

# THE MICKEY SPIRIT

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## New Business Development, Purchasing Improvement Are The Focal Points of Mickey Reorganization

To better capitalize on the individual strengths of key managers in the company representing operations, new business development and sales, the following changes in responsibilities are effective immediately.

Wayne Childress, Vice President Sales, will turn over day-to-day sales management responsibilities for the van body division to Jim Hiatt, Vice President, Van Sales, in order to focus more directly on new business development, including new customers, new markets and new customer industries. In addition to his new business development

responsibilities, Wayne will continue to oversee long-term beverage and emergency vehicle sales initiatives. Bill Brown, Vice President Beverage and EV Sales, will continue reporting to Childress. Tom Campbell, Vice President Distributor Sales for the Van Division, now reports to Hiatt. He previously reported to Childress.

Rod Bohner, Manager of Van Operations, will take on responsibilities for the division's scheduling and



Childress



Fisher

purchasing functions, in addition to his existing charge for engineering and manufacturing. In his expanded role, Bohner will now be responsible for the entire operations side of the van business, while

*(To page 2)*

## Mickey Sets Record with 60 Straight Accident-Free Days

Mickey employees set a new safety record on Friday January 11 by going 60 straight days without a reported accident anywhere in the company. The previous record was 55 days.

"This is a tremendous accomplishment, because it not only shows that we are working safely, but that as individual employees and as a company overall we truly understand the importance of safety on the job," says Herb Young, Safety & Compliance Manager. "By working safe we contribute to many of our corporate objectives. We improve our product quality and we save the company time and money because our



Left to right Joe Ashburn, Gary Shipwash, Mike Sarvis Jr., Mark Foland and Mickey President Dean Sink enjoy their biscuit breakfast on January 16.

supervisors can more accurately develop and maintain production schedules based on full staff availability. But the most important benefit of

working safely is that it improves our quality of life. By staying safe and well we

*(To page 3)*

**"Sixty days is great, but 61 is better. This is one record we all believe was truly made to be broken."**  
— Herb Young

## New Bottled Water Brand Reflects Company's Harmony with Nature

**T**he San Manuel Band of Mission Indians are of the Native American tribe known as "Serrano," a name given by the Spaniards which means "mountaineer." Their ancestors roamed a territory that spanned the San Bernardino Mountains and valley, and adjoining desert lands. In their native language, they are called "Yuharetum," or "people of the pines." They take great pride in living in harmony with all living things and the spirit world – their connection to the "Great Mystery."

In the 1980s, the tribe invested in a bingo operation that has since grown into San Manuel Indian Bingo and Casino, which now employs over 1,500 people, most of them non-Indian, and is one of the largest employers in the Inland Empire area of California. The San Manuel tribe is a partner to its community and is active in donating funds for a variety of projects in neighboring areas. Nearby cities and towns receive support from San Manuel for



*State-of-the-art bottled water facility on the San Manuel Band of Mission Indians reservation high in the foothills of Big Bear Mountain in Southern California.*

cultural, social, and other projects to benefit the common good.

Now the group has launched a new project that combines its respect and love of nature with its entrepreneurial spirit. The mission of the San Manuel Bottled Water Group is to produce the highest quality water and water-related products that technology allows. The "new" company has built and operates a state-of-the-art bottled water facility on the

San Manuel Band of Mission Indians reservation high in the foothills of Big Bear Mountain in Southern California. The San Manuel Bottled Water Group, in conjunction with the San Manuel Band of Mission Indians, operates its business in harmony with nature and for the good of the community at large.

For that very reason, the group has dedicated itself to the pursuit of environmentally friendly vehicles, including its recently purchased propane

burning medium duty GMC C6500 delivery trucks on Mickey 8.5-bay Load Bear bottled water bodies. They are also planning to purchase some midsize 2002 alternative fuel GMC Safari vans and 2002 full size GMC Savanna propane burning cargo vans. The group is also exploring alternative fuel minivan and PT Cruiser vehicles.

"This is most definitely not a cost-savings initiative for

*(To page 3)*

## Mickey Reorganizes Management In Sales and Purchasing

*(From page 1)*

Hiatt will oversee all van sales activity. Previously, Greg Fisher, Vice President of Finance and CFO, was responsible for van and vending scheduling and purchasing. He will now focus his attention on developing a more efficient and synergistic purchasing system for all of the company's divisions, including beverage, van, vending, EV and specialty products.

Both Hiatt and Bohner will now report directly to Dean Sink, President. Childress and Fisher will continue reporting

to Sink.

"These changes in responsibilities are designed to put the appropriate people in charge of areas that are most in line with their respective management strengths," says Sink. "For example, Wayne has been one of our most talented executives in terms of developing new business for this company over the years. He played a pivotal role in developing and growing our battery and bottled water businesses, and more recently ushered us successfully into the aircraft industry as a manufacturer of all-aluminum

'shrouds,' or shells, that cover the deicer trucks used for treating icy aircraft wings. Wayne will continue to spearhead our efforts in redesigning and relaunching our new vending body."

At the same time, Sink continues, "Greg has been working closely over the past several years with the leaders of all of our operations departments, including manufacturing, engineering,



*Hiatt*



*Bohner*

scheduling and purchasing, and because of this comprehensive experience he is uniquely suited to head up our company wide purchasing function and to develop new and more efficient purchasing systems and processes."

## 'Big Bear' Water On A 'Load Bear' Body

(From page 1)

the company; conversion packages add thousands of dollars, plus maintenance and higher fuel costs," says Peter Willis, Chief Operating Officer and General Manager. "The Native American people have lived in harmony with nature for centuries, and the San Manuel Bottled Water Group, while sharing their pristine water with consumers, will also continue to be a good business and

community neighbor in Southern California."

San Manuel Bottled Water Group produces Big Bear Mountain Premium Spring Water, distributed exclusively to Southern California supermarkets and also offers home and office delivery service. The high quality water, bottled at the source, is available in drinking water, premium spring water and purified water. The spring water is available to

consumers in several sizes ranging from an 8-ounce bottle, a "Cub Pack" – made especially



*Big Bear Mountain Premium Spring Water is available in a variety of consumer packaging, including half-liter PET bottles.*

for children – half-liter, 700-milliliter, and half- and one-gallon bottles. In addition to the consumer packaging, the Big Bear spring, drinking and purified waters are also available in three- and five-gallon bottles for home and office delivery.

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## 3 Decades and Still Going Strong



*Members of Mickey's 30-plus-year club, who were honored at the company's Annual Holiday Luncheon in December, include, from left: Harold Faulkner, Jerry Leonard, Gene Sikes, Nancy Dunlap, Kent Lopp and Carl Mickey, Sr.*

## Mickey Sets Safety Record So Employees Eat for Free (All Day)

(From page 1)

can all continue to provide for our families and enjoy our lives outside of work. Safety breeds productivity and

efficiency, and at Mickey we seem to be driven by that objective."

While 60 days is a "tough act to follow," Young says that

Mickey employees have established the mindset that safety, like quality, is an ongoing process. "When we build a perfect body or trailer, we don't rest on our laurels," he explains. "We try to figure out a way to make it more perfect, or to improve our efficiency and productivity. It works the same way with safety. Sixty days is great, but 61 is better. This is one record we all believe was truly made to be broken."

In honor of the 60 accident-free days, Mickey hosted a "Free-Food Wednesday" on January 16, in which it treated all employees to one of its famous biscuit breakfasts; followed by a pizza lunch (110 pizzas); and a free snack at the afternoon break.

In addition to the free food



*Rickey Hulsey, Body Line Supervisor, left, and Gene Sikes, Beverage Plant Manager, right, take a midday break and enjoy a soft drink and snack on the company. In the background is Jerry Meyers of the Machine Room.*



*In appreciation of their 60 straight accident-free days, Mickey treated its employees to a "Free-Food Wednesday" that included 110 pizzas for lunch.*

all day Wednesday, Mickey doled out another \$1,000 in prizes to five lucky raffle winners (\$200 grocery store gift certificates for each).

## **Mickey Truck Bodies Sales Directory**

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## **IN-'SINK'**

# **Still the Land of Opportunity**

*By Dean Sink, President*

**T**here is a great deal of news, innuendo and "expert advice" swirling around the media these days about why companies that have been so successful for so long just one day file for bankruptcy or even worse. Of course giants like Enron and Kmart immediately come to mind. I am no expert on why companies fail, but I do have something to say about why companies succeed over long periods of time.

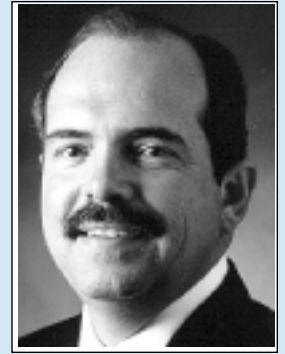
Three key components of any company's success are covered in this issue of The Mickey Spirit – the health and happiness of its employees; the loyalty of its employees; and new business. On pages one and two, you can read about how employees recently set a new company record for safety by going 60 days without a work-related accident. Employees are every company's No. 1 asset. Nobody feels good about injuries, especially those who are injured. Our employees come to work on time every day and they put in a full shift of work without event. That makes for better products, better morale, and a better and happier work force.

It also makes for more loyal employees. You will see on page 3 that six of our employees, including our Chairman and patriarch Mr. Mickey Sr., have been here for at least 30 years, and they are all still very active in the company. For most of them, this is where they have spent their entire working lives, and there is a reason for that. We make sure our employees have a clean and safe working environment, that they are treated fairly, and that they will be rewarded for their extra efforts. They're not here because there is nothing better for them; they are here because this is where they want to be.

As for new business, I am very impressed with the philosophy of our newest customer, The San Manuel Water Group, which you can read more about on page 2. The tribe of Native Americans has dedicated itself to its community and to nature, which it holds sacred. We should all do the same. I am also impressed with Lance Abbott, Mickey's Southwest Beverage Sales Manager, who looked outside the box for unconventional business opportunities for us. He found a great one in San Manuel.

New business is so important to us that we put one of our most experienced, successful and loyal employees in charge of that area exclusively – VP Wayne Childress – which you will read about on page 1. Wayne has been intricately involved with some of our most successful products over the years, including the Load Bear Series, the Thermal Bear refrigerated trailer and our new vending unit. He has also ushered us into some of our major customer industries, including bottled water, automotive batteries, vending and aircraft services. Under his leadership, I am sure you will be reading a lot more about new Mickey customers and industries in the future.

Because despite what you've been reading in all the papers lately, this is still the land of opportunity.



## **Coke's 'StoryTraveler' Helps Drive Reading Program**

**T**o help stimulate literacy, The Coca-Cola Company in October unveiled a new \$150 million marketing and advertising campaign linked to the hugely successful Harry Potter movie. Coke is also sponsoring a three-year cross-country reading tour from its "StoryTraveler" interactive mobile libraries, pictured at right. Overall the company has donated \$18 million to the Reading Is Fundamental (RIF) literacy organization to purchase more than 100,000 books.

