

MACHINERY DEALERS 1941 NATIONAL ASSOCIATION NEWS

Published by the Machinery Dealers National Association

Summer 2021

MDNA Chapter Representatives voted in the new MDNA President and Directors-at-Large

The MDNA Board of Directors met for its Spring Board Meeting via Zoom Thursday, May 6, 2021

MDNA Celebrates 80 Years of Service to the Used Machinery Industry

Join Us at this Years Convention

The Past



The Present



The Future



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President - Craig L. Ward, CEA

First Vice President – Ed Krause, CEA

Second Vice President – Dan Wheeler, CEA

Treasurer – John Taucher, CEA

Immediate Past President – John Greene, CEA

Public Relations Committee Chairman–
Andy Kamashian, CEA

Staff:

Executive Vice President – Mark J. Robinson

Director of Administration – Joyce Fitzgerald

AMEA Director of Member Services –
Jason Baker

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Ensuring Quality, Promoting Trust.

A Message from the new MDNA President Craig L. Ward, CEA

MDNA Presidential message

Five years ago, I assumed the officer position of Treasurer with the MDNA, knowing full well that I would eventually move up to the office of President. You would think that that would give me time enough to come up with something inspiring, catchy, or presidential, but alas, here I am winging it.

I am truly humbled that the past officers and nominating committee would think that an ex “dairy farm boy” who still lives in the same village of 800, married to his high school sweetheart, Penny, who lives by his handshake as gospel, would be the man to preside as President of such a great organization as the MDNA. I am thankful for the steadfast mentoring by John Greene, our immediate past president, as well as many of our past Presidents. John made incredible strides for the MDNA during his Presidency even in spite of the pandemic, and I have very large shoes to fill. All of the folks we have met since attending our first convention in 2004 have become like family to us and, just as important in many cases, awesome partners in too many machinery deals to mention; this, of course, leads me onto my soapbox.

Over the years, I have listened to many dealers, some that are members and some that are not say what benefits are there to being an MDNA member. My response is that if you don’t engage by attending local chapter meetings, conventions, or one of our awesome webinars/lunch & learns where networking can not only be educational but often time contribute financially by strategic partnering, then you are probably not going to find the answer. Getting engaged with the MDNA through networking and by forming friendships that developed into strategic partnerships has led to hundreds of successful deals for our company that we may have overlooked in the past as outside our knowledge base.

A little update on the MDNA; we are as strong financially as we have been in years with the strategic partnership between our LOCATOR Services Inc. and Machine Hub. We have consolidated staffing and have contracted out our accounting services, thus saving the association money and allowing staff to focus on member services. We have an incredible staff at headquarters with Mark Robinson (Executive Vice President), Joyce Fitzgerald (Mrs. Everything!), and Jason Baker (AMEA), and they are there to support you with any questions that may arise. We have awesome newly designed MDNA and AMEA websites that are user and mobile phone-friendly. Our membership has remained steady, and it appears that we are all jumping, after a year and a half of the pandemic, to get back to normal with face-to-face networking! The convention this year will be September 23-26 in Palm Springs, CA. It has the makings of a real humdinger; don’t miss out on this chance to engage in your organization, the MDNA!



2021 MDNA Convention and 80th Anniversary Celebration

As the song goes, "See you in September."

It has been a long dry spell between live meetings, but that will come to a much-anticipated end when the MDNA holds its annual Convention September 23-26 at the Waldorf La Quinta Resort & Club in beautiful Palm Springs, California. We have secured a room rate of \$229 for the individual casitas, and all of our evening events will be held on-site in the open-air environment of the Coachella Valley in the Sonoran Desert.

There has been a lot of buzz about this Convention as people are anxious to get back out and mingle with old friends, so book your room early so that if we need to increase our room allotment, we will have time. Also, do not wait to book your flights and rental cars, as flights will be in demand and the rental car agencies sold off a lot of their cars during Covid.

This is also a great opportunity to advertise your company by sponsoring our events. The sooner you sign up for a sponsorship, the more exposure you will get in our pre-convention publicity. We could not put on a convention like we do without the generous support of our sponsors. Contact Mark Robinson (MDNA) or John Greene (FL Sales, Inc) to discuss sponsorship opportunities.

This year's Convention has it all: great programming, fun parties, social events, golf, and Pickleball.

Social Events

Our 80th Anniversary Celebration will be filled with special social gatherings and events from the casual Welcome Lunch to the laid-back Welcome Reception/Party Thursday night. Friday night will be a fun-filled party with dinner around the Pool and a true Pool Party for those who opt to take the plunge! We will culminate with an elegant Black Tie Optional Presidential Reception and Banquet Saturday Night.

Spouse Brunch

MDNA Spouses, the spotlight is on you! Hollywood history and MDNA friends are the perfect mix! Legendary star Greta Garbo chose La Quinta Resort as her luxury retreat. We will experience the magic of Hollywood past with brunch at Garbo's Casita at La Quinta. As guests, we will have the unique opportunity to visit her private residence. A special brunch is your time to relax, indulge, and to be with old and new friends.



Golf

MDNA Golfers who register for this optional event will be treated to a thrilling round on the famous La Quinta Mountain Course. A Pete Dye design, the Mountain Course – at the PGA WEST and La Quinta Resort– opened in 1980. It is a target golf course that offers spectacular views. Recognized as a top-100 golf course, the Mountain Course winds through the Santa Rosa Mountains. Special features include pot bunkers, elevated tees and greens, and four sets of tees to accommodate all player levels.

Golfers are encouraged to register as soon as possible as foursomes are filling up fast, and during the last golf outing here, we had to turn away latecomers.



Programming for this year's Convention in Palm Springs include:



Social Media Marketing for Machinery Dealers

Business-to-business marketing on social media is getting a lot of buzz, but how do you know where to begin? How can MDNA members get the most from these important communication platforms? This session will offer practical advice drawn from the real-world experience of small- and mid-size companies (including MDNA members). The workshop will help you define your audiences, create a plan, manage your business's social media and maximize results. John Paff will present this session. John is MDNA's new social-media consultant and perhaps "the world's oldest living millennial." John's presentation will draw from his experience managing a university's communication (including 50+ social media channels), advising the clients of an award-winning marketing agency, and found-

ing two companies of his own. MDNA is excited to be working with Fort Wayne Marketing to improve our online presence. And we felt that if we could benefit from and learn from this company, then why not bring that same knowledge base directly to our members.

AMEA Educational Program

This year the AMEA presents a Jeopardy game show parody hosted by Jake Josko, CEA. Join your fellow machinery dealers in showing off your machinery expertise but remember to answer in the form of a question. The program is sure to be entertaining, with a chance to show off how well you know machine trivia and win prizes.

LOCATOR Online & Machine Hub

The pandemic really put a squash on the proper introduction of the New LOCATOR Online and our relationship with our strategic partner Machine Hub. So if you are not familiar with these products, now is your chance to see and hear directly from the team just what these products can do for you and your company. And if you are already a user of the Inventory System, there will be a separate Users Meeting just for you.

Industry-Specific Updates

Back by popular demand, we will call experts from our own ranks to discuss specifics of their machinery specialties. This will include:

- New technology being introduced in that industry or the machines
- Market trends
- Key items that are selling and why
- Projections for the market in the next 12-24 months
- How does this equipment or business affect the marketplace

Reserve your hotel room now. Space is limited. Book your room as soon as possible by calling: 1-800-598-3828 and refer to MDNA 2021 to get the discounted group rate of \$229.00 and lock in the group rate resort charge of \$10.00 (regularly \$35.00). You can also book online at: <https://book.passkey.com/e/50186417>.

For full details and to register, visit the MDNA website.



Ray Roberts Raffle for the Austin D. Lucas Scholarship Fund

You can win \$10,000!

Support the Austin D. Lucas Scholarship Fund, and you can be a winner!

Tickets are now being sold for the Scholarship Fund Raffle. Only 300 tickets are sold at \$100 each. The winner receives \$10,000 and other monetary prizes are given, totaling \$15,000.

Your ticket purchase directly benefits the students who receive scholarships.

The drawing will be held at the MDNA Convention in Palm Springs, California, on September 25, 2021.

Get your tickets today!

Contact the volunteer in your chapter today to buy your tickets:

(We thank all of the volunteer ticket sellers for their time and energy)

Canadian Chapter
Norm Jacobs
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+1 416 736 1367/+1 905 660 1367
njacobs@managingyourassets.com

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+1 847 427 3333
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office@mdna.org



MDNA MEMBERS SAVE UP TO \$300/MONTH ON LOCATOR ONLINE LISTINGS!

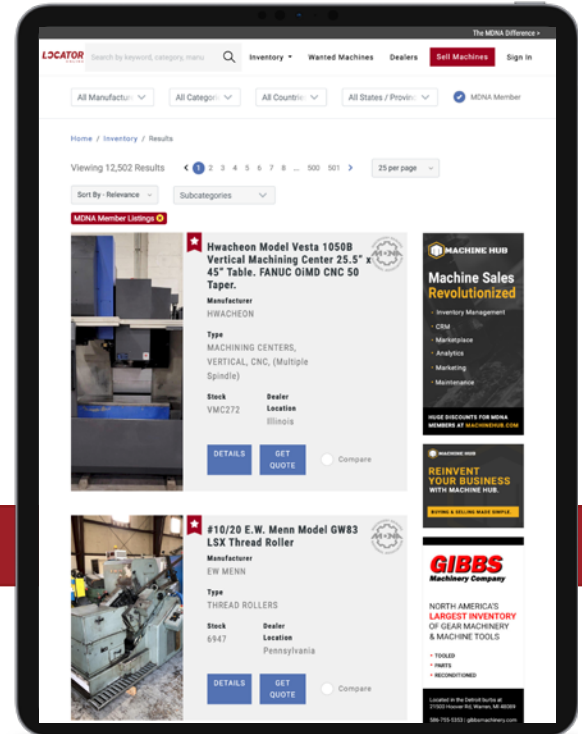
Thousands of new users visit Locator Online to find the machines they need. Make sure yours are on display at LocatorOnline.com.

MDNA members pay a maximum of \$149 per month instead of the standard \$450, so whether you have 150 or 15,000 machines to sell you're saving a bundle.

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Machine Hub is a strategic partner with the MDNA

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MDNA 2021 Board Elections

The MDNA Board of Directors, at its Thursday, May 6, 2021 meeting, conducted via Zoom, approved the following Boards of Directors to serve for the 2021-22 Year.

Additionally, due to the pandemic and the lack of an annual meeting, the Chapter Representatives voted in the



MDNA Officers

Craig L. Ward, CEA – President
Ed Krause, CEA – First Vice President
Dan W. Wheeler, CEA – Second Vice President
John Taucher, CEA – Treasurer
Immediate Past President – John Greene, CEA

Directors-at-Large

John Butz (2023)
Troy Clark, CEA (2023)
Charles Winternitz, CEA (2023)

Directors-at-Large serving their second year

Ryan Blumberg, CEA (2022)
Brian Epstein (2022)
John Stencil, IV (2023)
Terry Yoder (2022)
Robert Yeoman, CEA (2022)

Presidential Appointees

John W. Conroy, CEA, *MDNA Past President*
Michael F. Feinstein, CEA, *MDNA Past President*
Kim Khoury, CEA, *MDNA Past President*
Randy Koster, CEA *AMEA Past President*
Paul Lashin, CEA, *MDNA Past President*
Ron Shuster, AEA, *MDNA Past President*

Voluntary Board Member

Nicholas Gibbs, AEA

Chapter Representatives

Canada – Terrance Jacobs, CEA
Chicago – John J. Myers
Cleveland – David R. DiBenedetto, CEA
Detroit/Toledo – Ryan Yoder
European – Matt Gadsden
Milwaukee/Minneapolis – Brad Wilson
New England – Tom Lowkes
New York/New Jersey – David Valitt
Ohio Valley – Steve Thompson, AM
Philadelphia – Tim Cromwell, CEA
Southern Regional – Andy Kamashian, CEA
West Coast – Alan Gottlieb, CEA



AMEA Officers

John Lawton, CEA – President
David DiBenedetto, CEA – 1st Vice President
Doris Toronyi, CEA – 2nd Vice President
Robert Yeoman, CEA – Treasurer
Randy Koster, CEA – Immediate Past President
Charles Winternitz, CEA – Pres. Appointee
Randy Stevens, CEA – Pres. Appointee

Directors

Scott Buth, CEA – Director
Nick Gibbs, CEA – Director
Terrance Jacobs, CEA – Director
Jake Josko CEA – Director
Jasen Kisber, CEA – Director
James Slattery, IM – Director



LOCATOR Services Inc. Officers and Directors

Mauro Damino – President
Treasurer, Ryan Yoder – Treasurer
John Taucher, CEA – Immediate Past President
Mark Robinson – Secretary

Directors

Ryan Blumberg, CEA
Brian Epstein



Austin D. Lucas Trustees

President: Kristine Conroy

Trustees

Jack Boecher, AEA
Michael F. Feinstein, CEA
Jeannine Harris
Kim Khoury, CEA
Dina Shuster
Randy Stevens, CEA

WELCOME **NEW** MEMBERS

Action Machinery Consulting LLC – Regular Member

Address: 2620 Riverbend Road Allentown PA 18103
Mailing: P O Box 20045 Lehigh Valley PA 18002
Phone: 610-691-6677
Mobile: 484-357-7569
Email: kkhoury@actionmachinery.com
Or sales@actionmachinery.com
Principal(s): Kim Khoury



General Description of Business: Kim has over 25 years of experience in the machine industry, where she has purchased, sold, liquidated and appraised a broad range of machine tools and allied equipment. As President of Action Machinery Consulting LLC and previously Vice President of Action Machinery, one of the leading machine tool dealers in the nation [since 1965], Kim has managed every aspect of the business. Kim is a Certified Equipment Appraiser with relevant insight into market dynamics, sales trends and used equipment values. She has significant experience in strategic target marketing for plant and equipment sales, auctions, and liquidations and has participated in collateral repossession and equipment remarketing for numerous asset-based lenders.

Midwest Machinery, LLC – Regular Member

Address: 6734 Box Wood Court P.O. Box 252995 W. Bloomfield, MI 48322
Phone: 248-626-0200
Email: sales@midwestmachy.com
Principal(s): Mike Rybak and Nikita Babintsev
Established: 2009
Sponsors: Yoder Machinery and HCI



General Description of Business: Midwest Machinery is Michigan-based used machinery sales and brokerage firm specializing in buying and selling steel processing equipment worldwide. Since the establishment, and with the help of many talented people and state of the art marketing tools, Midwest Machinery established itself as a premier used machinery dealer, known for superior customer service and individual approach to each customer's needs and wants. Today with the customer list growing and including the most prominent steel plants and service centers, Midwest Machinery's evolving into a premier source for buying and selling steel processing machines of all types, including Slitting lines, Cut-to-Length Lines, Tube Mills, Roll Formers, and more. With state-of-the art marketing resources, vast portfolio of complete lines and individual components are available for sale to our customers. Midwest Machinery stands to handle all your machinery needs.

Ownership Change:

The Founder and Former President, Ed Mazzetta, has been selling machinery for over 40 Years. Edward was a former chairman of the Philadelphia Chapter of MDNA (Machinery Dealers National Association) and a former Board Member of the National Office of the MDNA.

Starting 2021, Ed Mazzetta has retired and passed the torch to Michael DiBlasi, who intends to continue Centra's excellent history of service and honesty.

President, Michael DiBlasi has been with Centra since 1992. Michael is a former Chairman of the Philadelphia Chapter of MDNA and is a Certified Machinery & Equipment Appraiser (AMEA). Michael is a proud Navy Veteran.

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Amur Equipment Finance

Address: 304 W. 3RD Street, Grand Island, NE 68801

Phone: 800-994-0016

Email: info@amuref.com

Website: amuref.com

Year Established: 1996

Name of Principal(s) Mostafiz ShahMohammed Chairman & CEO

Name of Active Manager(s): Zachary Thompson

Casey Mitchell, Ken Karpel, Todd Wainwright

Name of Customer Contact: Zachary Thompson

Phone: 949-359-5286

Email: ZThompson@amuref.com

Sponsors: Clark Machinery Sales

General Description of Business: Amur Equipment Finance is a Top Five nationally ranked independent commercial finance company. We've been certified as a Great Place to Work® for the last 3 years due to our dedication to ensuring that our customers, partners and employees around the nation are equipped to grow and succeed. Maintaining relationships remains the backbone of Amur's strategy to differentiate itself in the market. We hold true to our small-town, people-focused roots to ensure consistently exceptional service and a consultative relationship with our customers and partners. Amur directly serves business owners as well as vendor origination partners, major OEM's and resellers of all sizes. Amur is an active lender in both small-ticket and middle markets, originating \$10K to \$3MM transactions across a wide range of credit profiles and with terms of up to 84 months.



Independent Machine Repair

Address: 1318 E. Churchville Rd. Suite LL, Bel Air MD, 21015

Phone: 443-243-9439

Email: tomlicata@gmail.com

Website: www.imrcnc.com

Year Established: 2005

Name of Principal(s) or Owner(s): Tom Licata

Name of Active Manager(s): same

Name of Customer Contact: same

Sponsors: Clark Machinery and A&A Machinery

General Description of Business: Since 2005, IMR has been a company you can count on for your CNC machine repairs. With six technicians we are prepared to cover all your needs at competitive rates. IMR offers quick turnaround on emergency breakdowns, Renishaw ballbar testing, preventive maintenance programs, machine tear down and set ups, pallet changer and bar feeder installations, USB interface installations, conveyor install, conveyor safety covering install, and many others. We are also well-versed in Fanuc, Yasnac, Mazatrol, Fadal and Haas control systems.



Concorde Capital Group

Address: 12894 Pony Express Road Ste 200

Phone: 801-877-9559

Email: hyde@concordecapitalgrp.com

Website: concordecapitalgrp.com

Year Established: 2019

Name of Principal(s) or Owner(s): William Hyde, Edward Bogart

Name of Active Manager(s): Same

Name of Customer Contact: Same

Sponsors: EDM Systems, Pearl Equipment

General Description of Business: Machinery and Equipment Finance Concorde Capital Group LLC is a diversified financial services company that provides creative financing programs for our customers. We serve a diverse range of industries and markets, providing customized approaches to meet the unique needs of manufacturers, distributors.



At Concorde Capital Group, we understand that your business is unique. No equipment dealer has exactly the same sales strategy, business objective, philosophy, or requirements as your company does. Therefore, no other company faces exactly the same financing challenges that you do. We understand that an effective financing partner can be the difference between you and your competition. Our commitment to understanding your needs, and those of your customers, together with our wide range of financing options and quick turnaround times, means that we can custom tailor the right approval for your customers. What Concorde Capital Group Can Offer You: No Age Restrictions - Quick Turn Around - Soft Credit Pulls - 100% Prefunding - 5.25% Rates (OAC) - App Only Up To \$250,000.00 - 18 Month Zero Interest Early Buyout - Se Habla Español"



Online 7-Hour

Personal Property USPAP Course

Monday, September 13, 2021

9:30 AM - 6:00 PM ET

Register now for the online 7-hour personal property USPAP course hosted by the AMEA. This course will be taught by R. Lee Robinette, an AQB Certified USPAP instructor with a background in machinery and equipment appraising.

Member Price: \$295 Non-Member Price: \$345

Pricing includes a copy of the 2020 - 2021 USPAP Book and student manual.



[Click Here To Register](#)



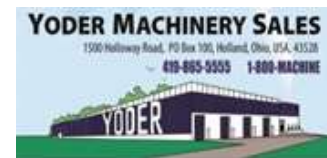


Forum
Info



Thank you to all the Generous Sponsors for the 2021 AMEA Appraisers' Forum

The AMEA Appraisers' Forum was held virtually this year on May 19th. We would like to thank all of our sponsors again for making the 2021 Virtual Appraisers' Forum a successful event. Without them, this event would not have been possible.



MDNA Constitution Update

The following change has been approved by a general membership vote conducted in May 2021:

Approved Change:

The MDNA Constitution has been changed by the word "Audit" being replaced with the word "Review" in Article III - Organization, A. Board of Directors, 5. Duties - Treasurer, Section f.

Explanation: The MDNA Treasurer reported that the association could realize substantial annual savings by having the ability to have an auditing firm conduct a "review" of the MDNA financials as opposed to an annual audit. In accounting, there three universally recognized levels of auditing oversight, "Full Audit" being the most comprehensive and most expensive, followed by "Compilation" and lastly "Review." The MDNA financials are relatively simple, with income primarily consisting of dues and event income. With this change, the Treasurer would have the constitutional authority to order an annual review, thus saving the association money, while retaining the authority to order a full audit when deemed necessary.



PHOENIX



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