

THE MICKEY SPIRIT

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“Everybody who works at Mickey – from our receptionists to our welders to our company officers – is empowered to improve on any aspect of the business they touch.”

— ‘In-Sink’
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Mickey Unveils New ProVend II Vending Body Model

Mickey Truck Bodies has added several customer-driven feature enhancements to its popular ProVend II full-service vending body.

The redesigned unit features full length steps in a drop skirt to provide easier and safer access to the top of the soft drink bays, while at the same time adding strength to the skirt. In addition, the soft drink bays have been completely redesigned and feature new, easy-adjusting shelves on slide strut vertical channels.

The 20-ounce soft drink bays have been widened from 52 to 57 inches to better accommodate 20-ounce bottles, the primary packages in typical vending operations. The 20-ounce bays can now hold four extra cases per bay in a three-wide, two-deep configuration on each shelf,



ProVend features full length steps in a drop skirt to provide easier and safer access to the top of the soft drink bays.

versus two cases wide and one deep in conventional vending body bays. The bays can be converted for 12-ounce cans by simple adjusting the vertical bay dividers.

The 52” bays for 12-ounce cans may be converted for hauling 20-ounce bottles by

also adjusting the vertical bay dividers.

The 57- and 52-inch bays are standard in the ProVend II, but Mickey engineers can custom design the unit in any configuration according the

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One Jim Joins Mickey, Another Gets Expanded Sales Area

Jim Smith, an accomplished sales professional most recently with Dallas (TX) Freightliner Fleet Development Manager, has joined Mickey Truck Bodies as Southwest Regional Sales Manager covering Texas, Oklahoma, Arkansas, New Mexico, Arizona, Colorado, Utah, Wyoming, Idaho and Montana.

Jim, who also spent three years with Ryder Systems as Business Development Manager and Lease Account Manager, will be based in Plano, TX.

Jim Thomas, a 19-year Mickey veteran and currently Sales Manager for National Accounts and Canada, has assumed responsibility for beverage equipment sales in the states of Washington, Oregon, California, Hawaii and Alaska.

“This expanded assignment ties in well with Jim’s national accounts responsibilities since there are so many major beverage companies in this part of the country,” says Wayne Childress, Mickey Vice President. “The proximity of this new territory to



Jim Smith

Canada will also allow Jim to service his customer base and prospective customers much

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New Refrigerated Unit Spurs Van Body Business in '02

For Mickey's van body division, 2002 was "a memorable year" punctuated by the introduction of a new refrigerated van body unit that was delivered in the fourth quarter to Tropicana, a division of PepsiCo," says Jim Hiatt, VP Sales for the division.

"Tropicana was a natural expansion of our business because of our long-standing relationship with Frito Lay, another PepsiCo company," according to Hiatt. "Frito Lay was a big part of the Mickey van body business last year, as was Nabisco. With our reefer body, we were able to bring in another prestigious brand name to our customer roster."

The new refrigerated van body has been immediately embraced by users for its state of the art insulation technology that uses a unique, digitally controlled thermal

press system to maintain accuracy of the wall thickness and flatness to exact specifications, virtually eliminating insulation voids. The new unit is believed to be the first van body "reefer" to use this unique "platen process."

In addition, the new refrigerated body features an innovative design enhancement that uses synthetic extrusions to create insulation depths exactly to the customer's requirements. The synthetic extrusions, which replace the conventional wood components used in other van reefers, also serve as a thermal barrier to help maintain the desired load temperature.

"The refrigerated van body will open up many new doors for in the national accounts arena among food companies, dairies and other consumer products goods marketers that require refrigeration to

maintain product freshness," Hiatt says.

On the distributor side of Mickey's business, George Hearn out of Brooklyn, NY had a banner year in what turned out to be a very difficult economic environment. "I think that underscores that

company's aggressiveness in its marketplace and its growing reputation for quality products and services," Hiatt notes.

Other major contributors to Mickey's van body business in 2002 were Enterprise Leasing, Compass and Krispy Kreme.

New Products, Bottled Water Business Spark Beverage Division

Mickey's beverage division played out a classic "good news, bad news" scenario for 2002.

"The growth in our beer business offset much of the softness in our soft drink business," says Wayne Childress, Mickey VP Sales. "The Mickey name is gaining more and more steam every year among beer wholesalers, and we still account for probably 80 percent of the bottled water unit sales in the U.S., and we have very good relationships with every one of the major players. With those two beverage segments in our scope, we are much better positioned to weather the slump in the soft drink industry. Pepsi continues to be a very aggressive purchaser of new and innovative delivery equipment, and our business within that system was up again in 2002. The Coke and Cadbury systems continue to upgrade their fleets on an as-

needed basis, and we are still their go-to supplier for the appropriate equipment."

The introduction of Mickey's new Thermal Bear unit and the enhanced ProVend full service vending unit also helped boost Mickey sales last year. The refrigerated unit is gaining ground as more and more beverage companies emphasize product freshness in their marketing messages.

The ProVend has caught on with companies both in and out of the beverage field that are looking to capitalize on the growing trend toward convenience foods and diminishing meal preparation times. The vending business also offers more attractive margins than conventional retail.

Interstate Battery, which is also part of Mickey beverage division because of the common equipment compo-

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New refrigerated van body uses state of the art insulation technology to maintain accuracy of wall thickness and flatness to exact specifications, virtually eliminating insulation voids.

Smith Joins Mickey In Beverage Sales; Thomas Gets Expanded Area

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more efficiently.

Lance Abbott, Mickey's Southwest Regional Sales Manager for the past several years, left the company this year to enter into his family business in Texas.

"While this was a very difficult decision for Lance, it was an excellent opportunity

for him to work in a business that has been in his family for many years and to help lead that business into a new era," said Childress. "Lance was a very successful and popular Mickey employee, and we wish him the very best in his new endeavor. He has agreed to stay close to the Mickey business in a consulting role

while we transition his territory to other associates."

Jim Smith and Jim Thomas will both work closely with Laura Allen, Mickey Sales Coordinator, who is responsible for sales quotes; order tracking; and customer follow up. Customers can reach Jim Thomas via email (jimmieb@aol.com) or direct

by phone at (904) 613-8015. Voice mail can be left at 800-334-9061, ext 3301.

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Mickey Redesigns ProVend II Vending Body with Added Features

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customer's specifications.

The "dry" shelves over the soft drink bays have also been completely redesigned with new easily adjustable shelves,



"Quick Release" thumb latch retainer bar is significantly easier to engage and far more reliable than on similar equipment.

and can be lowered or raised to accommodate the various sizes of dry goods.

Another new customer-driven feature on the redesigned ProVend II is Mickey's unique "Quick Release" thumb latch retainer bar, which is significantly easier to engage and far more reliable than on similar equipment. The "Quick Release" bar, which can be engaged with pressure from a single thumb, is located in the back of the shelving behind the soft drinks bays, so that the beverages can be loaded and unloaded either from the outside roll-up door or from inside the body. The cola bay shelf pitch eliminates the need for retainer bars on the roll-up door side of the bay. In the past, retainer bars were very hard to remove and store. With Mickey's thumb latch mechanism, the bars can

be removed easily and conveniently stored in a series of holes every six inches apart. Four retainer bars are standard in the 52-inch and the 57-inch bays.

"ProVend was an innovative breakthrough in the vending delivery business when we introduced it seven years ago, but since that time the vending business has changed and our equipment must reflect these changes," says Harold Faulkner, Director of Vending Equipment for Mickey Truck Bodies. "

The redesigned ProVend II is the unit's second major overall within the last two years.

ProVend II features Mickey's one-piece aluminum skins for a much cleaner, more seamless appearance without the use of unsightly rivets or "patchwork" aluminum sheet

overlap. This allows graphics to go on easier, last longer and remain more aesthetically appealing over the road.



"The changes we incorporated in the ProVend II unit are totally driven by customer feedback."
– Harold Faulkner

National Coverage Keeps Mickey Out Front in Reconditioning

Mickey's Reconditioning division posted "solid numbers" in 2002 amid a backdrop of customer budget cuts and soft equipment sales in general, says Greg McLaughlin, VP of the division.

Bottled water once again paved the way in the beverage segment for the reconditioning business, and should continue to grow for the next few years as the consolidation of brands into fewer corporate hands stays the course. Major

brewers who are changing brand graphics and adding new items also helped drive Mickey recon business last year as these companies sought to maintain their fleet graphics with their changing and expanding portfolios.

"The soft drink industry was still flat, and while that segment has always represented a large percentage of our reconditioning and service business, we are doing a very good job of expanding our penetration in other indus-

tries," says McLaughlin. "It is just a very competitive environment out there right now and we have to fight for everything we get. Having five freestanding reconditioning and service facilities in strategic locations around the country has definitely provided us with a significant edge. We are the only company to offer such a wide coverage. The expansion of our network of facilities has proved to be a very worthwhile investment."

Beverage Division 2002

(From opposite page)

nents, "had another excellent year in terms of sales, and that is because this company continues to not only improve its products

and service, but also in the way it goes to market," says Childress. "They have become a very professional sales and marketing organization."



Thermal Bear is popular among beverage companies emphasizing product freshness in their marketing messages.



Mickey regional recon associates, from left: Chad Hoye (IL), Pete Maynard (NJ), Sid Merrill (FL) and Don Gleghorn (TX).

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IN-'SINK'

A Little Hitch In Our Party Plans

By Dean Sink, President

What a way to wrap 2002 – with a major ice storm that virtually paralyzed our community and crippled our plant for several of days.

The timing was terrible, too (not that there is any good time for a dangerous reminder of how powerful Mother Nature can be). We were already scrambling to finish up on a wave of late-year orders, have our annual company Christmas party and shut down for the holidays.

Well, as the saying goes, I guess “two out of three ain’t bad.”

We did manage to successfully fulfill our production schedule and knock off for the holidays. But on the downside, we cancelled our annual Christmas party in the plant, and no one felt worse about that than me. But my colleagues here at Mickey made me feel much better with their attitude, your spirit and absolute commitment to getting the job done at all costs. You see, it was actually the employees that felt we should cancel the party to make up for time lost during the ice storm.

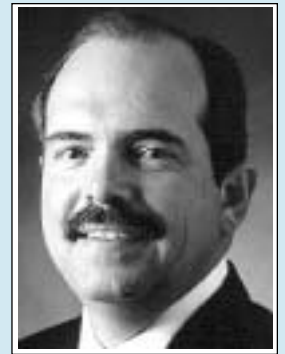
We have always said that at Mickey, the customer comes first, and our employees certainly backed that up in December by the way they came back to work after the storm and worked right through their Christmas party with desire and dedication.

It’s this type of commitment to getting the job done that makes Mickey the leader in all of the industries we serve, and it is why we have a reputation for being one of our community’s most reputable companies to work for.

So, how do we top that performance and dedication in 2003? The fact of the matter is that the effort just happens naturally here at Mickey. Striving to do better – to work smarter, harder, safer and more conscientiously – is woven into the cultural fabric of our company. We don’t have to talk about it in meetings and at pep rallies. We don’t need big colorful bar charts to illustrate increases in productivity and customer satisfaction. And we certainly don’t have to prod anyone around here to “give just a little more effort.” It just gets done.

Everybody who works at Mickey – from our receptionists to our welders to our company officers – is empowered to improve on any aspect of the business they touch. Mickey employees do not wait around for someone to tell them about a problem or to suggest a solution. We are proactive. We take matters into our hands. The reason we are like this is because, as I said earlier, everything is about total customer satisfaction. If we raise our bar as high as we possibly can, and then strive everyday to raise it even higher and challenge ourselves to meet our own very lofty expectations, we can be reasonably confident that we will also meet or exceed our customers’ expectations. That is what drives us here. We know we are not the only choice for delivery equipment in the county. So we believe we have to be the undisputed best regardless of what it requires.

Even if it requires skipping a Christmas party.



Emergency Vehicle Business Up Again in 2002

Mickey’s Emergency Vehicle division posted another record year in 2002 driven by the in-market efforts of its major customer, Jefferson, NC-based AEV (American Emergency Vehicles).

AEV ambulances are the product of a formula merging time-tested ambulance building methods, innovative

engineering and proven materials and components.

“AEV is committed to selecting the highest quality raw materials, components and suppliers to custom designing each vehicle to maximize dependability, functionality and serviceability,” says Bill Brown, Mickey’s VP National Account Sales. “They are

continuously making customer-driven enhancements to their vehicles, and that is one of the reasons we have such a close connection with them – both companies are very customer focused. They continue to improve product features while Mickey continues to enhance the structural strength and body design.”

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