

THE MICKEY SPIRIT

COMPANY, INDUSTRY AND
BUSINESS NEWS PUBLISHED
BY MICKEY TRUCK BODIES INC

www.mickeybody.com

VOL. 15 No. 5
SEPTEMBER/OCTOBER 2003

P.O. Box 2044
High Point, NC 27261
(800) 334-9061

"We need to attend trade shows because they give us important platforms to talk with customers, prospects, suppliers and even competitors about issues that impact us all."

— 'In-Sink'
page 4

IN THIS ISSUE

Beer Show Review	1
Vending Confab	3
In-Sink	4

Mickey Comes Up Aces at Record-Setting NBWA Meet

Mickey Truck Bodies came up aces at The National Beer Wholesalers Association (NBWA) 66th Annual Convention and Trade Show at the Paris and Bally's Hotels in Las Vegas, NV last month thanks to the record attendance of 3,142 registered delegates on the first day.

It seemed as all 3,000-plus aisle-walkers stopped by the Mickey booth at one time or another during the four-day extravaganza to peer at the company's spanking new 16-bay extended king pin trailer destined for a Budweiser route in San Diego, CA. The new single-axle unit featured plastic roll-up doors, deluxe hand straps and gripper handles, three of Mickey's most popular driver comfort innovations.

"We had excellent attendance throughout the show," says Jim Thomas, Mickey's National Accounts Sales Manager. "There was a great deal of interest on the part of wholesalers in refrigerated units for on-premise delivery. Our 'Lock Latch' hand truck rack and the very smooth and neat appearance from our one-piece bulkhead skins received



"Excellent attendance throughout the show."
Jim Thomas



Mickey booth was "usually packed."
Dane Meyer

many compliments. And everyone who came through our booth and opened the plastic roll-up doors was extremely impressed with their ease of operation."

(The ergonomically designed "Lock-Latch" hand truck retaining system hold the hand cart in place conveniently and securely, yet can be easily locked and unlocked for fast access. Mickey's one-piece skins require no rivets, caulking or Bondo and allow paint and decals to go on smoothly and remain sharp and free of rust and other blemishes. The roll-up doors with intermediate handle panel and counterbalance cable at bottom handle panel results in the lightest, easiest to operate door in the industry.)

"Probably the hottest features on our trailer versus any of the competition on the show floor were the Plastic



"Lock-Latch" hand truck retaining system holds cart securely with easy access.

Roll-Up Doors and Deluxe Door Straps," says Dane Meyer, Mickey's Southwest Regional Sales Manager. "Everybody loved the opening ease and lightness of the doors." Meyer, who joined Mickey this summer and was attending his first beer show, notes that the Mickey booth was "usually packed" with customers and prospects examining the Mickey trailer. "We generated some serious discussions with key people



"We saw a lot of interest in combo units."
Wayne Childress



"Upbeat optimism for the industry."
T.J. DoVale

(To page 2)

Mickey Booth Draws Winning Hand at Las Vegas Beer Convention



NBWA delegates liked the smooth, clean appearance of Mickey's one-piece skins.

(From page 1)

throughout the United States," he says, "and more than a few solid leads to follow-up. Several visitors requested body and trailer quotes right at our booth, and that wasn't typical of the trade shows I have attended in the past. As far as general beer delivery trends, several distributors are still taking a hard look at the bulk delivery systems for both cart and pallet deliveries."

Wayne Childress, Mickey's Vice President of Sales and veteran of over 25 beer conventions, adds, "We saw lot of interest in combo units – half refrigerated and half package. It seems the days of standard trailers has come to an end. In the future every unit will have a special use."

When delegates weren't touring the Mickey trailers or visiting with hundreds of other

exhibitors, they were being treated to a General Session full of marquis guest speakers, a panel of beverage analysts, brewery speakers and an industry update, or attending one or more of 27 education seminars during the convention. The trade show floor was jam packed with companies offering products and services to help streamline beer wholesaler operations, as well as exciting new beverages.

The first industry keynoter was August Busch IV, President of Anheuser-Busch Inc., the world's largest brewer and grandson of the founder. Busch orchestrated significant initiatives to improve the effectiveness of the selling process by working with the company's 606 wholesalers to create a set of unprecedented sales and service standards. This effort

has led to 18 consecutive quarters of double-digit earnings per share growth for Anheuser-Busch. This, along with Anheuser-Busch's Share of Mind initiative has resulted in a more focused three-tier system that is consistently selected as the top DSD system in any industry.

The Day II keynote speaker was Frans van der Minne, President and CEO of Heineken USA and a 27-year veteran of the international beer business. He began his career with Heineken in 1975, and has held a succession of positions of increasing responsibility within the

Leonard, past World Title holder in the Welterweight, Junior Middleweight, Middleweight, Super Middleweight and Light Heavyweight Divisions, a record that still stands today. After retiring from the ring, Leonard's experience led to a successful career as a television broadcaster for major networks.

The overall atmosphere of the crowd at this year's NBWA "was one of upbeat optimism for the industry," allows T.J. DoVale, Mickey's Southeast Regional Sales Manager. "People seem to think that the economy was going to continue to grow.



At the NBWA show there was a lot of industry interest in combo units – half refrigerated and half package.

organization. Van der Minne began his career as a Sales Manager in the Dutch province of Brabant.

Reflecting the competitive spirit of the beer industry, the NBWA dais also featured two

legendary personalities from the world of sports – Dick Vitale, college basketball's top analyst and ambassador and member of the ESPN since its early days in 1979; and former boxer Sugar Ray

There were tons of vendors showing off items from plastic pallets to automatic picking machines. There was a lot of interest in alternatives to the traditional delivery methods. Overall, a good show."

For good reason, NBWA President David Rehr proclaimed, "This year's Convention and Trade Show will undeniably turn out to be the most important beer industry event for 2003. The Trade Show floor has been expanded, attendance is booming and the industry is buzzing with excitement."

NBWA Headliners



Busch

van der Minne

Vitale

Leonard

ProVend II Stands Tall at 2003 NAMA Expo in Washington, DC

Thousands of vending and office coffee service (OCS) professionals who attended the 67th annual National Automatic Merchandising Association (NAMA) National Expo in Washington, DC last month got to hear a keynote message from a legendary football player and see a unique truck body that is a legend in the making.

The legendary keynoter was National Football League Hall of Famer Lynn Swann, whose outstanding career included participation in two Rose Bowl and four Super Bowl games. Swann was a first-round draft pick by the Pittsburgh Steelers, was named Most Valuable Player of the 1976 Super Bowl, and honored as NFL Man of the Year in 1981.

The legend in waiting is Mickey Truck Bodies' ProVend II full-service vending body, which 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. The soft drink bays in the ProVend II have been completely redesigned and

feature new, easy-adjusting shelves on slide strut vertical channels.

"The NAMA show was very well attended, and the people who came through our booth were extremely interested in the ProVend II," says Steve Mason, Mickey's Midwest Regional Sales Manager. "The vending operators were most impressed by the unit's ability to use a built-in refrigeration system; its inside and outside access to soft drinks; and the ample space for dry goods. The additional candy cooler make the Mickey ProVend II the ultimate full service vending body."

Many show-goers however "seemed surprised" by the fact that the Mickey ProVend II is an all-aluminum unit "constructed from the basic design of a Mickey beverage body," mason explains. "The bulk heads, header rail and bottom rail in the ProVend II feature Mickey's patented all-aluminum corner and intermediate machined castings which form a positive, stress-free connection that increases the strength, durability and life span of the body. What that means to the customer in the



**ProVend II
"could see
three
chassis's in
its life time."
Steve Mason**



**"Custom-
ers like the
adjustable
shelving."
Gary
Remley**

full service vending business is that instead of the standard cube-style box truck made with wood and steel, and with a life span of eight to 10 years, the Mickey ProVend II will last up to 20, and even then can easily be remounted." According to Mason, the ProVend II "could see three new chassis's in its life time versus the old cube box style lasting only through its original chassis. When customers at the show did the math on that proposition, they easily saw the value in the ProVend II."

Mickey customers who stopped by the booth also commented on how much easier the ProVend II is to work from versus the standard box truck. "Not only does our design save their drivers time on the route, it also saves on the back," says Mason.

From his conversations with vending operators at NAMA, Gary Remley, Mickey's Northeast Regional Sales Manager, observes, "Customers like the adjustable shelving in our units because packaging changes, and they need to quickly and inexpensively adapt their units to these changes. An example of this is the popularity of 20-ounce bottles. Some older vending units are configured for 12-ounce cans and do not work well with the newer packages, like 20-ounce. A customer using our unit would be able



"Quick Release" thumb latch retainer bar can be engaged with pressure from a single thumb for easy access to compartments.

to adapt easily to accommodate either one or both of these containers."

In addition, Gary notes, "More full service vending professionals are seeing a greater need to carry sandwiches, ice cream and other products requiring refrigeration/freezing. They like our various options to assist them in transporting these types of items. They also like the design of our unit that easily accommodates side loading for drinks with the traditional rear access for snacks and other dry goods."

In addition to the ProVend II, one of the "hot topics" at the Mickey booth during the NAMA Expo was Mickey's freezer/refrigeration combo the company has been making



Easy access to product, refrigeration capabilities and durable all-aluminum design made Mickey's ProVend II the talk of the NAMA Expo.

(To page 4)

Mickey Truck Bodies Sales Directory

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

tdovale@mickeybody.com

Harold Faulkner, NC

800-334-9061

hfaulkner@mickeybody.com

Steve Mason, IL

309-661-1262

smason@mickeybody.com

Jim Thomas, FL

904-613-8015

jthomas@mickeybody.com

Jim Hiatt, NC

800-334-9061

jhiatt@mickeybody.com

Charles Cranford, NC

336-210-6127

ccranford@mickeybody.com

Kent Lopp, NC

800-334-9061

klopp@mickeybody.com

Gary Remley, CT

203-746-8253

gremley@mickeybody.com

Greg McLaughlin, Recon

800-334-9061

gmclaughlin@mickeybody.com

Dane Meyer, TX

405-615-0804

dmeyer@mickeybody.com

**Please contact any of
the above Mickey
salespeople for more
information on the
company's products,
parts and services.**

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

IN-'SINK'

It's 'Show' Time

By Dean Sink, President

This is one of the busiest times of the year in the food and beverage business, and not just because of the impending Holiday season. Fall is convention season, or, as we like to refer to it at Mickey – “Show Time.”

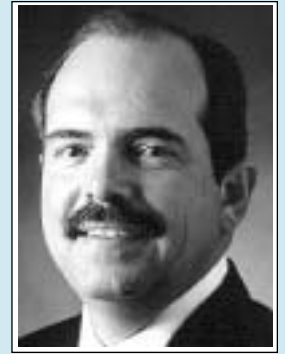
To be sure there are industry people who argue these days that the value of trade shows and conventions has diminished over the years, particularly as our industries consolidate into fewer and bigger players. Even I sometimes wonder out loud about the benefits of spending time and money on exhibiting at trade shows versus the advantages of spending that money on other things, like R&D, or new equipment and technology, or employee training, or individual sales calls, for example.

But the fact of the matter is this: We need to invest our time and money in all of these areas if we are to build upon our position as the Recognized Business Leader in our field. We must invest in research and development and technology so that we can continuously improve our products. Employee training is critical to us because of the high level of state-of-the-art technology we use here at Mickey, and because we want to always have the most skilled and safest workforce in the business. We make individual sales calls because we have important relationships with our customers – relationships that allow us to see first hand specific needs within specific marketplaces, and to examine, also first hand, how our products are performing in the “real world.”

And we need to attend and exhibit at trade shows where ever and when ever we can because these give us important platforms to talk with customers, prospects, suppliers and even competitors about issues that impact us all, not just now but in the future. Conventions give us a great opportunity to poll the masses and come away with practical consensuses and popular opinions. That type of information becomes a powerful research tool for manufacturers.

We also send our people to major conventions so that they can hear and learn from our industry leaders, such as August Busch IV, President of Anheuser-Busch Inc., the world's largest brewer, and Frans van der Minne, President and CEO of Heineken USA and a 27-year veteran of the international beer business, who both spoke at the NBWA Convention in Las Vegas last month. Granted neither Mr. Busch nor Mr. van der Minne are going to stand up in front of hundreds of people and tell us exactly what they want to see in a beer body or trailer. But they are going to tell us about the future direction of the beer business, about the products and packages their consumers are going to be demanding a year or two from now. They are going to help us understand what they are doing today to succeed profitably tomorrow, and how we fit in.

That's why we go to conventions. Why do people like August Busch IV and Frans van der Minne attend? I think it's to see what people like us our doing to help them reach their goals. That's another reason we need to be there.



ProVend II Is Vending Show Stopper in Washington

(From page 3)

for PGI Services in Shamburg, IL and its markets in Orlando, FL, Springfield, IL, and Salt Lake City, UT. “It is the first of its kind in the industry, and with the growing presence of ice cream, frozen pizza and other frozen on a vending

route, having a freezer unit built into the unit opens up a whole new market for these operators that they may not have been able to tap into in the past,” says Mason.

NAMA is the national trade association of the merchandise vending, office coffee service

and contract food service industries. Its membership is comprised of service companies, equipment manufacturers and suppliers of products and services to operating service companies. Mickey Truck Bodies is a member of NAMA.

www.mickeybody.com