

THE MICKEY SPIRIT

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“Countless times, buyers would ask if the model they were looking at was ‘as good as a Mickey,’ or ‘how does this compare to a Mickey?’ Clearly Mickey is the benchmark against which all other bodies are measured.”

**— Jim Wolf
T-W Truck**

Mickey Taps T-W Truck As Exclusive Dealer for NY Area

Mickey Truck Bodies has named Buffalo, NY-based T-W Truck Equipments, Inc., as its exclusive distributor for new van bodies for central and western New York state. T-W Truck, which also operates a branch in Rochester, NY, is one of New York State’s largest full-service, full-line truck and equipment distributors and installers.

“Central and western New York state is a very important and growing market for our core customer industries, and we wanted to partner with the dealer known for the best service and the best products,” says Jim Hiatt, Mickey’s Vice President, Van Body Sales. “T-W Trucks made our decision very easy. They are by far the superior truck and body equipment handler in their territory, and they take



the same approach to service as we do here at Mickey – the customer always comes first.”

T-W Truck’s modern 30,000-square-foot facility is located on over 10 acres in a central location convenient to all of its customers. The facility houses a large truck equipment and repair parts showroom filled with many popular name brands, and carries over \$2.5 million in

Some of the most successful companies in the world trust their brand names on Mickey equipment, including Nabisco.

inventory. It also features an expanded shipping area, huge warehouse storage, and comfortable sales and administrative offices. The large storage yards combined with easy in/easy out production bays accommodate extremely fast turnarounds.

The company has been selling and serving the truck equipment market in Western New York since 1939. T-W Truck Equipments, Inc. originated as the Truckstell-Wilcox Company, Inc., founded in 1939 by Charles Wilcox in the city of Buffalo. The company specialized in tandem drives, frame extensions, trailing axles, utility bodies, four wheel drive units and dump bodies. Throughout World War II and into the 1950’s, Truckstell-Wilcox responded to the changing needs of both

Quarter-Century and Counting



Sam McCluney (left) Supervisor in Mickey’s Winners Circle, celebrated his 25th year with the company on August 2. Carl Mickey, Jr. Executive Vice President, congratulates Sam on his milestone.

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Meet Mickey's Steve Mason

As with any corporation these days striving to flourish in a competitive market, the strength and future of Mickey Truck Bodies lies in its young associates.

"We are a company that is 98 years old, yet we have all the enthusiasm and energy of a brand new start-up, only with a century of experience," says Wayne Childress, Vice President of Corporate Sales.

"One reason for the unique environment that we foster here is the fact that we recruit, hire and train the best possible candidates for the most appropriate positions. Then we give them responsibility and accountability – and we encourage them to find better ways to sell, to build, to design. We challenge them to bring about change. We expect them to be leaders within our industry, not just within our company."

Over the next several issues of The Mickey Spirit, we will profile some of our current "shooting stars" and future leaders. We'll introduce you to their professional backgrounds and give you a little glimpse into their family lives. After all, Mickey has been family owned and operated for almost 100 years, so we are all kind of like family!

Name: Steve Mason

Title: Midwest Regional Sales Manager

Territory Coverage: (Ohio, Illinois, Indiana, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Kansas, Nebraska, Iowa, Missouri)

Years with Mickey: 5

Professional Experience: 14 years in truck equipment, including family business – Ideal Beverage

Age: 33

Travel Itinerary: Spends 280 to 300 days a year on the road visiting customers and prospects in the soft drink, beer, bottled water, vending, battery and propane industries

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("and anyone else who may have need for a high quality, customer-drive truck body or trailer.")

Trend Sightings: "In the beer industry, the consolidation among the smaller wholesalers is happening at a slower pace than it did among the major companies, but it is still happening. Five years ago things were happening fast and furious. The larger, merged wholesalers are not ordering as many pieces of equipment these days as they used to in the pre-merger era, but they are ordering bigger equipment with more custom configurations. For example they are buying more 22-bay trailers than 16-bay units because they have more open road to cover in their expanded territories. I also notice that the buyers are becoming much more sophisticated in



The Mason family outside their Bloomington, IL home (from left) Kelly, Cody, Steve and Madison.

terms of technology and value. They want the most bang for their buck and they want to do business with partners that they can trust to answer the bell after the sale has been made. They are looking for innovation in terms of driver safety and comfort, light weighting, aesthetic appearance. They are no longer looking merely for equipment; they are demanding delivery solutions. Our business has remained strong through this slow growth period because we have improved our equipment every year – by lowering our working profile, with seamless one-piece skins, stronger sleeve fitted corner

castings, to name a few of our breakthroughs.

"I've been in this business since I was about 18 working in my family's business, and over the years I have become sort of a history buff on the industry. Mickey Truck Bodies, since I have been around, has always been the leader."

Family: Wife Kelly; Children Cody 7 and Madison, 3

Interests: "Spending all my time when I am not traveling with my family – and sneaking out once in a while for a good workout at the gym."

Touch Points: Phone 309-661-1262, email skmason1@mindspring.com

Coca-Cola Makes Design Change

This month Coca-Cola announced it is returning to the traditional but updated Coke ribbons on cans and bottles that was replaced two years ago by the current "splash graphic" design.

The new look is scheduled to begin appearing on product packaging in 2003.

The intertwined white and yellow ribbons run underneath the familiar "Coca-Cola" script, with a trail of bubbles in the background.

The packaging will retain familiar elements of the Coca-

Cola brand name, including the typeface, the red color and a new presentation of the contour bottle. In the U.S., the word "classic" will continue to appear on all packaging for brand Coca-Cola.

When the design changes are completed, Coke will have a unified look for its three brother brands — Coke Classic, Vanilla Coke and Cherry Coke — which got a new design earlier this year.

Earlier this year, Pepsi-Cola introduced a new version of its Diet Pepsi can in light blue.

Call Mickey for all your fleet graphics needs – paint or decal. All work done on-site at one of our six locations. 800-334-9061.

Mickey Appoints Exclusive Distributor for Western New York

(From page 1)

the retail truck market and projects for the government. A tradition was developed to respond to the individual needs of the customer. Many truck installations required “engineering” and customization to meet the requirements of the application. “We have responded ever since with solutions for a variety of problems and applications; becoming ‘the’ source for custom specifications,” explains Jim Wolf, Fleet Manager. “Our continued commitment to serve the customer has never changed as we have expanded our facilities over the years to exceed our client’s expectations.”

In 1968, the company changed its name from Truckstell-Wilcox to T-W Truck Equippers, Inc. In 1982, T-W Truck expanded to Rochester, NY with a branch office to serve even more of the Western New York area. The successful Rochester



T-W Truck is one of New York State’s largest full-service, full-line truck and equipment distributors and installers.

branch is a full service facility offering truck equipment sales, service and parts in a convenient city-central location.

“Really, it was our customer base that led us into our partnership with Mickey,”

Wolf explains. “Countless times, buyers would ask if the model they were looking at was ‘as good as a Mickey,’ or ‘how does this compare to a Mickey?’ Clearly Mickey is the benchmark against which all other bodies are measured. Now, when a customer wants something as good as a Mickey, they can get the real thing right here.”

Mickey bodies and trailers are sold in 14 countries around the globe, and some of the most successful companies in the world trust their brand names on Mickey equipment, including Airborne Express, Anheuser Busch, Canteen Corp., Coca-Cola, Frito-Lay, Interstate Battery, Kodak Film, Lowes Home Improvement, Miller Brewing, Nabisco, Pepsi and Perrier.

You can visit Mickey’s web site at www.mickeybody.com, and T-W Truck’s web site at www.twtruck.com for more information, or contact Jim Hiatt at Mickey (jhiatt@mickeybody.com,



“Central and western New York state is a very important market for our core customer industries, and we wanted to partner with the dealer known for the best service and products.”

– Jim Hiatt

800-334-9061 ext 3210), or Jim Wolf at T-T Trucks at jimw@twtruck.com, 800.444.7417.

President Bush Visits Mickey’s Home Town of High Point, NC

Despite temperatures hovering around 100 degrees, approximately 2,000 residents and dignitaries from the Triad Region of North Carolina crammed into the High Point University Millis Athletic Center on July 25 to hear President George W. Bush admonish people who file frivolous and unwarranted law suits against the medical community.

The President, who also visited the new state-of-the-art High Point Regional Hospital earlier in the day, has been rallying for a cap on punitive damages awarded in medical liability law suits. He has called \$250,000 “a reasonable limit.” Frivolous and unwar-



ranted malpractice law suits have sent the cost of physician insurance sky rocketing in recent years.

Among those on hand to hear the President speak at the invitation-only event were three Mickey employees,

including Vice President Kent Lopp, Parts Manager Rocky Barham, and Marketing Manager George Smith, who snapped the photo above.

“Having the President of the United States visit our small community definitely fills you

with a sense of pride,” says Smith. “His trip here was a tremendous recognition of the world class medical facility we have here in High Point, which houses a renown cardio care unit. It was an experience I’ll always remember.”

Mickey Truck Bodies Sales Directory

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IN-‘SINK’

The ‘Colorful’ Soft Drink Business

By Dean Sink, President

I can't tell you how many of my friends and family have asked me this summer, 'What's up with the soft drink business?' They are referring of course to the wave of new flavors and colors being introduced to the major players – Vanilla Coke and more recently Diet Vanilla Coke; Pepsi Blue; and Dr Pepper's Red Fusion, just to name three off the top of my head. I guess since my family and friends know that Mickey truck bodies is the largest supplier of body and trailers to the likes of Coke, Pepsi and Cadbury and their respective bottling systems, everyone figures I am some kind of expert on the subject of soda.

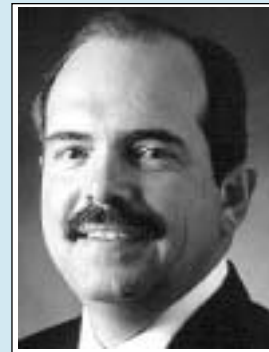
Now, I do love to talk about the soft drink industry and I always have. I'll engage in a conversation with anyone, anytime, anyplace. And I am always interested in new opinions and ideas, whether they come from one of my biggest customers or the friend of my 16-year-old son who lives up the road. I like to think I have an open mind. But one particular remark this summer really riled my feathers. I was having breakfast with a friend of mine – another local businessman in an unrelated field – and in the business section that morning he had read about one of the new flavors, and how it was being positioned against another new product from a competitor. "These soft drink companies must be really desperate to come out with flavors like these," he muttered over his coffee and the newspaper." That turned out to be my morning wake up call."

"Desperate?" I asked my friend. "You think new products are a sign of desperation? I always thought that new products were the lifeblood of any company! I don't think they are desperate. I think they are innovative!"

I think my pal was a little surprised by my passion. But I was on a roll. I explained to him, gently, that probably no other industry in the world has been as creative as the soft drink industry in the past 25 years – in terms of product, advertising, distribution, packaging, etc. – as the soft drink arena. We've seen Diet Coke with a revolutionary, great tasting sweetener called aspartame in our lifetimes, and then Diet Pepsi, Dr Pepper, 7UP, Sprite and so forth. We've witnessed the advent a lightweight, practical package in PET. Resealable caps. Exciting consumer sweepstakes. Advertising that is purely entertainment – whether or not you are a fan of Michael Jackson or Michael Bolton, you have to admit they grabbed our attention in their soda commercials. Britney Spears versus Christine Aguilera – talk about star wars!

I appreciate that depending on my state of mind and state of taste, I can choose a sugared, diet, caffeine-free or diet caffeine-free cola from my c-store's visi-cooler. I don't think the soft drink companies are being desperate by offering me such a selection; rather I think they are being very accommodating. Very consumer friendly. And also very successful.

So I told my friend that if Coca-Cola wants to bring out a vanilla-flavored cola, and Pepsi wants to market a blue-colored cola, and Cadbury favors a red shaded CSD, I say have at it. These people know much more about making and marketing soft drinks than I do. People will buy and try the new products. I will. I'm not saying they will all become favorites of mine, but I certainly appreciate the effort these companies have gone through to give me the choice. In fact, I'm looking forward to the next wave of new soft drinks.



Mickey Truck Bodies has completed a major expansion of its parts department resulting in twice the inventory and twice the staff to better serve your growing needs.

The expanded department stocks Mickey, Hackney, Centennial and all branded parts for same-day shipping. Call now for special pricing on Mickey's Monthly Specials.

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