

HYSTER®

TAKE IT TO EXTREMES

DRIVING FORCE



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Handy Andy Rides Again

Prior to August of 1998, if you made the trip to Danville, Illinois, you may remember the glass enclosed Hyster show room filled with historical Hyster equipment.

When the Hyster Company headquarters relocated, Randy Kaluza was the Branch Manager of MH Equipment in Danville, and was asked if he was interested in one of the showroom trucks. After looking at the trucks available, Randy acquired the Handy Andy truck.

Handy Andy was placed in storage until a showroom could be found. After discovering MH Equipment, Ottawa had an area for display, the Handy Andy was delivered to the facility.

"Over the past couple of years, my team in Ottawa was considering the possibility of getting it running again. Stan Sr. and Stan Jr. have been tinkering around with it in their spare time," stated Randy.



***Pictured from Left to Right:**
Stan Ostrowski Sr., Branch Manager and Stan Ostrowski Jr., Service Manager for MH Equipment - Ottawa Branch, stand next to the Handy Andy that they diligently worked on, is now running.*

"A few weeks ago, they got the unit running again," he exclaimed!

Randy was delighted to share the good news that Stan Ostrowski Sr., Branch Manager and Stan Ostrowski Jr., Service Manager for the MH Equipment Ottawa Branch worked on the truck until new life was brought to it.

Randy proudly stated, "The engine runs and it can power itself forward and backward. The mast will lift too." With confidence, Randy continued, "They don't

have the tilt working yet, but that will come along soon."

In the Ottawa area, a very big trade show/ county fair was held. Participating in the event, MH Equipment placed several new and used Hyster trucks on display, in addition to the newly renovated Handy Andy. Upon turning the key, the truck roared to life! Heads turned to see the truck as it was driven to the display space. The truck attracted a lot of attention.

From a static showcase model at the Americas Headquarters to a working show model at the dealership, this truck brings history to life. Handy Andy rides again thanks to Stan Sr. and Stan Jr.



Randy Padgett Sees Stars!

Randy continues to make every day the best day he can. Using his time abroad, he has definitely been able to experience a lot in Baghdad. As you can see, Randy does his workout every morning before starting his daily routine at base camp. And as



To keep in tip-top shape, Randy does his workout routine by the river. Which one you might ask...we can't say...

you may remember, Randy has met with Donald Rumsfeld, Robert DeNiro, and now Arnold Schwarzenegger, pre-election. Randy loves being involved and making the best of every day. On the 4th of July Randy ran in a



Arnold Schwarzenegger visited Baghdad and Randy was able to visit with him. Of course this is pre-election.

5K road race as entry number 551. We are happy to say, the photo looks as if he won...what we weren't told was how many more were in the photo ahead of him. I guess we can laugh and say that he wasn't last or maybe he had everyone turn around for the photo! It will be a mystery to us all.

On a special note, Randy was recently awarded the Bronze Star Medal. Authorized on February 4, 1944 the Medal is awarded to



Randy running in the 5K Road Race on July 4th in Baghdad.

members of all branches of military service and may be awarded either for combat heroism or for meritorious service. In August, Randy was awarded a bronze star medal in Baghdad, Iraq. Randy laughs as he stated he hopes to be sent home for his good behavior.

We wish Randy a quick and safe trip home. We are still waiting to hear when he will return to the states.



Randy gleams with delight as he is awarded his Bronze Star Metal.

Web Surfer

Are you a web surfer? These days you have to be. Do you have trouble finding what you need on various search engines? Sure, we all do, so that is why Hyster Company is making it easier for our customers to find what they need...US!

On two of the main search engines, Google.com and Overture.com which drives Yahoo, Lycos, Alta-Vista and others, we have paid for the second position on the sponsored links.

Why these two sites? These two website search engines provide / feed information to several different search engines on the web because they are a main source for data. Based on this, our chances of being in higher positions in those search engines are greater.

Want to know how these work? The sponsored links are paid placements for the search engine companies. Sponsored links are labeled as such and are shown towards the top and sides of the webpage depending on the search engine you visit.

Each sponsored link is a pay per click feature where every time a customer clicks on your paid spot, you are charged a certain amount per customer visit.

Each month an amount can be determined for how much a company wants to spend for customer visits. Once the designated spending amount is reached, the sponsored link disappears until the reset of the next month.

Want to know more about web searches? Additional information can be found on Page 5.

100 Years And Counting

Iowa Machinery Celebrates 100+ Years of Service

Celebrating over 100 years in service, Iowa Machinery & Supply Company is proud to say they have survived the test of time.

Much Historical data was lost in the flood of 1993, but some items were salvaged. Kurt Martens and Vince Whitcomb from Iowa Machinery diligently reviewed the remaining historical data to find the first date of service for this Iowa company.

In their searches they found a photo that is believed to show the first owner, WJ Combs. The markings on the back of the photo date back to the early

1900's. By reviewing the stamps on the back of the card, they have narrowed the time frame between 1907 and 1920.

The process in finding information on the company has been quite difficult but very exciting for those dealership employees involved in the process.

Congratulations Iowa Machinery & Supply Company on your 100+ years of service. That is definitely an accomplishment.

Photo of Iowa Machinery and Supply Company in the earlier days of service.

On the left, it is believed that this is WJ Combs was believed to be the original owner, the second to the left is Lee Schafer who was thought to be the bookkeeper.

Photo was taken sometime between 1907-1920.



Customizing for the Customizer



Rod Spain, Capital Equipment Sales, Barloworld Handling, was able to work with a local customer, Farmers Furniture, and convert them from a solid Crown account to a total replacement program over the next several years. Crown was out!

Farmers Furniture, located in Dublin, Georgia, has been in business since 1949 and continues to expand across the Southeastern region. Currently, this family owned company has more than 140 stores spanning across Alabama, Florida, Georgia, North Carolina and

South Carolina. They distribute quality merchandise such as appliances, electronics and bedding. These stores definitely needed a R30XMF₂ truck in their warehouse to move their

merchandise efficiently. "They stuck with Crown since nobody else in the business had a furniture truck and the fact we had something to compete with Crown was the key to the initial sale," stated Spain.



Pictured from Left to Right: Joe Cannon-Maintenance supervisor (Farmers Furniture Dublin Ga.); Rodney Lynn-Field service tech (Barloworld Handling)---Eddie Hanes (Barloworld Handling - Picture taker)

Rod was able to quote trucks in the past modified for furniture use, but once the furniture truck was added to the Hyster product line, he was able to show Nicky Smith, Warehouse

Distribution Manager, Farmers Furniture, a truck in operation and a comparable quote to the models they currently had in the facility.

"I was told by Farmers Furniture that Eddie was invaluable. Eddie spoke with Farmers Furniture to discuss parts availability for their existing fleet. The tech support has only enhanced our team efforts."

Rod has been elated to have the technical expertise of Eddie Hanes, Customer Products Support. Eddie has played a key role in the account and has been able to provide Farmers Furniture premium service. Great job Rod!

CERTECH Accomplishments

The CERTECH program continues to grow as more and more dealers encourage their technicians to become factory certified.

Enrolled in the program are 245 technicians. Awarded with each level, we have 45 Certified, 12 Master, 31 Elite and 18 Dealers participating in the program.

Among the Level Achievers, we have the following dealers in each category:

Certified Level

- Great Lakes Power Lift - Warren, MI
- Arnold Machinery - Tuscon, AZ
- Arnold Machinery - Twin Falls, ID
- Arnold Machinery - Salt Lake City, UT
- Arnold Machinery - Meridian, ID
- Arnold Machinery - Idaho Falls, ID
- Iowa Machinery & Supply Company, Inc. - Des Moines, IA
- MH Equipment - Dayton, OH
- MH Equipment - Danville, IL
- MH Equipment - Peoria, IL
- MH Equipment - Ottawa, IL
- MH Equipment - East Moline, IL
- MH Equipment - Decatur, IL
- Stewart & Stevenson - Ft Worth, TX

Terry Dobbyn, Great Lakes Power Lift and Todd Murray, Iowa Machinery & Supply Company,



Todd Murray (Right) receives a Certified plaque for Iowa Machinery & Supply Company, Inc. (Des Moines, IA Branch) from Bob Houston (Left).

Inc. received the Certified Technician plaque on behalf of their dealership (shown in photos).

Master Level

- MH Equipment - Danville, IL
- MH Equipment - Peoria, IL
- MH Equipment - Ottawa, IL
- MH Equipment - East Moline, IL

Elite Level

- MH Equipment - Peoria, IL
- MH Equipment - East Moline, IL

Randy Kaluza, MH Equipment Company accepts the Elite Technician Level plaque for his dealership. As you can see, his technicians are competing to achieve the highest levels and his plaque is becoming quite full.

Great job to all of the dealers who are participating in the program. We hope to have many more join the program.

Why participate?

Randy Kaluza, President - MH Equipment Company in Peoria, Illinois is an avid promoter of the program for his technicians. Why would he put so much effort into this program? Only he can put it in his own words...

"For three years now we have been in the program and it has improved the skill level of our technicians. No matter how experienced the technician was, even our best tech, all admitted that they learned a lot as they studied and passed the tests. This program has also allowed us to attract outside people in addition to some of our competitors technicians by having a structured course of self improvement.

The interest in the program was slow at first, until a technician or two started passing tests. Then peer pressure took over, and more technicians tried it. The key to getting started is to select a Champion, make sure they are successful, then the program will take off on it's own.

I've seen that once an employee has achieved a level, they have a sense of accomplishment and with that accomplishment, they have a means of measurement.

With their achievement comes recognition...we have a plaque on the wall, they have uniform
Continued on Page 5



Terry Dobbyn (Right) receives a plaque for Great Lakes Power Lift (Warren, MI branch) from Bob Chaudoin (Left).

Greenville Plant Tours



Dale Grinder
Hyster Company
Inside Sales Manager

Several plant tours have been conducted over the past few months for customers interested in our manufacturing processes. Plant tours are becoming more popular as our processes

change and become more streamlined.

Hyster Company's Dale Grinder, Inside Sales Manager, has been a key individual in providing guided tours for our visiting customers. His background in Sales Training and his technical knowledge have prepared him to elaborate on questions posed by individuals in the tour group.

Customers who have enjoyed the Hyster Plant Tour were individuals from International Paper Company in Loveland, OH; The Courier Journal in Louisville, KY; Weyerhaeuser in Federal Way, Washington and P&O SN Co., P&O Cold Logistics and Texas

from Peninsular and Oriental Steam Navigation Company (P&OSN Co.) in the UK.

Thanks Dale for providing an excellent tour to our recent visitors and to all those involved in keeping a professional look at the plant and offices during their visit.



CERTECH Accomplishments Cont.

patches, van and tool box decals and can display what they have accomplished. They have prestige, a badge...a badge of honor. Plus we can now tell our customers that we have "Certechn Trained" technicians, and have a story to tell them that backs up

this claim," states Kaluza. Randy continues, "I felt this program was a benefit and jumped on it because it had value. I was so convinced this program would improve the skills of our technicians, that I also offered financial incentives to

those who reached levels of achievement. This investment pays off for us and our customer"

"MH Equipment Company has been the dominant participant in the program and now others have begun to enroll in the program. We have begun to make the program more accessible by placing the testing on-line so that once a skill set has been accomplished, the test can be taken immediately. This process has definitely enhanced the program and allowed us to display their results faster than in previous years," said Jim Bladel, Technical Trainer.

Randy challenges other dealers to make the investment. "It's a different program than it was 3 years ago," stated Kaluza. Try it!

See Page 10 for more info.



Randy Kaluza (Left) receives a plaque for MH Equipment Company (East Moline, IL branch) from **Bob Houston (Right)**.

Man to Man Program Winners



The 2nd quarter selection for the Man to Man Program for Driving Force was:

Award #1: Butch Van Horn - Barloworld Handling, for their customer, Mercedes-Benz U.S. International, Inc. from the article, "Successful partnership with Hyster Company".

The winners will be awarded a \$100 gift certificate to shop on-line for Hyster Merchandise. The dealer will receive a \$250 Rebate and the customer will receive a \$100 Parts Credit Certificate. Enjoy your award.

For consideration under the Man to Man program, please submit a customer name, story idea, and photograph (can be digital or in printed form) for the Driving Force. We will make selections each quarter.

To submit your entries, please email Sarah Mattson at ahsmatts@hyster.com or call and leave your name, number, salesperson on account with cell number for follow-up.

Driving Force can be viewed on the web under the digital dealer.

Search This!

Website searches are very popular with customers who would like information about a particular company at the click of a button. Most customers prefer the instant gratification they receive from searching a particular webpage and extracting the information they need. Plus they can do this without picking-up a phone.

Seeing this increase in website activity, Hyster Company has expanded its reach on the internet to include coverage on search engine sites such as Overture and Google.

Why Overture and Google?

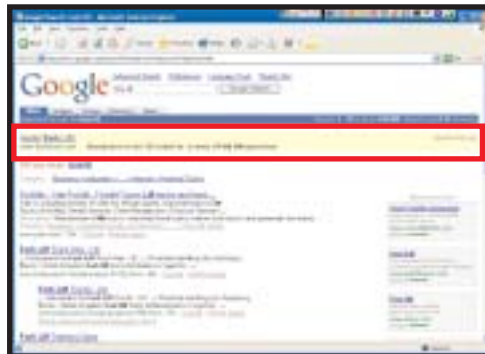
Overture and Google search sites feed information to several other website search companies on the internet and therefore provide Hyster Company greater visibility across all search engines.

By utilizing sponsored links available on these two search sites, we are enabling our name to appear higher on the listings when customers conduct a search on words of our choice.

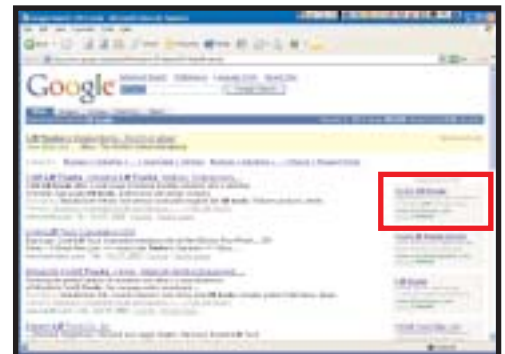
By paying for placement, we are allowing potential customers to find us faster than our competitors.



On www.overture.com under the word search of forklift, our Hyster Company link shows up as #3 under the sponsored links.



On www.google.com under the word search of fork lift, our Hyster Company link shows up as #1 under the sponsored links.



On www.google.com under the word search of fork lift, our Hyster Company link shows up as #2 under the sponsored links.

By placing ourselves higher in the listing, we are opening the doors for customers to find us quickly and enabling them to link directly to our website. Plus with customer visits we are working to gather additional information on the customer who is seeking information from us.

What is a sponsored link?

A sponsored link is a paid placement on a website. Sponsored links can be designed to have expenditure caps for each day, each week or each month. Each 'sponsor link' paid user has the option to set-up their program depending on their financial plan.

For Hyster Company we have placed a daily cap on Google but have a monthly cap on Overture. Throughout the day or month our visibility will change based on the number of people who visit our website.

Why does our position change?

The position will change from minute to minute depending on the expenditure

caps each day for each company who is sponsoring a link. Some companies will monitor daily to achieve and keep the #1 position.

We have chosen to be in the #2 position since we are still visible and gathering many leads but not paying the maximum amount to get the same exposure. And most of the time we will be in the #2 position or we can achieve #1 as other sponsors drop off the list for the day, week or month.

Expenditures?

Each potential customer who clicks on the link to our site deducts funds from our expenditure cap.

On Google, we have a daily cap and once the daily cap is reached, our listing will drop from the sponsored links. Each day we may be visible for different lengths of time depending on the number of click-thru traffic. Some days we will be in the number 1 position and other days we will show up as number 3. On average, we will be #2.

On Overture, we have a monthly expenditure cap where we will be visible as long as we have not reached our monthly cap. Once

the cap is reached, we disappear until the following month unless we raise our allotment. Until then, we have to wait until each new month for our allotment to be reset so that we are visible again.

Make a Search!

Go ahead and search for us on the website under the following listings:

- Fork Truck
- Forklift
- Lift Truck
- Lifttruck
- Pallet Truck
- Tow Motor
- Towmotor

If you see us on the sponsored link, please don't choose our link as this will charge our account and hinder potential customers from visiting us. Save our allotment for the lift truck customers.

Visit Our Website Directly

If you would like to visit our site, please feel free to visit us at www.hyster.com (global site) or www.hysterusa.com (US site).

Bottling Teamwork



Special Attachment added for dual pallet moving. This increased output has made Buffalo Rock Bottling extremely happy.

Buffalo Rock Bottling, located in Birmingham, AL, is a family owned Pepsi Cola Bottling plant with 13 manufacturing and distribution locations throughout the South and Southeast. As one of the largest independent bottling companies in the country, Buffalo Rock chose Barloworld Handling and Hyster Company as their preferred lift truck supplier. Buffalo Rock is a member of the CPG-Pepsi Bottlers National Account

managed out of Hyster Company's Fleet office in Greenville, NC.

Butch Van Horn, salesman at Barloworld Handling in Birmingham, AL provided the necessary assistance in determining lift truck configurations and fleet management concepts necessary to increase productivity and minimize operational and maintenance expense.

"Barloworld did a tremendous job of determining the needs of each



Dual pallet pick-up.

facility by working directly with the management and operations personnel at each site. We were able to identify those facilities that would benefit the most from our programs and we targeted those fleets first," stated Mark Estock, the National Account Manager responsible for the CPG-Pepsi Bottlers National Account. "After the program was implemented, all 13 locations experienced increased productivity and found cost savings by following the Fleet Management principles supplied by Barloworld and Hyster," continued Estock.

"Butch and Barloworld have been instrumental in this account and have provided the necessary PM maintenance, rental, and loaner unit programs necessary to keep this client satisfied."

Great teamwork between Barloworld and Hyster Company: providing premium service to Buffalo Rock Bottling. As stated

in the October 2003 issue of Beverage World, Nick Little, General Manager of Corporate Operations for Buffalo Rock is quoted as saying he is "very happy with Hyster." He continues to state the importance of his 24/7 operation schedule and that uptime is extremely important to their operations. With that being said, Hyster Company is what he needed for all 13 plants to achieve their continued uptime.



Front view of the dual pallet moving machine.

The Big Snapple!

The New York Times featured a story on September 12 about the juice drink, Snapple. Stepping up its Marketing Campaign in New York City, Snapple paid \$166 Million to gain the rights as sole supplier in New York City schools and city buildings.

After the city banned the sale of soft drinks in NY City schools, the doors were opened to juice manufacturers and others seeking sole-suppliership in the school beverage market. The \$166 Million was not as much as the price per child of what soft

drink manufacturers paid to become sole suppliers, but the health of the children was a key decision maker in allowing Snapple to become the sole supplier for the city.

Thanks to Pride Equipment Company, the local Hyster Dealer, they did an excellent job selling to a growing industry. The Big Snapple is making its appearance around NY City's

public schools and city buildings thanks to our Hyster trucks transporting the machines to the loading dock for delivery.

At the warehouse in Brooklyn, our E50XM2 was front and center for the photo in The New York Times with a Pride sticker on the mast. Great job to the Pride Team!



The Hyster E50XM sold by Pride Equipment Corporation on Islip, NY made its way into the New York Times on Friday, September 12, 2003.

Mercedes-Benz

In the second quarter newsletter, an article titled, Successful partnership with Hyster Company, was written on Mercedes-Benz US International, Inc. and their relationship with Barloworld Handling.

In this article, it was stated that 70 Hyster trucks were to be placed in the new facility. That statement should have said, 70 trucks will be placed in the new facility. Well wishes were extended to Barloworld Handling in hopes that they would be able to assist MBUSI in their future venture to fill their materials handling need for forklift trucks.

We apologize for the misprint.

Sometimes You Need to Change the Program

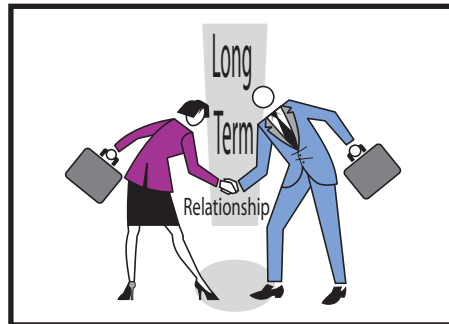


I have been writing articles on customer satisfaction for the Hyster Company newsletter, Horizons, which is now the Driving Force newsletter, since January, 2002. My objective has always been to increase awareness of the necessity to have a strong customer satisfaction program in place that is supported by and involves everyone in the company. Here are some of the topics that we have discussed previously.

- Every customer whether internal or external should expect and experience
 - Courtesy and Respect
 - Fairness
 - Clarity
 - Accessibility
 - Timeliness
 - Responsiveness
- A Moment of Truth for a company happens every time a customer comes in contact with one of their employees where the customer has an opportunity to form an opinion – good or bad - about the company.
- 68% of customers are lost because they came into contact with someone in the organization who was discourteous, rude, or indifferent. (A bad Moment of Truth)
- You have a customer problem whenever the CUSTOMER says you have a problem.
- To save an At Risk Customer, you need to apply CPR – Comprehend who your at risk customers are – Propose a solution whose value matches the seriousness of

customer's problem – Respond by getting the solution implemented quickly once it is agreed upon.

- It has been shown that a higher percentage (95%) of customers will continue to do business with your company when their problems are resolved immediately to their satisfaction.
- Service Recovery is the way you solve customer problems. It is about retaining customers and insuring that the original promise is met. Finally, it is about restoring the customers' faith in you, your company, and your products and services.



- Service Recovery is a process: Apologize/Acknowledge -> Listen, Empathize, and Ask Open Ended Questions -> Fix the Problem Quickly and Fairly -> Offer Atonement (a free PM in addition to the problem resolution) -> Keep Your Promises -> Follow-up
- Bob Moran of Moran Consulting enlightened us with his 12 Steps to Keeping Customers:
 - Gain buy in from the top of your company for Customer Service Training.
 - Measure first – Survey internally and externally to identify the current perception of your performance.
 - Make service-skill building a part of your strategic plan.
 - Structure accountability and train at the management level
 - Find the right training solution
 - Plan the launch

- Make it a big deal
- Deliver quality training
- Identify barriers to excellent service in training
- Re-measure results after a period of 3 to 4 months.
- Start process improvement teams as a result of the training
- Build customer service training into new employee orientation
- The importance of having a process to Win Back Lost Customers
 - Do you have a lost customer – How do you identify them? Were they intentionally pushed away, unintentionally pushed away, pulled away by competition, bought away by a low price, or moved away.
 - Do you want this customer back – what is his Lifetime Value to your company?
 - Quick Win-back Strategy – Take decisive action now.
 - Long Term Win-back Strategy – Insure that you are in position for re-entry with the customer.

All of this is good information and, if you want, you can re-read the articles to refresh yourself on the details. However, no matter how good your program is, you always have to be aware of the symptoms that may be telling you that it is time to change your customer service training program. Bob Moran, owner of Moran Consulting and developer of the Service Essentials Customer Service Training Programs, gives us 6 symptoms to watch out for.

THE PROGRAM BECOMES WATERED DOWN

After time has passed and the buzz is over, customer service training may gradually have lost its effectiveness. You may find that the time commitment for training has become shorter. A full day course may be shortened over the years to only an hour in length. The way the program is delivered may become less important. The original goal of excellent

customer service to be delivered by every employee has changed to: "Let's get everyone through this class because we have to." (How do you want your people to treat your customers? Is this what is happening? Is it truly institutionalized within your company?)

LANGUAGE BECOMES TRITE

When words and phrases like "Customer First" lose their power and people just don't believe it anymore. The organization's culture no longer supports the language used in the training. It may be time to change the program. (Do you even provide Customer Service training to your employees during their indoctrination phase?)

NO LONGER MAKING AN IMPACT ON MEASURED RESULTS

When such goals as improving customer satisfaction, reducing complaints, or increasing repeat customers are taking the opposite turn, it may be time to revisit the approach to training the staff. (Have you stopped measuring customer complaints or tracking at risk or lost customers?)

MANAGEMENT IS NOT PROMOTING THE PROGRAM

When customer service training becomes a low item on the priority list for managers, this may be due to their opinion that the program is not effective. If the skills and behaviors taught in the course are not reinforced by managers with full support, it may be time to make a change. (This must be driven from the top of the organization. Has top management stopped measuring customer service issues?)

PROGRAM IS GETTING A BAD RAP

What are people saying about the company's customer service training program? If you

hear things like: "It was a waste of time", "Too basic", "Too long and boring", "No fun", and "Same old stuff", consider changing to a more enticing training solution. (Or maybe the program is OK but you need a new trainer that truly believes in the principles and ideals of customer service training.)

THE VISION, MISSION OR GOALS OF THE BUSINESS HAS CHANGED

When an organization goes through a big change, the customer service usually goes down the hill. This may be a great time to introduce a new and improved training initiative and revitalize the focus on the customer. (When you go through a big change, you tend to become internally focused. This is a prime time to reinforce with your people the importance of customer service so that the customers understand the change and realize that they will be taken care of in the fashion that they have become accustomed to.)



If you decide that you need a new program, you can go on the Internet under Customer Service and find a lot of different programs that are available. Unfortunately there aren't many that relate to our business. Most of the ones that I have seen are related to the telemarketing or retail businesses, and these are of little use to a lift truck dealership. However, we did work with Bob Moran in 2002 on modifying his "Service Essentials for Everyone" program to fit our business. If this is something that you may be interested in, please let me know.

There are two ways that we can address this. First, Bob can come to your location and do the training for you. Each of your employees would go through a one-day training curriculum that includes the fundamental skills required for delivering great service. All the practice sessions have been developed around our business and the issues we face – internally and externally.

The second option is for us to conduct a Train the Trainer program where your selected person would be certified to conduct this training. To do this option, we would need about 15 people interested in being certified. Please let me know if you would be interested in a Train the Trainer program to be conducted this spring.

CERTECH Technician Level Achievers

The newest members of the CERTECH Technicians for the 3rd Quarter are:

CERTECH Certified Technicians

Stewart & Stevenson - Nederland, TX

- Dan Loden

CERTECH Master Technicians

Stewart & Stevenson - Nederland, TX

- Dan Loden

CERTECH Elite Technicians

Stewart & Stevenson - Nederland, TX

- Dan Loden

Congratulations Technicians!
Excellent job!



Hyster Company Goes to the Ball Park

For it's one, two, three strikes you're out at the old ball game!

The Kinston Indians welcomed David O'Dell and his Hyster crew to a minor league baseball game on Wednesday, August 13th.

Over 40 Hyster Company employees and family members enjoyed exciting minor league baseball action at historic Grainger Stadium in Kinston, NC.

David O'Dell cheered with his fellow baseball fans on the warm

summer night indulging in food, fun, and good ole baseball.

David even made friends with Scout, the Kinston Indians mascot!

Thanks David for sponsoring a great time at the ball park with your Hyster family! Your Hyster family looks forward to more Team building next season! Plus, I bet Scout would like to sit with his bud...David!



The Hyster Team cheers for the local minor league baseball team.



Scout, the Team Mascot for the Kinston Indians, smiles with David for the Camera.



Scout had so much fun in the Hyster Company section that he joined them!

Dealers of Honor



Hyster Company Awards Wajax for their achievement. Scott Alexander - Director, Dealer Development, Dave Hoehn - VP Sales Counterbalanced and Warehouse Product, Tom Duffy, Carl Bouchard, Jack Doyon and David O'Dell - Hyster President

Congratulations to Hyster Sales Company - Spokane Division and Wajax Industries, Ltd - East Division for your achievement in receiving the prestigious Dealer of Honor Award.

This is a great accomplishment and we look forward to more Dealers joining these two dealers in 2004 for their achievements in 2003. Best of luck to all.

Dealer Development said, "We realize that an achievement of this nature does not come easily. The dedication it takes to be seen as a second-to-none distributor of materials handling equipment is to be applauded. Wajax Industries Ltd.-Quebec and Hyster-Sales-Spokane personify what we believe to be a fundamental truth... our dealers are our greatest asset, period. Congratulations."

Scott Alexander, Hyster Director,



Pictured from Left to Right: Awarded for their achievement, Hyster Sales Company - Bob Guilbault Product Support Manager Spokane, Tom McCotter General Manager Hyster Sales Company Spokane/Missoula on right. Not pictured: Randy Sweet Product Support Manager Missoula



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Editorial text / credits:
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The New York Times
Beverage World

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