



The MHEDA Advantage

A Guide to MHEDA's 2009 Membership Benefits

Acclaimed Networking Program

Material handling professionals connect throughout the year with programs such as **MHEDA-NET** where distributor members from non-competing markets meet regularly via teleconference with similar members to discuss industry topics.

"Joining a MHEDA-NET group has allowed me to establish a circle of counter-parts to share problems and solutions. What one person is experiencing as a problem, another has already defined a solution. The group provides a good sounding board to help with the issues we face on a daily basis." Kimberli Lasyone, Barloworld Handling

Industry Specific Training

In 2009 MHEDA will present over 50 training options on topics relevant to the material handling industry, some offered **free** to members. Choose from live events, webinars, podcasts and online training. Topics include Sales, Project Management, Marketing and Customer Service.

"Taking time away from the day to day operations isn't easy, however this program content (the 2008 MHEDA Marketing Strategies Conference) and networking with industry peers was extremely valuable and relevant." Dave Wanous, Skarnes, Inc.

Back in 2009 --- FREE On-line, On-demand Sales & Customer Service Training at www.mheda.org

"Thank you for offering on-line training. It helps our company immensely to be able to reinforce the skills that separate you from everyone else and do it without spending a lot of money...it is professional and easy to use!" Sonia Brown, W.W. Cannon, Inc.



Industry News & Information

Industry news is one of MHEDA's top rated benefits. Members receive three informative news resources:

- **The MHEDA Journal** provides members with in-depth articles on innovative business solutions, sales success stories, technology, human resources, industry events and more.
- **The MHEDA Connection** e-Newsletter hits member inboxes twice a month with current news on what is happening in the industry.
- **MHEDA Edge** monthly webzine gives young material handling professionals guidance on how to keep their careers moving forward.

Visibility to Customers on WWW.MHEDA.ORG

All members are listed in MHEDA's Annual Membership Directory and have a link to their company website on MHEDA's on-line Member Directory.

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Money Saving Programs

Significant savings for your business on a variety of products and services:

- ADP Screening Services – Background Screening & Hiring Package
- Caliper – Personality Assessment Services
- CSS – Mystery Shopping Service and Sales Training Programs
- Equipment Data Associates – Identify equipment buyers in your market
- First National Merchant Solutions – Discounts on Credit Card Processing
- Office Max – Discounts on Office Supplies
- Premier Global Services – Conference Call Meeting Options
- Yellow Freight – Save up to 62%
- YRC Regional Transportation - New Penn, USF Holland & USF Reddaway

"We saved several years worth of dues in one year, over \$5,000 by using MHEDA's credit card program with First National Bank of Omaha. We were current customers of the bank but received even better rates through MHEDA for an ever growing expense."
Duncan Murphy
Riekes Equipment Company

Annual Convention & Showcase

Each spring hundreds of key players in the material handling industry gather at the MHEDA Convention & Showcase to hear about business trends, economic conditions and inspirational messages. They recharge and reconnect while looking into new product solutions at the Exhibitors' Showcase and gain new insights while attending workshops on a variety of relevant topics.

"Over the years the MHEDA convention has been a high priority for me. The networking and educational opportunities are unmatched by any other event that I've attended. Nowhere else in the industry can you meet and openly converse with distributors and suppliers alike. It would take you months to reach out and acquire the amount of knowledge gained in the 4 days at the convention". Jack Phelan, TriFactor-Distribution Solutions

Financial & Compensation Comparison Reports

Benchmarking is a powerful tool - and when its industry specific, it is even more powerful. MHEDA offers two opportunities. Both are *free to member companies* who participate in the survey and are available to *members only*.



The Distributor Performance Benchmarking Report gives each participating company their own performance benchmarked against all participants and against industry standards. The information is confidentially compiled separately for Industrial Truck and Storage/Engineered Systems distributors.

The Employee Compensation Report allows participants to compare pay programs with others in our industry for comparable jobs and includes a detailed review of distributor executives, sales and other employee compensation & benefit programs.

Gateway Website

MHEDA's **Gateway website** provides members with a bridge between students seeking career opportunities and industry professionals looking for interns and prospective employees. The site has features designed specifically for students, academic advisors and industry professionals. Access it all at www.mheda.org – click on Jobs.

