

THE MICKEY SPIRIT

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“We had an extraordinary amount of interest at the Vending Show in Las Vegas in March.”

— Wayne Childress

Mickey's Establishes Separate Division To Handle Full Service Vending, Plumbing Services Industries

Mickey Truck Bodies has established a dedicated Vending Division to oversee research and design, product development, manufacturing, sales and marketing for its line of full service vending bodies and plumbing and service-related vehicles. Wayne Childress, Vice President of Sales and New Business Development, is heading up the new division, which joins Mickey's other business units including Beverage, Van Bodies, Emergency Vehicles and Specialty Equipment, and Reconditioning & Service. Childress reports to Dean Sink, Mickey President.

The flagship product under the Vending Division is the



Mickey has established a dedicated division to handle its full service vending units, like this ProVend II, and plumbing/maintenance services bodies.

ProVend Series, including the newly redesigned ProVend II, the second generation of Mickey's popular full service

vending body featuring several major feature enhancements. ProVend II is a com-

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New Van Reefer Covers Everything from Food to Flowers

Mhe Mickey Van Division this quarter will unveil a new refrigerated van body produced with a unique digitally controlled thermal press system that holds the accuracy of the wall thickness and flatness to exact specifications, virtually eliminating all insulation voids. The new Mickey 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 pultrusions to create insula-



Mickey's refrigerated van body uses state-of-the-art design and manufacturing technology to hold the perfect temperature.

tion depths exactly to the customer's requirements. The synthetic pultrusions, which replace the conventional wood components used in other van reefers, also serve as a thermal barrier to help maintain the desired load

temperature.

“This will be the industry's best build and most durable, reliable and diverse refrigerated van body on the market today,” says Tom Campbell, Mickey Vice President. “It

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New Bottled Water Brand Reflects Company's Harmony with Nature

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plete redesign of the original ProVend unit introduced in 1996 for Canteen Corporation, the nation's largest foodservice provider and a major Mickey customer.

"ProVend was an innovative breakthrough in the vending delivery business when we introduced it six years ago, but since that time the vending business has changed and our equipment must reflect these changes," says Childress. "The changes we incorporated in the ProVend II unit are totally driven by customer feedback."

100-Year-old Roots

While the dedicated Vending Division is a new business unit for Mickey, Childress is quick to point out that its "roots and expertise" are the by-products of the company's almost 100 years experience in the delivery equipment manufacturing business. Mickey is a world leader in the manufacture of



all-aluminum beverage bodies and trailers and a major player in the dry freight van body business. In addition, the new division will have full access to Mickey's centralized support functions and services, such as state-of-the-art painting facilities, a national network of company-owned, freestanding Service and Reconditioning Centers, and modern "Winners Circle" quality inspection facility. However, the Vending Division employs its own

"... Extraordinary amount of interest at the Vending Show in Las Vegas ..." for the Mickey brand name and equipment.

– Wayne Childress

dedicated team of engineers as well as its own production center, both located at Mickey's main manufacturing complex in High Point, NC.

Since being introduced in 1996, Mickey's ProVend line has become a favorite of the vending industry because it offers a variety of advantages over conventional vending units, starting with a more competitive sticker price. In addition, the ProVend features significantly more inside cube space than typical vending units, while still accommodating all types of vending products, including snack foods, beverages and perish-

ables.

The plumbing and related-services vehicles in the Vending Division will include many of the same features of the ProVend II, such as flexible adjustable shelving; a driver friendly, ergonomic design; and a much cleaner, more seamless appearance without unsightly rivets or "patchwork" aluminum sheet overlaps.

"We had an extraordinary amount of interest at the Vending Show in Las Vegas in March," says Childress. "It was very encouraging to see that the Mickey name has such strong brand recognition in the vending industry through all our years in the beverage business, as well as from the tremendous success we've enjoyed over the past couple years with our original ProVend unit. The general consensus on the show floor was that buyers are happy to have such a reliable, financially sound body manufacturer in their corner."

After 17 Years, Wayne Andrews Still Has '20/20' Vision

Carl Mickey, Jr., Mickey's Executive Vice President, (on the right in adjacent photo) recently presented Wayne Andrews (Beverage) with a \$100 Gift Card to Lowes Home Centers for identifying a production flaw on one of the company's product lines. Wayne pointed out a problem in the locking handle mechanism to Mickey engineer Randy Brown. Problem solved.

"I've been here for 17 years and I have worked in almost every department of the company," says Andrews. "You would think I'd be able to spot a problem when I see it, and I can. I can spot a problem from a mile away. I

always keep my eyes open when I'm walking through the plants or the yard, and I always will whether there is a reward or not. But the \$100 reward definitely tells you

something about our company. I think it's great that the company rewards us just for doing our jobs. That tells you how important quality is here at Mickey."



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Van Body Reefer Good for Everything from Food to Flowers

(From page 1)

may be our first refrigerated van body, but Mickey has been building refrigerated bodies and trailers for many years, and we are also one of the leaders in the design and manufacture of straight vans for a variety of industries. Our new Thermal Bear refrigerated van body reflects almost 100 years of expertise and experience in van, body and trailer design and manufacturing.”

The automated platen process replaces the manual “hand shoring” technique used by other manufacturers for wood and aluminum, which is widely considered to be more time consuming and inaccurate because it is prone to human error. In Mickey’s automated process, explains Rod Bohner, Manager of Van Operations, insulation cavities are heated to a perfect 100

degrees so that the foam reaches optimum density. The process eliminates over pouring and reduces waste and costs by about 30% versus the hand shoring method.

By using synthetic pultrusions rather than wood to create the insulation cavities, the Mickey unit is not susceptible to rot or other forms of degradation that could cause the inner structure to collapse, says Bohner. “Every van floor, regardless of how it is manufactured, uses eight welded joints,” he explains. “These floor welds can crack and allow water seepage to penetrate the foam, which acts like a sponge, and that in turn degrades the wood until ultimately the floor will collapse. We use composite pultrusions under aluminum in the floor. There is no wood.”



Campbell



Bohner

Mickey uses quality grade polyurethane foam insulation for its van body reefer that is “high pressure injected for consistent coverage,” says Bohner.

The Thermal Bear Van Body will be available in any standard length from 10 to 28 feet, and there are many custom options available

upon request. Standard sidewall thicknesses are two, three and four inches, and other ranges are available as options. Standard on all units are a stainless steel rear frame and a built-in water trough. The Thermal Bear comes standard with Mickey swing doors, with optional insulated roll-up rear doors in various thicknesses.

Mickey Employees Take Community Service Up A Notch in ‘02

The first quarter of 2002 has seen Mickey employees reaffirm their kindness and commitment to their local communities by donating their time, money and efforts to local charities.

Already one of the Triad region’s most benevolent

contributors to the annual United Way drive, Mickey and its workers throughout the year support worthwhile causes designed to improve the quality of life for their neighbors in High Point and surrounding towns.

In February Lisa Warren, Mickey’s Systems Develop-

ment manager, “agreed to go peacefully” as part of a unique and fun campaign to help raise money to fight Muscular Dystrophy. Lisa, with dozens of other representatives from local High Point businesses, agreed to be arrested and held

in custody until she could raise enough bail money to spring herself. The bail money came by way of financial pledges to MDA from Lisa’s friends, colleagues and family,

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Mickey’s bowling benefactors (from left): Wayne Andrews (Beverage); Lisa Warren (Systems Development); Steve Baldwin (Van); Gail Wells (Human Resources); Chris Layne (Beverage).

A remorseful Lisa Warren behind bars at the Radisson Hotel, where she had to raise her own bail by soliciting pledges for MDA.



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IN-'SINK'

Every Game Is A Must Win

By Dean Sink, President

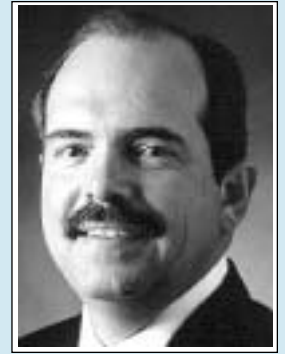
If you're a sports fan, this is a great time of year. The Major League Baseball season is just starting and we have very recently crowned a new college basketball champion after an exciting month-long tournament. (Unfortunately, that champion is not one of our fine North Carolina universities, but Maryland is after all in the ACC. Besides, the Terps proved at least to me that they are the best team in the country, and so I tip my hat to this most worthy champ.)

Great teams, whether they play baseball, basketball or build truck bodies and trailers, all have one thing in common: the will to win every single time they step on the court or the field or punch a time clock at the office. They never give anything less than 100% regardless of who the competition is or what the competition is doing. They play equally hard against the "easy" teams as they do against the contenders. If they are well enough to come to work or play the game, they always figure they are well enough to give absolutely their best effort. Indiana University, which lost to Maryland in the Championship game of the NCAA tournament, has a very talented and very feisty point guard named Tom Coverdale, who severely sprained his ankle during The Final Four. I think he was the only one who was always certain he would be well enough to play in the big game. He looked a little hobbled on the court that night against the Terps, but he played almost the entire game and he never gave anything less than 100%. He was hurt, and he may not have been able to play his best game, but he certainly didn't hurt his team. In fact, his tenacious defense and ball handling kept the game very close right up until the end.

In the NCAA tournament, if you lose one game you go home. That means if you are the No. 2 seed, you must play as hard as you can against the No. 15 seed if you plan on taking on the No. 1 seed. A little letdown can cost you your spot in the Big Dance.

I know the Major League Baseball season is 162 games long, but the best teams play like every game will be their last if they lose. Look at the Yankees. You can see in the eyes of the players how much they hate to lose. Look at Roger Clemens. He's 40 and is coming off his 6th Cy Young season. Think he is happy when he loses. Any skipper will tell you how important it is to get off to a strong start and not fall behind. Then they'll tell you how important it is to stay competitive and healthy in the dog days of summer. Then they'll tell you how crucial it is that you finish strong and make a run for the playoffs, or if you've already clinched how important it is to finish on a winning note heading into the playoffs. So, when is losing acceptable? Sounds like never. I've coached a few baseball teams myself, including last years National AAU Baseball Champs in the 15-and-under division. I guarantee you I never once told my kids it was OK to lose a game because they didn't feel like giving 100%. Or because the game wasn't important enough.

And I guarantee you the people here who build your bodies and trailers and vans will never put in anything less than 100% on your unit because they may not recognize your logo; or because it's too close to their lunch break; or because they are not a consumer of your product; or because they know there is no other company out there that can even match our quality and workmanship half-way. The fact is at Mickey, we treat every job and every customer like they are the Championship ring. And we want to go all the way. No letdowns. Ever.



Mickey Employees Give More Than A Day's Work

(From page 3)

who donated the money while Lisa was incarcerated. She was able to raise almost \$900 for the MDA – good enough to get her sprung and back to work before lunch was over.

In March, five Mickey employees participated in a

bowling marathon to help raise money for the Big Brothers & Sisters of High Point, a local United Way agency that provides mentoring and companionship to kids from broken or disjointed homes. The Mickey bowlers raised over \$500

during their hour-long slot, and joined representatives from companies throughout the High Point area in the annual fundraising event.

The Mickey employees contributed their time in the lanes during non-working hours.