



# 2019 MEMBER RESOURCE GUIDE

Programs, Services and Networking Events for you and your team.



Uncover and Explore **OPPORTUNITIES**

**MHEDA SERVES THE MATERIAL HANDLING BUSINESS COMMUNITY.**

We offer business resources, leadership training and networking opportunities for EVERYONE in your organization. If you are looking for benchmarking data, professional development tools and insight on the latest industry trends, then look to MHEDA. Your 2019 Membership provides you with access to a thriving organization with over 600 material handling companies around the world. Our programs will help you and your team achieve your personal and professional best.

[WWW.MHEDA.ORG](http://WWW.MHEDA.ORG) | [CONNECT@MHEDA.ORG](mailto:CONNECT@MHEDA.ORG) | 847.680.3500

# MAXIMIZE YOUR MHEDA

## NETWORKING OPPORTUNITIES

Raise your profile, generate business and increase your confidence when you participate in networking activities. Networking is also a great way to tap into advice and expertise. Connect with fellow MHEDA Members in 2019 in a number of ways:

### Annual Convention & Exhibitor Showcase

You're invited to be part of MHEDA's biggest networking event of the year. Meet with hundreds of your material handling peers, attend business workshops and learn about the latest products and services in our industry. Convention will take place May 4-8, 2019 at the Desert Ridge Resort in Phoenix, AZ.

### MHEDA-NET Groups

Turn to MHEDA for your professional networking needs by joining a MHEDA-NET group where you can participate in a confidential sounding board with non-competitive members similar in size and/or industry segment. Join groups such as Executive Level, Women in Industry, Emerging Leaders and more! *No charge for joining a group, included with your Membership.*

### Women in Industry

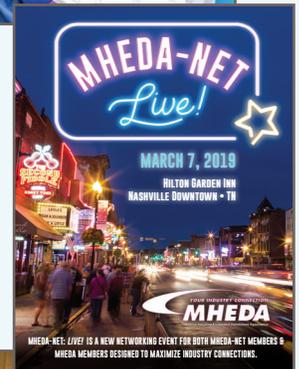
Want to network and learn from women who work in material handling? Be part of MHEDA's Women in Industry initiative! Discuss timely issues such as managing others, changing industry culture, work/life balance and more. Opportunities for 2019 include: April 8 Forum at ProMat; November 7 Women's Conference and free Mentoring Program all year long. Contact MHEDA if you are seeking a mentor or mentee.

### New in 2019: MHEDA-NET: LIVE!

Join us for our first ever MHEDA-NET: LIVE! event on March 7 in Nashville, TN. Meet, network and learn how to "Achieve Sustainable High Performance" within your organization. Engage with your peers during structured networking events, activities and Give Back project.

### Regional Networking Summit

The 2019 Summit will be hosted at MHEDA Member Concept Services Ltd. on August 8 in Medina (near Cleveland), Ohio. Learn about data mining, discuss industry trends and meet other material handling professionals - all for just \$99 per person!



"MHEDA is a valuable resource for managing every aspect of our dealership from sales training, human resources, marketing, recruiting and the list goes on."  
— Cindy Matthai, *Matthai Material Handling Inc.*

"Networking at its best!" — Keith Shipman, *Cornerstone Specialty Wood Products*

## PROFESSIONAL DEVELOPMENT

Professional development is crucial for success. Learning gives you a new perspective, increased expertise and efficiency. Give your team a competitive edge with MHEDA's training resources.

### Learning Management System (LMS)

Choose from career tracks and hundreds of affordable courses on a variety of topics including sales, customer service and communications. Visit [www.mheda.org/lms](http://www.mheda.org/lms) today to learn more.

### Live Conferences

Attending a conference is a great way to gain industry specific insight and face-to-face learning with your peers. See calendar on reverse side for conference dates in 2019.

### Webinars

Webinars are an easy and cost-effective way to educate your team on a variety of topics. Available live and on-demand. See calendar on reverse side for list of webinars and dates.



# MEMBERSHIP IN 2019!



## BENCHMARKING & SAVINGS

Membership gives you exclusive access to real-world benchmarking data and money saving discount programs.

### DiSC Reports (Distributor Statistical Comparison)

This distributor financial benchmarking study provides key insights into how the "high-profit firms" generate better profit numbers. It focuses intently on the three profit drivers: growth, gross margin and expenses. Survey takes place February 15-March 15. Final report available June 1. Report available for purchase or free to those companies who participated in the survey!

### Employee Compensation Report

See how your company compares to others in the areas of: salaries, bonuses, perks, sales compensation plans, holiday pay and healthcare with this biennial distributor benchmarking report. Report available for purchase or free to those companies who participated in the survey!

### Everyday Business Savings

Service providers help you save on everyday business expenses including credit card processing, hiring assessments and more.



## INDUSTRY NEWS & ECONOMIC TRENDS

Stay at the top of your game with access to material handling news and economic forecasting reports.

### The MHEDA Journal (Magazine)

Industry related news and featured items such as: Member Profiles, Sales Success stories and more.

### The MHEDA Connection (e-Newsletter)

Stay connected to breaking news, member announcements, and upcoming events.

### MHEDA-TV (Videos)

MHEDA produces videos that are designed to bring learning to life. Watch videos on Material Handling trends and insights at [www.mheda.org/tv](http://www.mheda.org/tv).

### Economic Advisory

The "MHEDA Forecast Advisory" is a quarterly report that provides clear, actionable information on current economic trends. Each report also provides material handling specific economic data.

"Success breeds success. Tying into the MHEDA network provides a fantastic support structure and access to more candid industry related conversations."

- Pete Rowe, Meijer Handling Solutions, Inc.

"MHEDA Membership is not a cost to your company, it is a revenue stream! The wealth of information and assistance that can be obtained through properly utilizing the MHEDA team, their resources, and the knowledge and assistance of fellow dealers all over the United States will enhance your business in many ways."

- Brian Harris, Frontier Forklifts & Equipment, Inc.

## AWARD PROGRAMS

Demonstrate your company's commitment to business excellence when you achieve MVP or MVS Status.

### MVP Award - Distributors

The MVP (Most Valuable Partner) Award recognizes distributors who have achieved, through documented processes, performance excellence in customer service, supplier relationships, employee training and community involvement.



### MVS Award - Suppliers

The MVS (Most Valuable Supplier) Award demonstrates your commitment to the independent distributor and the industry at large.



## GIVE BACK

MHEDA offers opportunities for you to "Give Back" to the Community.

### Give Back

MHEDA provides members with opportunities to give back to the community. We are part of ALAN (American Logistics Aid Network) and we also set-up Give Back programs during our Annual Convention, Conferences and Regional Summits.



## 2019 Material Handling BUSINESS TRENDS\*

- |                        |                      |
|------------------------|----------------------|
| 1. Cost Fluctuations   | 6. Changing Economy  |
| 2. Labor Shortages     | 7. Digital Marketing |
| 3. Succession Planning | 8. Consolidation     |
| 4. Buying Preferences  | 9. Giving Back       |
| 5. Automated Solutions | 10. Demand for Data  |

*\*MHEDA's Board of Directors meet annually to discuss current issues facing Member companies. Each year they create a list that outlines industry challenges and opportunities. Above is an abbreviated version of the top "Trends" for 2019. To access the complete document, visit [www.mheda.org/trends](http://www.mheda.org/trends).*

# 2019 MHEDA RESOURCES CALENDAR

## JANUARY

- 1 The MHEDA Journal  
1st Quarter Issue Available
- 21 MHEDA Economic Forecast  
Advisory - 1st Quarter Report  
Available
- 31 Five Proven Techniques That  
Get Your Voice Mail Calls  
Returned! (Webinar)

## FEBRUARY

- 15 Distributor Statistical Comparison  
(DiSC) Survey Begins
- 21 How to Become an Employer of  
Choice (Webinar)

## MARCH

- 5-7 The Four Pillars of the Sales  
Profession™ - Dayton, OH
- 7 MHEDA-NET: LIVE!  
Nashville, TN
- 10-13 University of Innovative  
Distribution - Indianapolis, IN
- 15 DiSC Survey Ends

## APRIL

- 1 The MHEDA Journal  
2nd Quarter Issue Available
- 8-11 Visit the MHEDA Booth #2938  
at ProMat in Chicago
- 8 Women in the Supply Chain  
Industry Forum at ProMat
- 9 Member Networking  
Reception at ProMat
- 21 MHEDA Economic Forecast  
Advisory - 2nd Quarter Report  
Available

## MAY

- 4-8 MHEDA's 2019 Annual  
Convention & Exhibitor  
Showcase - Phoenix, AZ
- 21-23 The Four Pillars of the Sales  
Profession™ - Dayton, OH
- 30 How to Maximize the Value of  
Your Company (Webinar)

## JUNE

- 1 DiSC Report Available
- 30 Application for 2020 MVP &  
MVS Award Available Online

## JULY

- 1 The MHEDA Journal  
3rd Quarter Issue Available
- 18 Emerging Leaders Conference  
Chicago, IL
- 21 MHEDA Economic Forecast  
Advisory - 3rd Quarter Report  
Available

## AUGUST

- 8 Regional Networking Summit at  
Concept Services Ltd.  
Medina (Cleveland), OH
- 13-15 The Four Pillars of the Sales  
Profession™ - Dayton, OH

## SEPTEMBER

- 12 Bridge The Gap Between  
Marketing & Sales (Webinar)

## OCTOBER

- 1 The MHEDA Journal  
4th Quarter Issue Available
- 3 Rental & Used Equipment  
Management Conference  
Rosemont, IL
- 3 Storage & Handling and  
Engineered Systems  
Conference - Rosemont, IL
- 21 MHEDA Economic Forecast  
Advisory - 4th Quarter  
Report Available
- 24 2020 Economic Outlook  
(Webinar)

## NOVEMBER

- 7 Women in Industry  
Conference - Rosemont, IL
- 12-14 The Four Pillars of the Sales  
Profession™ - Dayton, OH

## DECEMBER

- 2 Deadline to Apply for the  
2020 MVP and MVS Awards