

THE MICKEY SPIRIT

COMPANY, INDUSTRY AND
BUSINESS NEWS PUBLISHED
BY MICKEY TRUCK BODIES INC
P.O. Box 2044
High Point, NC 27261
(800) 334-9061

www.mickeybody.com

VOL. 14 No. 5
SEPTEMBER/OCTOBER 2002

“Our employees are empowered to make changes that will improve their working conditions, the quality of our products and customer service ... Empowerment is a very powerful employee benefit.”

**— Dean Sink
Mickey President**

Faulkner, Mickey Veteran, Heads Up ProVend Sales

Harold Faulkner, a 32-year Mickey veteran, has been named Director of Sales for the company’s ProVend product line. He was most recently Mid-Atlantic Sales Manager for the beverage division. In his new role Faulkner continues to report to Wayne Childress, Mickey Vice President of Sales and New Business Development.

Faulkner joined Mickey in 1970 as the Scheduling Manager between the production and sales departments. He was hired by Mr. Carl Mickey Sr., who is still active in the company.

Mickey’s ProVend II unit, unveiled in 2002, represents an extension of the original

ProVend full-service vending body introduced in 1996 for Canteen Corporation (now Compass), 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 Faulkner. “There are many more products on a vending body today than there were six years ago. It used to be soft drinks and candy. Now it’s also things like home meal replacement items, snack foods, dairy and ice cream and even some fill-in health and



Harold Faulkner

beauty care items. These vending operators are becoming single-source suppliers to the electronic retail community, and their trucks have to be able to efficiently and

(To page 3)

6 Employees Celebrate 95 Combined Years at Mickey

Six employees combined to mark 95 years of service to Mickey Truck Bodies in September, led by George Smith, Director of Marketing, who reached the quarter-century mark.

Chuck Martin, Vice President, Customer Service, celebrated his 20-year anniversary with the company.

Herb White III, Parts, and Darrell Davidson, Beverage, each reached their 15-year milestones in September, while Charles Cranford (Van Body Sales) and Scott Replogle (NC Reconditioning &



George Smith (left), a 25-year Mickey veteran, with President Dean Sink.

(To page 2)



Martin, 20

White, 15

Davidson, 15

Cranford, 10

Replogle, 10

IN THIS ISSUE

New Post for Faulkner	1
95 Mickey Years	1
Meet T.J. DoVale	2
New Van Reefer	3
Mickey’s ‘Ace’	3
In-Sink	4
Sales Directory	4

Meet Mickey's T.J. DoVale

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: T.J. DoVale

Title: South Regional Sales Manager

Territory Coverage: Florida, Georgia, Alabama, Louisiana, Tennessee, Mississippi, North and South Carolina

Years with Mickey: 5

Professional Experience: With a Bachelor of Science degree in Mechanical Engineering, T.J. previously worked as a sales engineer in industrial sales.

Age: 35

Travel Itinerary: Spends an average of three days a week on the road visiting customers and prospects in the soft drink, beer, bottled water, vending, battery, linen, aircraft services and propane industries

Trend Sightings: "I am seeing more and more beer distributors shifting from two separate on-premise beer deliveries to a single delivery for both keg and packaged products. Instead of one salesman, truck and delivery



T.J. and the boys – Lexi (left) and Matthew.

the customer wants it set up, has about six compartments that are refrigerated down around 34 degrees for the kegs, and the remaining bays are used for packaged beer.

"In soft drinks, I see many bottling operations moving from 8- and 12-bay bodies to 16-bay trailers, mainly because of the proliferation of SKUs. This year has been a tremendous year for new flavors of existing products and new products and packages altogether, not to mention the bottled water, sports drinks and ready-to-drink non-carbs on all the soft drink trucks these days. They need to spread out their loads a little more."

Family: Wife Shawn; Children Matthew, 3, and Lexi, 2
Interests: Golf, basketball and softball

Touch Points: Phone 877-820-1574 (toll free), 770-650-1574; FAX 770-234-5884; tjdoval@mindspring.com

time for packaged only, and another for draught only, they're buying the Mickey Thermal Bear and combining routes, which is much more productive, efficient and profitable for the distributor. From the operator's perspective, it's also an advantage because he now only has to deal with one salesperson and provide one delivery window of opportunity. The Thermal Bear unit, depending on how

6 Employees = 95 Mickey Years

(From page 1)

(Service) marked 10 years with Mickey in September.

"As a company, we have always said that our number one priority is our employees, because our employees are this company's number one asset," says Dean Sink, Mickey President. "It is not

surprising that we have a very high rate of long tenured employees here because loyalty works both ways. We provide our employees with a safe, clean work environment, and just as importantly we give them the opportunity to contribute to the long term success of the organization by encouraging them to always improve our systems and processes. Our employees are empowered to make changes that will improve their working conditions, the quality of our products and customer service, and certainly the profitability of our company. Empowerment is a very powerful employee benefit."

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. 800-334-9061 ext. 3234

Faulkner To Spearhead ProVend Sales Effort for Mickey



ProVend features significantly more inside cube space than typical vending units, while still accommodating all types of vending products, like snack foods, beverages and perishables.

(From page 1)

economically accommodate this broad based inventory. The changes we incorporated in the ProVend II unit are totally driven by customer feedback.”

“The growing popularity of our ProVend series in the full service vending business, and the interest we have received from non-related industries such as electrical, plumbing and general contracting,

underscored the need for us to put a proven sales executive like Harold in charge of this important product line,” says Childress. “Harold will not only continue to call on vending customers and prospects, but will also research and approach industries that have applications suitable to this piece of delivery equipment.”

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 reduced 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 perishables.

Faulkner’s beverage territory has been split up between two other veteran

Mickey Sales Managers. T.J. DoVale, Southeast Regional Manager, has assumed North and South Carolina and Tennessee; and Steve Mason, Midwest Regional Sales Manager, has taken over Kentucky. Falukner will continue to be responsible for new beverage sales in Virginia and West Virginia.

For more information on the ProVend series, please contact Harold Faulkner at 800-334-9061, or via email at hfaulkner@mickeybody.com.

Mickey Rolls Out Reefer Van Prototype



The first Mickey refrigerated van body manufactured with a unique automated “platen process” went to Tropicana.

Carl Mickey, Sr.: 81 Years Young and Still Flying High

Carl Mickey Sr. is no stranger to the cockpit of an aircraft – he was an Air Force pilot more than a half-century ago. Now, planes may have changed dramatically over the years, but Mr.

Mickey hasn’t changed much – at least in spirit. The Mickey Truck Bodies patriarch still craves a good adventure, and last month the 81-year-old company chairman found one that most men half his age would pass on.

Mr. Mickey recently co-piloted one of about only 40 L-39s flying currently in the United States. The L-



Mr. Mickey in the co-pilot seat of the L-39C. He was an Air Force pilot over 60 years ago, and continued to fly his own plane after he was discharged.

39C is a Czech-built single engine jet produced for pilot training in the former Soviet - bloc and Czechoslovakian air forces in the 1960s.

After being discharged from the service in 1946 to take over the family business – today known as Mickey Truck Bodies – from his ailing father, Will Franklin Mickey, Mr. Mickey continued piloting airplanes on special assignments from businessmen in the Triad area. But he never went as fast as he did in the L-39, which got up to about 300 miles per hour in the skies over the Raleigh (NC) Airport. When asked why he would dare such a trip, Mr. Mickey replied, “I think the better question is ‘why not?’ I still love a good adventure. Business has always been fun for me. Having fun is just as important as having success.”

Mickey’s first refrigerated (reefer) van body manufactured with a unique automated “platen process,” came off production last month and went to Tropicana, a division of PepsiCo.

The “platen process” replaces the conventional “hand shoring” manual technique which is more time consuming and much less accurate due to human error. The automated platen process heats insulation cavities to a perfect 100 degrees so that foam reaches optimum density. The process eliminates over pouring and reduces waste significantly, while eliminating insulation voids.

Contact Jim Hiatt for more information at 800-334-9061.

Mickey Truck Bodies Sales Directory

Lance Abbott, TX

214-342-9467

lance_abbott@msn.com

Bill Brown, NC

800-334-9061

bbrown@mickeybody.com

Wayne Childress, NC

800-334-9061

wchildress@mickeybody.com

T.J. DoVale, GA

770-650-1574

tjdoval@mindspring.com

Harold Faulkner, NC

800-334-9061

hsfaulk@aol.com

Charlie Forsyth, NJ

888-545-9527

cforsyth@monmouth.com

Steve Mason, IL

309-661-1262

skmason1@mindspring.com

Jim Thomas, FL

904-273-2659

jimmieb@mediaone.net

Jim Hiatt, NC

800-334-9061

jhiatt@mickeybody.com

Charles Cranford, NC

336-210-6127

chascranford@northstate.net

Doug Pitkin, FL

407-543-3398

papadmtown@aol.com

Kent Lopp, NC

800-334-9061

klopp@mickeybody.com

IN-'SINK'

Something New, Something Old

By Dean Sink, President

One of the best parts of my job is to present our most tenured Mickey employees with a watch or a ring or some other symbol of their longevity and loyalty when they reach a major milestone here at Mickey. George Smith, our Director of Marketing who is pictured on page one of this issue, is a good example.

I actually hired George 25 years ago, and have watched him progress through this company, like so many other Mickey employees, in a variety of positions. Before his current post, George worked in production scheduling, and he also spent some time in Customer Service. Chuck Martin, also pictured on page one, is now our VP of Customer Service, but has also headed our engineering and quality assurance departments during his two decades at Mickey. (I also hired Chuck and feel pretty good about that, too.)

All told, as you will read in the page one article, six of our employees combined to celebrate 95 years at Mickey during the month of September, and that only includes the employees who hit 10 years and above in increments of five years (5, 10, 15, 20 and 25).

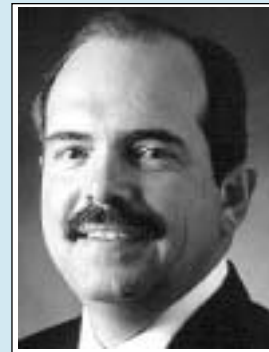
Our number one priority at Mickey is our employees, and our employees are this company's number one asset. While we have consistently invested millions of dollars in our manufacturing plants and processes over the years to ensure that we have the most state-of-the-art technology and equipment, the simple fact remains: At Mickey, product quality and customer service – our two hallmarks – are still man made.

Loyal employees are the best kind. They stay around to become familiar with our products and techniques, and with the needs and demands of our customers and customer industries. Loyal employees are happy employees – you don't stay with the same company for 25, 20, even five years if you are unhappy, or unchallenged. In fact, we constantly challenge our employees to make us a better employer, a better manufacturer, a better service organization. We empower our employees to step forward and make changes when they see a better way. We provide our employees with a safe, clean work environment, and just as importantly we give them the opportunity to contribute to the long term success of Mickey Truck Bodies by encouraging them to always improve their working conditions, the quality of our products and service, and certainly the profitability of our company. It's not surprising that we have a very high rate of long tenured employees here because loyalty works both ways. I know a little something about loyal employees. I have been at Mickey for over 25 years myself.

I mentioned that loyal employees are around long enough to recognize and understand the needs of our customers, and that they are empowered to make changes to meet these needs. That's exactly what we did in the case of our two newest products, which are also featured in this issue – the ProVend unit on page one and the refrigerated van body on page three. Both products reflect significant improvements over existing equipment. The new ProVend is the newest generation of our own innovative full service vending body, while the refrigerated unit features a unique new manufacturing process exclusive to Mickey in the business.

These two enhanced products are the benefit of a very experienced and loyal staff at Mickey. We hire the best, train the best and retain the best and brightest people you can find anywhere in business. And we treat each other right.

As I said, product quality and customer service are man made at Mickey. So are experience and expertise.



The Mickey Spirit
is published 6 times a
year by Mickey Truck
Bodies Inc, P.O. Box 2044,
High Point, NC
800-334-9061
www.mickeybody.com

**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.**

**www.
mickeyusedtrucks.com
for used equipment
and reconditioning.**