **System Operating Pressure System**

Operating Pressure is the pressure required to move actuators and should be at least 150 to 200 PSI below the setting of the pump compensator.

#### **PRESSURE ADJUSTMENT SET-UP PROCEDURES**

Start by simultaneously bringing BOTH the pump compensator and safety relief valve up to Maximum System Pressure trying to keep the safety relief a little higher than the pump. If the relief is slightly higher, you should hear the pump quiet down since it is de-stroking.

Next, increase the relief about V4 to % turn in further. Now slowly increase the pump compensator until the Pressure is about 150 to 200 PSI above the desired Maximum System Pressure. (Further increase in relief may be needed to do this adjustment.)

Next, reduce, (lower), the relief valve setting until you hear the pump starting to stroke to full volume. (Noise level will increase). Lock the relief valve adjustment at this position. Then lower the pump compensator adjustment down to the desired Maximum System Pressure and lock it also.

After system has run for 15 to 20 minutes, feel the relief valve tank line and make sure it is cooler than the average system temperature. If it is warm or hot to the touch, then unlock the relief adjustment and increase the setting XA turn and recheck as outlined above.

##### **System should now be set properly.**

A. Pump compensator above the operating system pressure.

B. Safety relief set just high enough ABOVE the pump to only clip pressure spikes caused by the slow reaction time of the pump swash plate.

## ESA FALL TECH CONFERENCE &amp; FPDA/ISD JOINT INDUSTRY SUMMIT



**20 | FPDA / ISD JOINT**  
**19 | INDUSTRY SUMMIT**  
 OCT 6 - 9, 2019 • AUSTIN, TX • FPDA.org

**REGISTER  
NOW!**

## 2019 ESA Fall Technical Conference

In conjunction with the FPDA/ISD Joint Industry Summit  
 October 6-9, 2019 • Austin, TX

ESA Fall Technical Conference will be in conjunction with the FPDA/ISD Joint Industry Summit.

- **Dates:** October 6-9
- **Location:** Austin, TX

Become a FPDA New Member for the remainder of 2019 and attend FPDA/ISD Joint Industry Summit for free. Plus enjoy many other FPDA Member benefits for the remainder of 2019.

MEMBERSHIP TYPE	COST
Pro-rated FPDA New Member Distributor Cost <i>(includes one free admission to Summit)</i>	<b>\$380.00</b>
Pro-rated FPDA New Member Manufacturer Cost <i>(includes one free admission to Summit)</i>	<b>\$850.00</b>
Summit Additional Attendees Cost	<b>\$875.00</b>
Summit Spouses Cost	<b>\$350.00</b>

### APPLICATION/REGISTRATION PROCESS:

1. **FIRST, Complete** membership application which you will find at this web address.  
<https://www.fpda.org/aws/FPDA/pt/sp/join>

*Please call or email Molly Alton Mullins, FPDA General Manager, if you have any additional questions at 410-940-6360 or [mmullins@fpda.org](mailto:mmullins@fpda.org).*

2. Once you complete your application for membership to the FPDA, the Membership Committee quickly reviews. THEN if/when approved, sends a promo code which is used to process your Summit registration for **free**.

### ABOUT FPDA/ISD JOINT INDUSTRY SUMMIT:

The FPDA Annual Conference, co-sponsored with the International Sealing Distribution Association, attracts the leading motion solution providers of fluid power, automation and electro-mechanical technologies and distribution services. More than 250 individuals typically attend, and members rate the networking outstanding. Our educational program features leading industry experts offering the latest in distribution education, a Supplier Showcase, and plenty of time for structured and unstructured networking. As one member testified recently, "Attending the FPDA gave me insight into our industry that I would not be able to attain otherwise. The educational programs were stimulating and enlightening." This year's Conference will be held October 6-9 in Austin, TX. We have a robust educational program and plenty of time devoted to networking. Some highlights include:

- Networking with distributors and manufacturers who sell through distribution
- Educational opportunities
- Dynamic Keynote speakers who provide innovative perspectives about the future of our businesses
- Leading-edge industry updates & analysis
- FPDA Meeting of Members
- Great meeting location sites!



## ESA FALL TECH CONFERENCE &amp; FPDA/ISD JOINT INDUSTRY SUMMIT

**HOTEL & TRAVEL INFORMATION:**

**AT&T Executive Education and Conference Center**

**Address:** 1900 University Avenue, Austin, TX 78705

**Phone:** (512) 404-1900

**Room Rate:** \$229.00 a night (plus taxes & fees)

**Reserve Room:** <https://book.passkey.com/event/49881987/owner/71879/landing>

**Hotel Information:**

- **Check-in:** 3:00 PM
- **Check-out:** 12:00 Noon
- **In-Room Technology:**
  - Complimentary high-speed Internet (wired and wireless)
  - In-room iPad with hotel and Austin information, radio and alarm
  - Fully digital Voice-over Internet Protocol (VoIP) telephones
  - Flat-panel HDTVs with AT&T U-verse® and multiple HBO® channels
- **Parking**
  - Self-parking (\$18 per night with in/out privileges)
  - Valet parking (\$28 per night with in/out privileges)
  - Oversized vehicles may not be permitted or may incur additional charges
  - Late check-out (half day charge)



## ESA FALL TECH CONFERENCE &amp; FPDA/ISD JOINT INDUSTRY SUMMIT

## AGENDA:

## Sunday, October 6, 2019

8:00 AM – 6:00 PM	Registration Desk Open
10:30 AM – 1:00 PM	FPDA Board of Directors Meeting
2:00 PM – 4:30 PM	FPDA/ISD Annual Golf Tournament (TopGolf)
6:00 PM – 8:00 PM	Joint Welcome Reception
8:00 PM	YES/ELI Austin City Scavenger Hunt
8:00 AM – 6:00 PM	Registration Desk Open

## Monday, October 7, 2019

8:00 AM – 6:00 PM	Registration
8:00 AM – 1:30 PM	FPDA University Kiosk
8:00 AM – 9:00 AM	FPDA/ISD Joint Continental Breakfast
8:30 AM – 9:00 AM	First Time Attendee Orientation
9:15 AM – 10:45 AM	FPDA/ISD Opening Keynote: “Why Leaders Fail and the 7 Prescriptions for Success” with Mary Kelly
11:00 AM – 12:00 PM	ISD Emerging Leaders & FPDA Young Executives Workshop: “Top Secret Leadership” with Mary Kelly
12:15 PM – 1:15 PM	FPDA/ISD Joint Luncheon
1:30 PM – 2:45 PM	FPDA Annual Meeting of Members
3:00 PM – 4:15 PM	FPDA Supplier Showcase Setup
4:30 PM – 6:30 PM	FPDA/ISD Supplier Showcase and Networking Reception
6:30 PM	Open Evening (see dinner options on FPDA website)
6:30 PM – 8:00 PM	Live Music featuring Brian Forte

## Tuesday, October 8, 2019

7:30 AM – 12:00 PM	Registration; FPDA University Kiosk
8:00 AM – 8:30 AM	FPDA/ISD Joint Breakfast
8:30 AM – 10:00 AM	<b>Educational Workshop:</b> “Facing the Forces of Change®: Scenario Planning for Distributors” with Mark Dancer

## Tuesday, October 8, 2019 (continued)

8:30 AM – 9:15 AM	<b>IndustrySpeak Session:</b> “Are You Sure You Know What Your Customers Really Care About?” with Joe Ellers
9:15 AM – 10:00 AM	<b>IndustrySpeak Session:</b> “Transforming Manual Operations into Digital” with Andrew Johnson
10:30 AM – 12:00 PM	<b>Educational Workshop:</b> “Strategies for Increasing Gross Margins” with Joe Ellers
10:30 AM – 11:15 AM	<b>IndustrySpeak Session:</b> Facing the Forces of Change®: Can Distributors Innovate to Dominate? with Mark Dancer
11:15 AM – 12:00 PM	<b>IndustrySpeak Session:</b> Kaman: 4 things you need to know about the future of industrial marketing  Consumers expectation are higher than ever before – and that means everyone is upping their game. Marketing today is about delivering insightful, useful and re-tellable content. There are fundamental key insights to help building a marketing playbook.
12:00 PM	Lunch on your own
2:00 PM – 3:30 PM	ESA Board Meeting
3:30 PM – 5:00 PM	ESA General Fall Meeting (Membership Status, Website Updates & General News)
6:30 PM – 9:30 PM	FPDA/ISD Closing Party - Studio 54 Great BINGO Revival Party

## Wednesday, October 9, 2019

7:00 AM – 8:00 AM	Disco Fun Run 4K in support of Central Texas Food Bank
8:00 AM – 9:00 AM	FPDA/ISD Breakfast
8:30 AM – 10:00 AM	Closing Keynote “Wellness Isn’t for Cowards” with Mike Staver
10:15 AM – 11:15 AM	FPDA/ISD Joint Board Meeting



**FPDA MEMBERSHIP BENEFITS:****FPDA UNIVERSITY**

FPDA University is here to help with a variety of training and development resources for FPDA members:

- comprehensive knowledge assessments covering fluid power, electro-mechanical, automation, and sales competencies – based on industry consensus key competencies
- Easy to manage training resources mapped by competency area and supplemental training resources
- A concentrated educational program focused on the unique needs of the industrial wholesale distribution industry.

**FPDA YOUNG EXECUTIVES – YES**

YES candidates must be executives with corporate-level responsibilities, working for an FPDA member organization, and younger than the age of 45. The YES program provides sharing of information with industry peers, networking for professional development and how to deal similar management challenges and solutions.

**MENTORSHIP PROGRAM**

- FPDA's mentoring program enables member industry professionals of all experience levels to forge mutually beneficial relationships and maximize professional effectiveness.
- The primary purpose of the FPDA Mentor Program Task Force is to review and recommend program processes that enhance the diversity and retention of association members and support the FPDA mission of delivering networking, education, best practices and business intelligence designed to enhance business performance.

**FPDA WEBINARS**

FPDA Members can take advantage of training and educational webinars throughout the year. Webinars focus on business and technical topics, leveraging expertise from our members companies. Each webinar lasts 45 - 60 minutes and includes opportunities for Q&A. Sessions are scheduled at mid-day to allow participants to learn during lunch-time. Additional seminars will be planned and announced under the guidance of our board of directors.

**UNIVERSITY OF INNOVATIVE DISTRIBUTION**

Known worldwide for excellence in education, UID is sponsored by FPDA and the leading industrial distribution professional associations, in cooperation with Purdue University's Department of Innovative Technology & Distribution. One Scholarship to the University of Innovative Distribution will be awarded annually for all sessions of the University of Innovative Distribution each year. The awarded scholarship will be for full tuition to the University of Innovative Distribution.

Earn the Purdue Certificate in Industrial Distribution by attending UID and FPDA educational programs. Details at [www.univid.org](http://www.univid.org)

**SALES PROFESSIONAL TRAINING**

Through our affiliation with the Association Education Alliance, we also co-sponsor programs, such as the Sales Boot Camp, scheduled for each spring and fall. Don Buttrey and his 4 pillars sales training program offers the young salesman an opportunity to learn what it takes to be a successful sales professional

**FPDA BENCHMARKING TOOLS**

- Annual Profit Report - Annual financial analysis of Distributor performance, studying sales growth, return on investment, gross margin and additional comparative financial performance.
- Bi-Annual Compensation Survey - FPDA member Executive and Employee Compensation Review with comparative data from more than thirty other different distribution industries.
- Monthly Snapshot Survey -An online, interactive monthly index of fluid power distributor sales, orders and inventory levels, providing customizable graphs.
- Monthly Key Economic Indicator Report - A monthly look at sales, inventory, employment trends and much more.

**FPDA MEMBER DISCOUNT PROGRAMS**

- Membership in FPDA gives you access to preferred rates on shipping, technology, car rentals and credit card processing to lower your business expenses.

## ESA SUPPORTING MEMBERS

### AGGRESSIVE HYDRAULICS, INC.

Cedar, MN  
Paul Johnson - (763) 452-0902  
pjohnson@aggressivehydraulics.com  
www.aggressivehydraulics.com

### ALLOYS & COMPONENTS, S.W.

Dallas, TX  
Paul Caudle - (214) 637-9301  
sales@alloysandcomponents.com  
www.alloysandcomponents.com

### CFC SOLAR

Fairfield, OH  
Bob Scheaf - (513) 874-3225  
info@cfcindustrialtraining.com  
www.cfcindustrialtraining.com

### CRC DISTRIBUTION

Robertsdale, AL  
Marlo Walker - (251) 947-5200  
marlo.donzelli@crconline.com  
www.crconline.com

### HERCULES SEALING PRODUCTS

Clearwater, FL  
Rommy Flores - (800) 777-5617  
rflores@herculesus.com  
www.herculesus.com

### MSG PAYMENT SYSTEMS

Urbandale, IA  
Courtney Huff - (888) 697-8831  
courtney@msgpay.com  
www.msgpay.com

### NATIONAL TUBE SUPPLY

University Park, IL  
Sam Tripp - (708) 746-3032  
stripp@nationaltubesupply.com  
www.nationaltubesupply.com

### OHIO TOOL WORKS

Ashland, OH  
John Hovsepian - (419) 281-3700  
jhovsepian@ohiotoolworks.com  
www.ohiotoolworks.com

### PANAGON SYSTEMS

Macomb, IL  
Linda Vohs - (586) 786-3920  
lindav@panagonsystems.com  
www.panagonsystems.com

### POWERX INTERNATIONAL

Waukesha, WI  
Thom Farrell - (414) 988-6202  
powerx@powerxinternational.com  
www.powerxinternational.com

### R & J CYLINDER & MACHINE, INC.

New Philadelphia, OH  
Ron Sandy - (866) 388-6744  
rsandy@rjcyllinder.com  
www.rjcyllinder.com

### SEAL SOURCE

Portland, OR  
Dennis Stock - (503) 281-0020  
info@sealsourceinc.com  
www.sealsourceinc.com

### TEAM TUBE LLC

Chicago Heights, IL  
Allen Erickson - (708) 753-1850  
aerickson@teamtubellc.com  
www.teamtubellc.com

### Y2K FILTRATION

Sioux Falls, SD  
Tony Arenas - (888) 925-8882  
sales@y2kfiltration.com  
www.y2kfiltration.com

## ESA NEWSLETTERS BLAST FROM THE PAST: OCTOBER 1998 ARTICLE

*From the President's Desk*

There are many different aspects about operating a business, and each business, no matter how large or small, has many of these same aspects. Some parts of a business are obvious, such as acquiring products and services to sell, acquiring customers, charging more for the goods than you pay for them and having adequate sales to cover the overhead. But there are other aspects of a business which make it unique and help it to stand out from the crowd, and are often as important to a business' success as the products and services they sell. What are these aspects of a respected business? What are the things that we can work on to develop our companies to "be all that they can be?"

Here are a few that I can think of: **Motivation, Commitment, Professionalism, Integrity, Leadership being Customer Connected and Customer Friendly, being Industry Oriented, and Fairness.** Some of these are individual traits and others are traits displayed by a company, but collectively they reflect the attitude of the company. Each aspect by itself is not overly complex, but when they are grouped together, they can become quite a lot to get a handle on. And as one or more of these aspects deteriorates, it generates a negative wave, which can travel systemically throughout the rest of the organization.

It would be great to start with employees who are naturals in all of the above categories. We would then be able to sit back and watch perfection happen repeatedly with little effort on our part. But more likely, we will find people who possess several of these traits, but not all of them. If we start with the right ones, we can accomplish the rest.

**Motivation** may be very important, but you need people to be motivated for the right reasons, and reasons that will continue to exist. Many times an employee is motivated when he first start a job, but loses motivation as time goes on. Could it be that the reason to be motivated does not exist any more? Was the person expecting a big raise for showing up two weeks in a row, and then found out that it was merely expected of them? Was the employee given "pie in the sky" earnings or advancement potential, only to find out they were misled? Things like this will cause "unmotivation" in a hurry. At the same time, setting goals and milestones and rewards for achieving them, will continue to provide a reason for motivation. Try making "deals" instead of promises, and remember this rule: "Fairness motivates, unfairness confuses and antagonizes."

**Commitment** is a worthy aspect. Having employees committed to customer service is a goal for all to pursue. The best building blocks are to have

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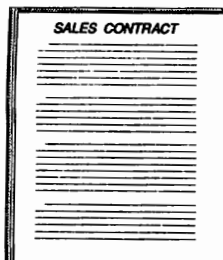
## ESA NEWSLETTERS BLAST FROM THE PAST: OCTOBER 1998 ARTICLE

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list of all their regional offices with a personal recommendation you can use for referred leads. This may more than make up for the lost revenue on that sale.

3. Don't make a concession until you find out what is really important to the customer. Price is not always what the customer wants a break on. Perhaps they want an extended warranty or extended terms. Probe well by asking what is key to them.

4. Before you make a concession, ask for a commitment to buy. Have you been suckered into dropping your price only to watch the customer tell you



they have to get approval from someone else? It usually ends up with you making further concessions. Use these words.

"If I do this, can you make a decision to buy now?" If they can't give you a commitment, don't make the concession.

5. Make concessions in small amounts. Even though you may be willing to go down 25%, start with 10%. And then let them follow up with their own concession. Show discomfort with every compromise you give. If you say, "That's no problem," they will ask for more.

The terms of a sale are becoming increasingly negotiable. If you know how to make it a win-win for both of you, it will make for a great long-term relationship. If you give away the farm just to make a sale, you will regret it every day you have to provide service for it.

**WATCH FOR next month's newsletter articles from:**

Weldon Skinner, Computer Central &  
Mike Hauk, MATS Equipment Co.

*Inflation hasn't ruined everything. A dime can still be used as a screwdriver.*

**1999 ESA Convention**

**June 9-12, 1999**

**Monte Carlo Resort & Casino**

**Las Vegas, NV**



## ESA MEMBER PROFILES

## BALTIMORE HYDRAULIC



**Baltimore Hydraulics Inc.**  
*"performance under pressure"*

**2019 ESA Platinum Status Member**

708 East 25th St. Baltimore, MD 21218

**Web:** [www.baltimorehydraulics.com](http://www.baltimorehydraulics.com)

**Year Founded:** 1962

**Number of Employees:** 25

**Number of Locations:** 1

**Equipment Sold:** Hydraulic Cylinders, Pumps, Seals, Fittings, and Hoses. Graco Automatic Lubrication Systems, Fassi Cranes & Jastram Steering Marine.

**Equipment Serviced:** Hydraulic Systems, Components, Cylinders, Pumps, Valves, Grease Systems, and truck mounted equipment.

**What's Unique?** Because we are a Service Company, we are very familiar with the pressures that come with unexpected breakdowns or outages. When "Murphy" strikes, our customers count on our expertise and experience to get them running again. We've been providing these services and solutions for over 55 years and although we have not seen it all, we've seen enough to know what works,

## BEERMAN PRECISION INC.



**BEERMAN**  
**INDUSTRIAL TOOL SPECIALISTS**

**2019 ESA Platinum Status Member**

4206 Howard Avenue. New Orleans, LA 70125

**Web:** [www.beerman.com](http://www.beerman.com)

**Year Founded:** 1947

**Number of Employees:** 60-70

**Number of Locations:** 5

**Equipment Sold:** Industrial Tools; Hydraulic; Pneumatic; Electric

**Equipment Serviced:** Industrial Tools; Hydraulic; Pneumatic; Electric

**What's Unique?** Jack Kits, a source for hydraulic parts for Enerpac, Simplex, Power Team, OTC and all SEA Companies. High-Pressured Hydraulic Hose wholesale offering 10,000 PSI

## DAKOTA FLUID POWER

**2019 ESA Platinum Status Member**

3409 N. Lewis Ave., Sioux Falls, SD 57104

**Web:** [www.dakotafluidpower.com](http://www.dakotafluidpower.com)

**Year Founded:** 1991

**Number of Employees:** 200

**Number of Locations:** 10

**Equipment Sold:** Pumps, Motors, Cylinders, Hoses, Fittings, Compressed Air Products, Filtration, Soil Probes, Power Units

**Equipment Serviced:** Hydraulic Components & Cylinders, Compressed Air Products

**What's Unique?** Dakota Fluid Power sells and services both hydraulic products and compressed air products with technical staff trained in both areas. Along with shop services, DFP offers a large territory for Field Service work. DFP has an OEM division specializing in automation applications, and hydraulic & electrical system engineering and manufacturing.

## EMPIRE HYDRAULICS &amp; MACHINE LLC



*"Precision Under Pressure"*

**2019 ESA Gold Status Member**

13428 Victory Lane, Adams Center, NY 13606

**Web:** [www.empirehyd.com](http://www.empirehyd.com)

**Year Founded:** 1985

**Number of Employees:** 12

**Number of Locations:** 1

**Equipment Sold:** Permco, White, Kawasaki, Cross, Galtec, Hyva

**Equipment Serviced:** Cylinders, Pumps, Motors, Valves

**What's Unique?** Empire Hydraulics performs custom manufacturing, and has CNC-machining capabilities. We offer resell discounting for OEMs and retailers.

## ESA MEMBER PROFILES

### TOOMEY ASSOCIATES, INC.



#### 2019 ESA Gold Status Member

1100 Russell Rd. Westfield, MA 01086

**Web:** [www.toomeyinc.com](http://www.toomeyinc.com)

**Year Founded:** 1965

**Number of Employees:** 12

**Number of Locations:** 1

**Equipment Sold:** Pressure, temperature & load measuring instruments & high pressure hydraulics.

**Equipment Serviced:** Pressure, temperature & load measuring instruments & high pressure hydraulics.

**What's Unique?** Committed Customer focus that enhances our Supplier's business.

### TURNER HYDRAULICS, INC.



#### 2019 ESA Platinum Status Member

1605 Industrial Drive, Carlisle, PA 17013-0728

**Web:** [www.turnerhydraulics.com](http://www.turnerhydraulics.com)

**Year Founded:** 1978

**Number of Employees:** 40

**Number of Locations:** 1

**Equipment Sold:** Eaton, Vickers, Char-Lynn, Aeroquip, Continental, Yuken, Eaton Electrical, Rotary Graco, Custom Hoist, Schrupp Accumulators

**Equipment Serviced:** Industrial Hydraulic Components & Systems / Automotive Servicing Equipment

**What's Unique?** We are a service and distributor company, recently becoming an Eaton/Vickers distributor. We provide fluid power components & systems to most industries. We have machining and fabrication facilities allowing us to provide turnkey systems, including controls & automation systems. We have systems running around the world & have provided service in several countries.

### VALTEC HYDRAULICS, INC.



#### 2019 ESA Platinum Status Member

1100 Pershall Road, St. Louis, MO 63137

**Web:** [www.valtechydraulics.com](http://www.valtechydraulics.com)

**Year Founded:** 1963

**Number of Employees:** 21

**Number of Locations:** 1

**Equipment Sold:** Cylinders, pumps, valves, filters, hose & fittings, high pressure tools and equipment

**Equipment Serviced:** All types of Hydraulic and pneumatic equipment

**What's Unique?** Valtec Hydraulics, Inc. is a family-owned business. We have been servicing the hydraulic and pneumatic industry since 1963. Since then, we have become a leader in the repair and remanufacturing of hydraulic and pneumatic cylinders, pumps, valves, motors and components. Our company motto: "If We Can't Repair It, Scrap It."

### WANT TO SEE YOUR COMPANY HERE?

**Become a Platinum or Gold Status Regular Member TODAY and see your ESA Member Profile listing here!**

**How do you become a member  
Email [esa@2esa.org](mailto:esa@2esa.org) today!**



## SIX TIPS FOR APPRECIATING YOUR EMPLOYEES



By: Dale Carnegie®

One of the best ways to generate loyalty among your staff is to make them feel appreciated. This can result in more consistent, high-quality work. Additionally, your employees may feel more inclined to give you honest feedback and will have a vested interest in the success of team projects.

When it comes to making your staff feel appreciated, the simplest things go a long way. That said, we have created a list of six easy tips that will help you convey your appreciation.

#### 6 TIPS FOR APPRECIATING YOUR STAFF ARE:

- 1 Just Say “Thank You” More Often** - When your employees complete a task in a satisfactory manner, point it out. Thank them for a job well done. Having their hard work recognized will validate their work experiences and let them know that a good job is appreciated. Sincere, in-person thanks are most genuine and effective.
- 2 Criticize People Less** - Negative and constant criticism will only put your team members on the defensive and create employee frustration. Instead, provide constructive criticism. If appropriate, soften the constructive criticism with a sincere compliment. Additionally, avoid drama and gossip as no one appreciates this.
- 3 Learn Everyone’s Name** - It can be hard for an employee to believe you are keeping track of her accomplishments if you do not even know her name. Even if you supervise a large number of employees, take the time to learn all names. This personal interaction goes a long way.

- 4 Listen To Someone’s Concern** - Your employees understand that your time is valuable, and they will greatly appreciate it if you make time to listen to their concerns. When you listen to a staff member, avoid talking over him. In your response, let him know that his concerns have been heard by reiterating them and thanking him for his feedback.
- 5 Cultivate Your Internal Talent** - After completing the same tasks every day, it is easy to understand how an employee can feel as though her job is stagnant -- or worse, unimportant to the overall organization. To combat this, recognize an employee’s natural talents and help her develop them. This will also let the employee know that her strengths are appreciated -- and that she is on the right track.
- 6 Stay Positive** - Leading by example is crucial, and keeping a positive attitude will have a positive effect on your team. Remain conscious of how you talk about other people and keep your tone positive whenever possible.

#### Executive Summary:

Employees who feel appreciated tend to commit to producing quality work. They are also more likely to have a vested interest in promoting a positive corporate culture and the overall success of team projects. Appreciation fosters trust and employee loyalty, allowing you to retain the best members of your team and get the best results from them.

## SAVINGS PROGRAM DESIGNED EXCLUSIVELY FOR ESA MEMBERS

## NEW Abenity Savings Program



**This membership benefit is for ALL employees of an ESA Membership.**

As a member of the Equipment Service Association, one of the many membership perks is access to the Abenity Member Perks Program.

What the heck is that you might ask? Abenity is a program that offers access to over 302,000 local and national discounts at work, at home or on the go! Save on thousands of hotels, restaurants, movie tickets, retailers, florists, car dealers, theme parks, national attractions, concerts and events.

## How To Access:

- Log in to: [prks.co/esa](http://prks.co/esa)
- Click the Green Register button next to the username and password field.
- Fill out the required fields to setup you account and login.
- Registration Code: ESA2018

## NEW Ohio Tool Works Savings Program



Ohio Tool Works is a proud supporting member of the Equipment Service

Association and is pleased to offer special member only pricing for many of the products and services offered by OTW including:

- Machinery
- Tooling
- Abrasives
- Honing Oil
- Training/Consultation/Field Service

## YRC Freight Savings for ESA Members



As the original LTL experts, YRC knows how to move LTL freight with confidence. YRC's broad portfolio of North American LTL services helps ESA Members by offering

direct service to almost every point in the United States and nearly all of the Canadian population:

- Cross-border services throughout North America
- No-cost inbound guarantee on trade show shipments
- Ground and air expedited and guaranteed solutions
- Specializing in palletized shipments over 150 lbs.

To get started, simply submit the enrollment form at [www.enrollhere.net](http://www.enrollhere.net) and be sure to enter "ESA" in the Association/Group Name field. You will receive a confirmation within two business days. Once you receive confirmation that your account has been updated, you will begin saving when you ship with YRC Freight. Please note, you must be payer of the invoice to receive the savings.

## MSG Payment Systems: Credit Card &amp; ACH/E-check Processing Solutions



MSG PAYMENT SYSTEMS

Since 2007, MSG Payment Systems has worked with the Equipment Service Association to provide members with payment processing services. Our solutions allow businesses to collect payments (both B2B and B2C) efficiently and at a competitive price while staying current on compliance rules and regulations. With over fifty years combined experience, we employ a team of highly-trained payments industry veterans whom you may call upon at your disposal.

Our payment solutions include:

- **Virtual Terminal:** Swipe or key-in credit card and ACH/E-check payments from a web browser.
- **Software Integration:** Securely interface payments within your software and point-of-sale system.
- **Payment Terminal:** Countertop terminals and PIN pads that simplify payment acceptance.
- **Mobile Payments:** Accept payments anytime, anywhere on your phone or tablet.
- **Payment Page Builder:** Customize a template page and accept credit card and ACH/e-check payments in minutes, no coding experience or web developer needed.
- **Ecommerce/Shopping Cart:** Ecommerce solutions that make it easy to build and manage your online store.

Additionally, we offer a suite of value-added solutions that deliver the most of your merchant account:

## SAVINGS PROGRAM DESIGNED EXCLUSIVELY FOR ESA MEMBERS

- **Next Day Funding:** Qualified businesses receive money as soon as the next business day.
- **PCI Compliance:** A complete PCI Compliance package to protect your customers and your business.
- **American Express OptBlue:** Reduced pricing and simplified reporting and deposits on AMEX transactions.
- **Merchant Reporting:** Web-based reporting portal with customizable reports and useful tools to manage your account.

Request a complimentary, no-obligation cost analysis of your current provider to see how much you could save with ESA member program. Submit your request on our website or send two recent statements via email (hello@msgpay.com), fax (515-334-7461), or call 888-697-8831 for more information.

## ESA E-Learning Program



ESA has partnered with CFC Industrial Training, and Bob Sheaf's team of experts to offer a new training resource. **CFC Industrial Training's E-Learning web-based training is now available to all ESA Member companies at a**

**significant 40% discount off CFC's regular pricing!**

For example, a basic hydraulic skills training program that can be viewed online typically costs \$300, but for ESA Members, the cost will be \$180 per individual! If you are aggressive with your training, you could also opt for a six-month, flat fee license that provides access to ALL courses. For up to 10 employees, the cost is only \$800 for the six-month license. Imagine being able to train 10 people for only \$80 each!

**Programs available through the CFC E-Learning portal include:**

- Basic Hydraulics Course
- Building a Complete Hydraulic Operating System
- Flow Controls
- Hydraulic Filters
- Hydraulic Cylinders
- Hydraulic Pressure Control
- Hydraulic Pumps
- Hydraulic Principles

- Hydraulic Rotary Actuators
- Hydraulic Symbology and Schematic Reading
- Hydraulic Bucket Truck Overview
- Hydraulic Directional Control

Email [esa@2esa.org](mailto:esa@2esa.org) to get your Coupon Code to access the 40% discount on CFC Industrial Training's e-Learning Courses today!

## NEW MSC Industrial Discount Program



BUILT  
TO MAKE  
YOU BETTER™

The Equipment  
Services Association  
is pleased to

announce we have recently negotiated a program, on behalf of our members, with MSC Industrial Supply Co. for discounts on product pricing and shipping. This is a great opportunity for our members to leverage the buying power of our overall ESA membership to access better discounting structures than many may be able to obtain independently.

In order to allow our members the flexibility to work on additional negotiations with MSC on their own behalf please note this is not defined as a national or contracted program but simply a baseline discount program offered as a courtesy to our ESA members.

***\*Any additional discounts above the program offering are individually negotiated and are not guaranteed to all members of the ESA group.***

**Therefore, in order to receive the benefits of the program you must submit your request for participation through the proper ESA channels.** You will not receive any of the ESA program benefits by requesting them through your local representative, telesales contact, MSC customer service representative or self-registering directly on the MSC website.

## ESA's Member-Get-A-Member Program

ESA will credit your account \$100 towards future meeting registration fees for EVERY new ESA Member that you recruit! If you have a prospective new member, let us know and we'll roll out the red carpet! E-mail ESA Headquarters at [esa@2esa.org](mailto:esa@2esa.org) and we will send your contact a "Prospective Member Packet." If they join ESA, you will receive \$100 credited to your account towards future meeting registration fees.



## SAVINGS PROGRAM DESIGNED EXCLUSIVELY FOR ESA MEMBERS

## NEW ESA Classifieds &amp; Help Wanted Newsletter Section



Have something to sell or a position to fill at your business? No problem! Login to the Members Only Area on the ESA Website and Complete the online form and simply submit for review! Once approved, the classified/help

wanted ad will be posted in the Member's Area for all to see! An email will also be sent out to all ESA Members. Easy as 1-2-3!

## ESA Parts Request Email Service



Have part you are looking for, but can't seem to find? No problem! Login to

the Members Only Area on the ESA Website and Complete the online form and simply submit for review! Once approved, the parts request ad will be posted in the Member's Area for all to see! An email will also be sent out to all ESA Members. Easy as 1-2-3!

## SOCIAL MEDIA: SPREAD THE WORD



## CHECK US OUT ON SOCIAL MEDIA!

In today's age, with the ability to connect and engage with people from around the world, ESA has found social media platforms to be an avenue to do just that with new/existing members. Help us spread the word by liking us and/or following us on LinkedIn, Facebook and Twitter, engaging with and sharing posts that you find interesting/important, or inviting colleagues, friends and family to check out our pages. Let's work together to spread the word!

## LINKEDIN:

[www.linkedin.com/company/Equipment-Service-Association](http://www.linkedin.com/company/Equipment-Service-Association)

## FACEBOOK:

[www.facebook.com/Equipment-Service-Association](http://www.facebook.com/Equipment-Service-Association)

## TWITTER:

[www.twitter.com/EsaAssociation](http://www.twitter.com/EsaAssociation)

## IS THIS PROBLEM DESTROYING YOUR HYDROSTATIC TRANSMISSION?



**By: Brendan Casey, HydraulicSupermarket.com**

**R**upert Murdoch, the boss of global media giant News Corporation was a neighbor of ours where I grew up. Not that my family was particularly well off. It's just that my father's farm happened to be situated close to a group of "sheep stations" the media mogul owned. But compared to the 300,000 acres Mr Murdoch controlled, Dad's land holding was modest indeed.

In 1981, just in time for the wheat harvest, Dad took delivery of a new combine harvester. It was one of many he owned over the years, but this one was different. It was the first I'd seen equipped with a hydrostatic transmission for the ground drive. The infinitely variable and step-less control afforded by a hydrostatic

transmission was quite an advance over the mechanical gearbox with a variable speed input used in earlier models.

Anyway, in its second season the hydrostatic transmission gave trouble. Downtime during harvest was always guaranteed to elevate Dad's stress level to 11 out of 10. And that wasn't a pretty sight. I didn't know much about hydraulics then and looking back, boy do I wish a book like *The Hydraulic Troubleshooting Handbook* was available to me at the time.

Of course in the 35 years since, I've accumulated a lot of knowledge on hydrostatic transmissions. And an issue that is often overlooked and one that came up in a job I was involved in recently, is the combined effect of fluid compressibility and the 'accumulator effect' of conductors (the

## IS THIS PROBLEM DESTROYING YOUR HYDROSTATIC TRANSMISSION?

increase in volume of a hose or pipe as pressure increases).

When a hydrostatic transmission is subject to a sudden increase in load, the motor stalls instantaneously and system pressure increases until the increased load is overcome or the high pressure relief valve opens – whichever occurs first.

While the motor is stalled, there is no return flow from the outlet of the motor to the inlet of the pump. This means that the transmission pump will cavitate for as long as it takes to make-up the volume of fluid required to develop the pressure needed to overcome either the increased load or the high-pressure relief valve. How long the pump cavitates depends on the output of the charge pump, the magnitude of the pressure increase, and its influence on the increase in volume of the conductor and the decrease in volume of the fluid. This is illustrated in the following example.

A hydrostatic transmission operating the drill head on a drill rig is delivering a flow of 35 GPM at a pressure of 1000 PSI. A sudden increase in load on the drill bit instantaneously stalls the motor until sufficient pressure is developed to overcome the increase in load, which for the purposes of this example is 3000 PSI.

In order to increase system pressure from 1000 PSI to 3000 PSI, the transmission pump must make-up additional volume, due to the compression of the hydraulic fluid and the volumetric expansion of the high-pressure hose between the pump and the motor. But because the motor is momentarily stalled, there is no return flow from the outlet of the motor to the inlet of the pump. The only fluid available at the inlet of the transmission pump is 7 GPM from the charge pump, which is around 80% less than required!

In this example, the high-pressure hose between the pump and motor is SAE 100R9AT-16; 36 feet long. The volumetric expansion of this hose, due to the increase in pressure, is  $9.7 \text{ in}^3$  and the additional volume required due to compression of the fluid within this hose is  $2.8 \text{ in}^3$ . Therefore the total, additional fluid volume required to increase the operating pressure from 1000 to 3000 PSI is  $12.5 \text{ in}^3$  ( $9.7 + 2.8 = 12.5$ ).

To calculate the time taken for the operating pressure to increase from 1000 to 3000 PSI, which is equivalent to the length of time the transmission pump will cavitate, we divide the required make-up volume ( $12.5 \text{ in}^3$ ) by the volume available from the charge pump per second ( $27 \text{ in}^3$ ). In this example, the transmission pump cavitates for 0.46 seconds every time a sudden increase in load demands an increase in system pressure from 1000 to 3000 PSI ( $12.5 \div 27 = 0.46$ ).

This problem occurs in applications where there are sudden fluctuations in load on the transmission. Typical examples include drill rigs, boring machines, and cutter wheels on dredgers.

**ABOUT THE AUTHOR:** Brendan Casey has more than 26 years experience in the maintenance, repair and overhaul of mobile and industrial hydraulic equipment. For more information on reducing the operating cost and increasing the up-time of your hydraulic equipment, visit his web site:  
<http://www.hydraulicsupermarket.com>



## 2019-2020 ESA SCHOLARSHIP FOUNDATION CONTRIBUTORS

## PLATINUM CONTRIBUTORS

\$1,000 and Up

## GOLD CONTRIBUTORS

From \$500-\$999

## SILVER CONTRIBUTORS

Up to \$500

- Aggressive Hydraulics
- Dakota Fluid Power
- R & J Cylinder
- Devine Hydraulics
- Valtec Hydraulics
- New England Hydraulics

## ESA SCHOLARSHIP FOUNDATION

**Donations are  
Tax Deductible!**

## I'd like to help support!

The ESA Scholarship Fund was established to help provide scholarships to ESA members' families, employees, and employee's families, and is supported 100% by donations.

- |                                |                                |                                  |   |
|--------------------------------|--------------------------------|----------------------------------|---|
| <input type="checkbox"/> \$25  | <input type="checkbox"/> \$50  | <input type="checkbox"/> \$100   | <input type="checkbox"/> \$250          |
| <input type="checkbox"/> \$500 | <input type="checkbox"/> \$750 | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> Other \$ _____ |

From: \_\_\_\_\_

Address: \_\_\_\_\_

☐ In Memory of: \_\_\_\_\_

☐ In Honor of: \_\_\_\_\_

If you would like a memorial acknowledgment letter to be sent, please provide address:

\_\_\_\_\_

☐ Do not publicly acknowledge gift or contribution

Please make checks payable to the ESA Scholarship Foundation

Mail to: Equipment Service Association Attn: ESA/Pat Tombrello  
1140 5th Ave. North Birmingham, AL 35203

*All Donations to ESA Scholarship Foundation are Tax-Deductible.*

## OCTOBER INTERESTING DATES &amp; HOLIDAYS

Fire Prevention Day	October 9th
Columbus Day	October 14th
Bosses Day	October 16th
Halloween	October 31st

## ESA BENEFITS TESTIMONIAL



ESA PARTS REQUEST

*"This turned out to be a great resource, I was able to reach out to several experienced professionals in the Fluid Power industry. I received two replies quickly and was able to get in touch with a vendor that had stock on these hard to find valves."*

**-Chris Khali - Dakota Fluid Power**



*"I had recently been in the market for new tires. As we all know truck tires are very expensive. Over the course of a week I researched many options for tires with different online networks as well as local dealerships. I eventually settled on a \$650 quote from Firestone and scheduled the service for the weekend following the ESA Spring Convention. While in attendance of the Spring Convention I learned that all members had access to the Abenity Member Perks program. After returning home I decided to explore the Abenity mobile app in search of a coupon for dinner at a local restaurant. While researching the local business with perks in my area I came across the Abenity Firestone Car Care program which allows ESA members to purchase tires or service from Firestone at 10% above cost. I printed out the certificate and provided it to Firestone at the scheduled time for my service. The Abenity program provided me a total savings of \$200 on my new tires. I know search the Abenity website for savings everywhere I go. In my estimations I have saved our family over \$1000 in the last 30 days using the Abenity Perks Program."*

**- Chris Johnson - ESA Vice President, Turner Hydraulics**

## DISCLAIMER

This newsletter provides content and references to information provided by third parties. ESA neither endorses nor is responsible for the availability, accuracy, currency or reliability of any information, statement, opinion or advice contained in such a third party's material. You should use them with caution. It is the responsibility of every user to evaluate the accuracy, currency, completeness or usefulness of any information, statement, opinion or advice or other content. Please seek the advice of professionals, as appropriate, regarding the evaluation of any specific information, statement, opinion, advice or other content. Any concerns regarding such third-party content should be directed to the third-party. Under no circumstances will ESA be liable for any loss or damage caused by reliance on information obtained in this newsletter. Nothing in this newsletter shall be deemed to be a recommendation of any third-party or to constitute any representation as to a third-party's qualifications, services, products, offerings, information or any other content.

**IFPS MONTHLY SAFETY REMINDER: HOSE BLISTERS**



**An indication of internal hydraulic hose failure. Hydraulic Hose assemblies having blisters on the outer shell must be replaced immediately.**



First Aid for Fluid  
Injection Injury



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# EQUIPMENT SERVICE ASSOCIATION

## AFTER THE SALE, IT'S SERVICE THAT COUNTS!

Email: [ESA@2esa.org](mailto:ESA@2esa.org) | Web: [www.2esa.org](http://www.2esa.org)  
 Toll-Free: (866) ESA-3155 | Fax: (443) 640-1031

### ESA Mission Statement

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

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

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

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

### ESA Member Benefits

- Annual Convention & ESA Fall Tech Meetings
- E-Learning Online Training Resources
- ESA Monthly Newsletter
- ESA Scholarship Foundation
- MSG Payment Systems (Credit Card Processing/Merchant Services Discounts)
- ESA Shop Tips
- YRC Freight Discount Program
- **NEW** Abenity Savings Program
- **NEW** Ohio Tool Works Savings Program
- ESA Parts and Equipment Locator Service

### ESA OFFICERS

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 Ph: (605) 338-9982 | Fax: (605) 332-0988  
 Email: [President@2esa.org](mailto:President@2esa.org)

**Vice President: Chris Johnson**

The Hose Company  
 300 Warehouse Dr. Matthews, NC 28104  
 Ph: (301) 481-9739  
 Email: [VP@2esa.org](mailto:VP@2esa.org)

**Secretary-Treasurer: Pat Tombrello**

Alabama Jack Div. of Beerman Precision  
 1140 5th Ave. North, Birmingham, AL 35203  
 Ph: (205) 251-8156  
 Email: [Treasurer@2esa.org](mailto:Treasurer@2esa.org)

### ESA BOARD OF DIRECTORS

**District 1: Dan Turner**

Email: [District1@2esa.org](mailto:District1@2esa.org)

**District 2: Steve Malone**

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 Fax: (513) 874-3229  
 Email: [District2@2esa.org](mailto:District2@2esa.org)

**District 3: Chris Snellgrove**

Ph: (423) 622-8282  
 Fax: (423) 629-0125  
 Email: [District3@2esa.org](mailto:District3@2esa.org)

**District 4: Adam McIntosh**

Ph: (513) 948-1236  
 Fax: (513) 948-0701  
 Email: [District4@2esa.org](mailto:District4@2esa.org)

**District 5: Steve Saulnier**

Ph: (703) 683-0009  
 Email: [District5@2esa.org](mailto:District5@2esa.org)

**District 6: Travis Casper**

Email: [District6@2esa.org](mailto:District6@2esa.org)

**Director At Large: Randy Valleroy**

Ph: (314) 867-1100  
 Fax: (314) 867-6261  
 Email: [AtLarge@2esa.org](mailto:AtLarge@2esa.org)

**Supporting Member Rep.: Paul Johnson**

Ph: (763) 452-0902  
 Email: [SupportRep@2esa.org](mailto:SupportRep@2esa.org)

**Asst. Supporting Member Rep.: Ron Sandy**

Ph: (330) 364-8263  
 Email: [ASupportRep@2esa.org](mailto:ASupportRep@2esa.org)

### ESA REPRESENTATIVES AND COMMITTEES

**Budget Committee:**  
**Pat Tombrello, Chair**

**By-Laws Committee:**  
 Randy Valleroy

**Executive Committee:**  
 Rick Lindemann  
 Pat Tombrello

**Membership Committee:**  
 Rick Lindemann, Chair  
 Chris Snellgrove  
 Steve Malone  
 Randy Valleroy

**Scholarship & Goals Committee:**  
 Randy Valleroy, Chair

**Website Committee:**  
 Paul Johnson, Chair  
 Randy Valleroy  
 Steve Malone  
 Serina Hiemstra

**Technical Committee:**  
 Rick Lindemann, Chair