ASSOCIATED WIRE ROPE FABRICATORS
“An association serving the lifting, rigging, and load securement industry”
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Nevada and Arizona
WE’VE TAUGHT AN OLD “DAWG” NEW TRICKS

In addition to the innovation, high quality and broad product offering associated with the IP line of plate clamps, clamps provide several key benefits only available from Crosby.

• One Stop Shopping – Clamps are now a part of the most complete product line available in the industry.

• Industry Leading Training – IP’s Quality training materials have been upgraded to Crosby’s standards, the industry standard.

• Industry Leading Support – The industry’s leading customer service department, field sales staff and technical support.

“A Strong Grip on Performance with Uncompromising Quality”
Well, it is the first quarter of the year and we have experienced extremely strange weather patterns. Most states have seen cold to extremely cold temperatures. Many have seen more snow than any previous year. Here in Houston, we saw it snow earlier than any day in recorded history. It almost snowed twice in a single year which would have set another record. It was below 20 degrees two consecutive days and below 40 degrees for a couple weeks. I know that may sound like Spring too some of you, but it is cold for us. Finally, we had another snow last month.

With that said, the QHSE Committee has a couple DVD’s which cover working in cold-weather and driving in wintry conditions. The DVD collection was put together to enhance your membership. Take advantage of it.

The Board of Directors had a meeting in January to review and adopt our budget for 2010. The meeting went well and we accomplished much. We have three large programs taking shape: Health Care Proposal, Quality Program and an RP&G with one re-vamp. A survey was sent to each member to get a current feel for how we are doing and if we need to make changes. Please complete the survey; it is meant for your benefit.

The Technical Committee had their winter meeting in February. A new RP&G is being developed and another will be modified. The money was allocated for the updated standards which will be sent to each member. This committee is the backbone of our association. If you have any interest in learning from some of our finest, you may look at joining the committee.

Finally, we have had two massive earthquakes in our hemisphere which have destroyed whole cities and left thousands dead. Melissa Hood with Wire Rope Exchange is working with Jeff Gilbert by sending information from relief groups which require resources. As resources are needed Melissa will send the information to Jeff who will then email our members. If you want to donate, please let Jeff know.

Like always, if you have any comments or suggestions for the Board, please contact Jeff Gilbert or me and we will address them.

See you in April.
Jeff Bishop

Charles Lucas

Charles Lucas of The Crosby Group was awarded a Plaque of Appreciation for his longstanding contributions to the AWRF Technical Committee. Charles has been a dedicated member of that very important committee for 21 years. His hard work and painstaking attention to detail (along with the many others who work hard on this committee) has served to provide Member Companies of the Associated Wire Rope Fabricators with the recommended technical expertise necessary in today’s business and safety climate.

For outstanding and dedicated service AWRF thanks Charles Lucas.
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Standard DIN, EN, API and specialized ropes, in metric or imperial diameters.
Crane and hoist ropes for many applications:
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THE GOVERNMENT AFFAIRS COMMITTEE
PLAN OF ACTION FOR 2010

MISSION
Throughout (the First Session of the 111th Congress), pro-business legislation has remained under the radar on the Congressional agenda notwithstanding the international economic meltdown, global bailouts, stimulus packages, asset acquisitions and bankruptcies. Executive initiatives emanating from the Administration can hardly be classified as incentive driven. In short, it has been politics as usual. During 2009 the Government Affairs Committee (GAC) has adjusted its own agenda accordingly in terms of monitoring, information gathering, reporting and lobbying. Meanwhile, AWRF has continued to fine tune its intrinsic priorities in light of worldwide recession, while insuring that the current agenda for the lifting, rigging and load securement industry remains sufficiently flexible to adapt to a legislative and administrative environment that promises a more liberal legislative calendar. Whereas the Bush Administration remained committed to business friendly initiatives such as tort reform and tax relief, the stalemate we experienced in 2008 has been supplanted with a proactive social agenda in 2009 coupled with control of the U.S. Congress. For the present, fixing the economy should eclipse any other congressional program. Philosophies differ on the best approach and business leaders find themselves looking back to the great crash of 1929 for guidance. Currently, with the exception of the languishing job market, there are hopeful signs of global economic recovery.

STRATEGY
In spite of inevitable legislative obstacles, within all feasible parameters of opportunity in 2010, the GAC will continue to pursue regulatory, judicial and legislative reforms of significance to AWRF members. While the Committee’s strategic plan addresses issues at the state, federal and international levels, specific tactics will once again selectively target issues relevant to the lifting, rigging and load securement industry. These initiatives are listed below under the heading “Agenda.”

TACTICS
Efforts to expand commercial opportunities in the European economic community as a result of the trend toward internationalism, coupled with the vagaries of the U.S. dollar vis à vis other currencies, present the lifting, rigging and load securement industry with both familiar and unfamiliar obstacles in the form of international standards, practices, procedures and ethics. These entanglements have been exacerbated by the continued threat of global terrorism. EU and ISO standards can no longer be relegated to a position of secondary importance, nor can this Association ignore the effects of emerging Asian, African, and South American influences. The GAC proposes to approach this situation with broadened sensitivities to the needs of members who compete in the global marketplace. Continued emphasis upon public recognition of the Association’s role as the leading spokesman for the lifting, rigging and load securement industry remains a fundamental objective of the GAC. Commercial self determination takes on even greater
AGENDA

1. PRODUCT LIABILITY REFORM
Regardless of war, peace, recession or prosperity, business owners live and work in fear of frivolous and unfounded product liability lawsuits. The problem is critical for manufacturers and fabricators who should be investing in research and development, but instead, are forced to budget excessive amounts of money for legal fees. In this litigious climate, business owners must consider liability as an aspect of every decision. Businesses can be held liable for injuries which are not in any way connected with the quality or reliability of their products. Proposed legislation would insure a uniform system with fewer opportunities for abuse. In 2005, class-action reform legislation became the law of the land. Attacking the current lawsuit abuse mania on a piecemeal basis continues to be a more acceptable solution than sweeping remedial legislation. A hostile Congress will not help, but sixty votes are still needed in the U.S. Senate to control the issues. The GAC will join with other business-related groups to meet these formidable challenges.

2. ECONOMIC STIMULUS, SPENDING AND TAX RELIEF
For at least part of 2010 AWRF members may expect diminishing lines of credit and a bearish job market, while simultaneously undergoing increasing challenges in the shop and in the marketplace. Governments around the world are reacting with Astimulus® measures about which there is considerable disagreement among professional and amateur economists alike. Are we to have more government spending and/or tax incentives? The solutions adopted will undoubtedly have a significant impact upon the lifting, rigging and load securement industry. Accordingly, AWRF must rely on its government relations arm to exercise the appropriate influence in the U.S. Congress and elsewhere to meet these enormous challenges with reason and without jeopardy to the industry. On a positive note, worldwide economies and securities markets are improving. This balance of negatives and positives may be indicative of a square root shaped recovery as opposed to “u” or “v” patterns.

3. ERGONOMICS
It remains to be seen how the Secretary of Labor will perceive the concept of an expanded ergonomics rule. Would such a standard be voluntary or mandatory? If the standard is to be fair to workers and employers alike, the latter must have the flexibility in determining the most cost-effective methods of identifying and treating employees with work related cumulative trauma disorder (CTDs). The business community must insist upon scientifically generated cause and effect relationships. By adopting a rule requiring the treatment of any possible CTD, a false standard of cause would be established in tort actions. Moreover, by mandating that employers use unproven technologies and practices (there is no consensus in the medical community) the incidence of CTDs is likely to increase and OSHA inspectors will be inclined to issue erroneous, subjective citations. The GAC must continue its vigil to insure that any new standard is voluntary. Acceptance must be driven with such good ideas that employers will logically adopt them and, of course, any new rule must apply to the particular industry for which it has been generated. A Aone size fits all@ programmatic approach should be out of the question.

4. HEALTH CARE
Proposed legislation in the 110th Congress would have provided many AWRF businesses the opportunity to secure affordable health insurance programs for themselves and their workers. AWRF members now face the prospect of a more socialized approach to national coverage accompanied by a public option. As medical costs skyrocket out of all proportion, the GAC proposes to focus on opportunities which would allow AWRF members to enjoy parity with labor unions and large employers in negotiating health care premiums. It appears more likely, however, that the business community will be burdened with the lion’s share of the costs and new system.

5. SLING SAFETY STANDARD
The indefatigable effort by the GAC to persuade the U.S. Department of Labor to modernize its obsolete Sling Safety Standard finally paid off. Culminating with AWRF-sponsored Congressional testimony, this lobbying marathon ultimately resulted in a modernized OSHA Guidance document. Fine tuning by the ASME B30.9 Committee and the AWRF Technical Committee will continue as new products and procedures are developed. It is the job of the GAC to disseminate this data to the appropriate governmental sources.

6. SWAGER GUARDING ISSUES
AWRF must continue to emphasize to OSHA the differences between Apower presses@ and Aswagers.@ By demonstrating the fundamental differentiating characteristics between the two types of machines, corresponding safety remedies can be underscored. Members should be reminded to think and speak in such terms. To assist AWRF members threatened by OSHA citations for alleged swager barrier guarding violations, information packets are available at the Association office. In addition, the GAC has
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Protect your workers, your company, and your investment from the single leading cause of electrical injury in any workplace: Accidental contact between crane booms and power lines. Rated to 33,000 VAC. Available in a number of configurations and load capacities.
By Dr. Albert D. Bates
President, Profit Planning Group

Profit Improvement Report

The Cost of Goods Not Sold

One of the realities of management information systems is that they only express what actually happened. In many instances, it is important to understand the financial and operating impact of what didn’t happen. This is especially important with regard to missed sales opportunities.

Given the severity of the recession many firms are making some major changes in their operations — lowering payroll, reducing inventory levels and tightening credit policies. Such actions have a very pronounced and very visible impact on financial performance. At the same time, all of these actions have the potential to decrease sales. Nowhere in the MIS is there a proper entry for the economic impact of sales that are not made.

This report will examine the impact of lost sales on industry profit performance. It will do that by addressing two key issues:

- **Understanding Sales Sensitivity** — An examination of how even modest missed sales opportunities decrease profitability.

- **Rejuvenating Sales Results** — A discussion of the alternative approaches available to management to drive higher sales volume without increasing operating expenses.

**Understanding Sales Sensitivity**

It should be noted from the start that incremental sales volume is almost always a mythological creature. The assumption that adding new customers doesn’t increase costs because “the truck is going right by there anyway” always proves inaccurate in the harsh realization that expenses are incurred on every sale.

However, there are a few instances when incremental sales volume is a very relevant and useful concept. This is particularly true in the context of generating additional sales volume from the existing operating structure. That is, selling more of the current product line to existing customers. In such instances, the expense impact, at least with respect to fixed expenses, is negligible.

**Exhibit 1** presents financial information for a typical AWRF member based upon the latest results from the PROFIT Report. As can be seen in the first column of numbers, the typical firm generates $7,000,000 in sales, operates on a gross margin percentage of 33.0% of sales and produces $455,000 in profit or 6.5% of sales on a pre-tax basis.

Like every firm in every industry, this typical AWRF member has both fixed expenses and variable expenses. Fixed expenses are overhead expenses that tend to be difficult to shed as sales fall. Variable expenses, including things like commissions, are expenses that rise and fall with sales volume. For analysis purposes, variable expenses are assumed to be 5.0% of sales—a figure that would be reasonably close for most AWRF members.

In the next two columns of numbers, sales have been increased by 5.0%. The second column reflects a sales increase with no change in either the expense or gross margin structure of the firm. That is, the firm really is selling more of its existing products to existing customers without lowering its prices. Therefore, fixed expenses remain the same while variable expenses rise with sales.

The impact on profits is significant. With a 5.0% sales increase, profits increase by 21.5%, from $455,000 to $553,000. This clearly demonstrates the sales sensitivity for firms in the industry. Once again, this is all predicated upon finding truly incremental sales volume, something easier said than done.

Unfortunately, the hunt for incremental volume is almost always associated with price reductions to induce the incremental sales. Once price reductions on incremental sales take place, price reductions on almost everything tend to follow. Taking this path easily negates the sales gain.

The final column of numbers examines the gross margin reduction that would exactly offset the sales increase and leave the dollar profit number unchanged. The figures in this column are not intuitive, so they need some additional explanation.

<table>
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<tr>
<th>Income Statement</th>
<th>5.0% Sales Increase</th>
</tr>
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<tr>
<td></td>
<td>No Margin or Expense</td>
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<tr>
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<tr>
<td>Change</td>
<td>$7,350,000</td>
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<tr>
<td>Cost of Goods Sold</td>
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<td>Gross Margin</td>
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<td>Profit Before Taxes</td>
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</tr>
<tr>
<td>5.0% Sales Increase - No Margin or Expense</td>
<td>$250,000</td>
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</tbody>
</table>

**Exhibit 1**

The Impact of a 5% Sales Increase
For a Typical AWRF Member

By Dr. Albert D. Bates
President, Profit Planning Group
In the second column, sales cost of goods and gross margin were all increased by 5.0%. In the third column, the increase in cost of goods sold associated with more sales stays where it was in the second column, at $4,924,500. However, prices on the same physical volume are reduced by 1.4%, so sales do not reach the $7,350,000 level. Instead they only increase to $7,246,842. At the lower sales level and the same cost of good sold, gross margin falls to 32.0% of sales.

The net result is that dollar profits do not improve, but remain where they were originally. However, the firm is working 5.0% harder to generate the same unit sales. The important message is that incremental sales volume is a wonderful concept when it truly is incremental. However, the opportunities to destroy the profit impact of true incremental sales abound. To be successful, fixed expenses must stay fixed and the gross margin percentage must not fall.

Rejuvenating Sales Results

At first blush, generating incremental sales volume in a sluggish economy would appear to be virtually impossible. The reality, though, is that many of the actions that firms take to diminish the financial burden of the recession actually end up lowering sales. Sometime not doing things that hurt is as important as doing things that help. Three of these issues are particularly important:

- **Inventory Reductions** — Almost every firm has tried to reduce inventory for cash flow reasons. The almost universal reality is that sales suffer from an increased frequency of out-of-stock situations. Clearly, firms are caught between an inventory “rock” and a sales “hard place.” While inventory reductions may be necessary, they need to be highly targeted. Blanket cuts in inventory levels or management edicts to cut purchasing must be avoided.

- **Accounts Receivable Reductions** — This follows an almost identical logical process as inventory reductions discussed above. Certainly bad debt problems increase in a down market. However, every reduction in a customer’s credit line is a potential sales opportunity that is missed.

- **Lag in Add-On Selling** — Every salesperson has been beat up by the recession in some way. One result is that the enthusiasm for add-on selling is greatly diminished. The quickest way to drive incremental sales, though, is to cajole or motivate the sales force into making an extra commitment to this process.

Moving Forward

Economic conditions have created measurable sales challenges for almost every AWRF member. In too many cases, though, cash flow challenges have caused firms to make the problem even worse. In particular, reductions in inventory and accounts receivable often hurt sales as much as they help cash flow. In addition, management teams that are stretched thin often do not monitor sales productivity—as opposed to total sales—to the extent that they might otherwise. As a result, sales per salesperson causing can fall. If these issues can be dealt with directly, some sales relief can be achieve. The impact on the bottom line can be dramatic.

About the Author:
Dr. Albert D. Bates is founder and president of Profit Planning Group, a distribution research firm headquartered in Boulder, Colorado.

A Managerial Sidebar:

**Targeting Sales Needs**

A variation on the break-even formula can be used to measure how much of a sales increase is required to generate a target level of profit. This approach is valid as long as the sales are truly incremental. That is, they can be generated without an increase in the fixed expenses.

The formula is fairly straightforward. It is illustrated below with numbers for the typical AWRF member. In the example, it is assumed that the firm would like to double its profits—from the current $455,000 to $910,000. The answer is that sales would have to rise to $8,625,000, an increase of 23.2%.

\[
\text{Sales} = \frac{\text{Fixed Expenses} + \text{Target Profit}}{\text{Goal \ Gross Margin \%} - \text{Variable Exp. \%}}
\]

\[
\frac{\$1,505,000 + \$910,000}{33.0\% - 5.0\%}
\]

\[
= \frac{\$2,415,000}{28.0\%}
\]

\[
= \$8,625,000
\]
Python® is a worldwide synonym for high quality Wire Ropes, producing Standard and High Performance Wire Ropes since 1911. Our product portfolio contains, but is not limited to ropes for:

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- DEEP FOUNDATION EQUIPMENT

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Bellevue, Washington’s French name (Beautiful View) aptly describes its location: positioned on several hills overlooking Puget Sound, Bellevue is known for its appealing, tree-lined view of the Seattle skyline. Established as a farming town more than 130 years ago, Bellevue is now one of the state’s richest and most successful cities, and serves as a satellite city to Washington’s largest metropolis, Seattle. The area is also home to some of Puget Sound’s richest residents, many of whom reside along the coveted eastern shoreline of Lake Washington.

Bellevue is best known for the trendy shops, upscale restaurants and distinctive department stores that make up its 180-store Bellevue Square. More than 16 million people visit Bellevue Square each year, making it a destination stop in its own right. Nearby top-class hotels and award-winning restaurants complement the city’s prestigious setting.

Bellevue is home to more than 50 different parks, green spaces, recreational areas and sports complexes. Mercer Slough Nature Park, on Bellevue’s scenic Lake Washington, comprises a little bit of something for everyone. One of the last freshwater wetlands in the area, the 300+ acre park includes a blueberry farm; 7 miles of trails, as well as Bellevue’s only nationally registered historic building. Canoeists can experience Lake Washington’s beauty firsthand by following the park’s circuitous canoeing trail.

The Omni in Orlando held a drawing for a free 4 night stay at the resort for AWRF members. As I remember it was one of those answer some questions about your stay and be entered into a drawing for 4 free nights.

Well I answered the questions and last night when I got home in the mail was a certificate for the 4 free nights!

I’ve attached a scan of the letter and certificate if you want to use it.

The attendees at the meeting who did fill out the questionnaire and didn’t win should know that the Omni kept their word.

Regards,
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Full swivel and pivot action allows you to flip and turn parts without unhooking. Integral solid center brace lift ball design reduces possibility of spreading the lift ball in misapplications. 600 to 30,000 lb. capacities. U.S. Patent 6,652,012.

Side Pull (Traditional)
Hoist Ring makes flipping of lifted items easy. Features oversized round ring and heavy-duty cast body. 650 to 29,000 lb. capacities. U.S. Patent 6,443,514.

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The Tour

Tuesday, April 13, 2010

Waterfalls, Chocolate and Wine

On today’s tour, you will discover some of Washington’s most popular attractions. Guests will start the tour at the scenic Snoqualmie Falls. Here, the Snoqualmie River cascades 270 feet through a spectacular rock gorge into a 65 foot deep pool. On top of the falls sits one of Seattle’s most romantic getaways, the Salish Lodge & Spa. The exterior of the Salish may look familiar as it was the lodge used to film the quirky TV hit Twin Peaks. While at Snoqualmie Falls, guests will be given time to tour the gift shop and take pictures from the observation deck.

Next, guests will travel a short distance to Boehm’s Candy Kitchen, known throughout the Northwest for their fabulous Swiss chocolates. You will view the candy making process and sample their chocolates. Don’t forget to tour the Swiss chalet home of the late Julius Boehm and view his European art collection while here.

After visiting Boehm’s, guests will enjoy a delicious lunch at the Purple Café. The Purple Café is a multifaceted food and wine concept that merges casual sophistication with an upbeat metropolitan style. They feature a menu that blends classic American styles with seasonal northwest ingredients. The atmosphere is often described as an urban retreat with rustic elements.

After lunch, guests will head to Chateau Ste. Michelle Winery. Located on 87 acres of arboretum-like grounds, Chateau Ste. Michelle is Washington’s oldest winery, taking its place among the classic wineries of the world. Enjoy a tour here that allows a romantic yet technologically accurate view of the art and science of wine-making, followed by wine tasting. After the tour and tasting, enjoy strolling the grounds and visiting the extensive wine and accessory shop before heading back to Bellevue.

Plated Lunch Menu
(guests select their entrée onsite)

Entrée
Purple Chopped Salad
or
Seared Ahi Tuna
or
Grilled Chicken Breast

Dessert
Syrah Brownie

Beverages
Assorted Sodas, Lemonade, Iced Tea, Coffee and Hot Tea Service

Hours: 9:00am – 3:30pm
Includes:
• Time on Own at Snoqualmie Falls
• Chocolate Tour and Tasting at Boehm’s Candy Kitchen
• Private Plated Lunch at The Purple Café
• Winery Tour and Tasting at Chateau Ste. Michelle Winery

Itinerary:
9:00am Depart Hyatt Regency Bellevue Hotel via Motorcoach
9:00am – 9:30am Travel to Snoqualmie Falls
9:30am – 10:10am Time on Own to Explore Snoqualmie Falls
10:10am – 10:30am Travel to Boehm’s Candy Kitchen
10:30am – 11:45am Chocolate Tour and Tasting at Boehm’s Candy Kitchen
11:45am – 12:00pm Travel to The Purple Café
12:00pm – 1:15pm Private Plated Lunch at Purple Café
1:15pm – 1:45pm Travel to Chateau Ste. Michelle Winery
1:45pm – 2:45pm Winery Tour and Tasting at Chateau Ste. Michelle Winery
2:45pm – 3:00pm Time on Own to View Gift Shop at Chateau Ste. Michelle Winery
3:00pm – 3:30pm Travel to Hyatt Regency Bellevue Hotel via Motorcoach
3:30pm Arrive at Hyatt Regency Bellevue Hotel
When you need 1¼" wire rope and you need it now, call Loos & Company. It's in stock. Ready to be shipped. And priced right. We make and stock a wide range of wire rope in sizes up to and including 1¼". Specializing in stainless steel, other materials are available upon request. And we make it all right here in the USA. When you need the right size wire rope right away, call us at (800) 533-5667. Or visit www.loosco.com.
25 Most Commonly Cited OSHA Violations
Industrial Ergonomics
Accident Investigation
Industrial Fire Prevention
ANSI / MSDS
Ladder Safety
Back Injury Prevention
Lock Out / Tag Out
Compressed Gas Cylinders
Machine Guarding Safety
Controlling Exposure to Bloodborne Pathogens (Mfg.)
Office Safety
Dealing with Drug & Alcohol Abuse..For Employees
OSHA Log 300
Dealing with Drug & Alcohol Abuse..For Managers & Supervisors
OSHA Recordkeeping for Managers, Supervisors & other Employees
Driving Safety
Personal Protective Equipment
Emergency Planning
Portable Grinders & Abrasive Wheels
Eye Safety
Pre-Trip Inspection for Light Trucks
Fall Protection
Reporting for Work, Your Safety Responsibilities
Fire Protection / Electrical Safety
Respirators & How to Use Them
First Aid
Safe Operation of Overhead Cranes
Fitness & Wellness
Safety Audits
Fit-Testing Respirators
Safety Showers & Eye Washes
Forklift Operator Training
Slips, Trips & Falls
Hand & Power Tool Safety
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Winter Driving
Housekeeping in Manufacturing
Workplace Stress
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<td>Hand, Wrist &amp; Finger Safety</td>
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<td>OSHA Log 300</td>
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<td>Reporting for Work, Your Safety Responsibilities</td>
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<td>Respirators &amp; How to Use Them</td>
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<td>Slips, Trips &amp; Falls</td>
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Quality & Performance

The Difference is BRIDON is a statement relating to a broad spectrum of “Value Added” features, which together aim to ensure Quality, Reliability and Customer Satisfaction. The following section has been designed to help you identify what precisely it is that differentiates BRIDON products from the competition.

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July 16-17    AWRF Summer Board Meeting
              New York, New York
August 6-7    AWRF Technical Committee
              Kansas City, MO
September 10  AWRF
              Government Affairs Briefing
              U.S. Chamber of Commerce
              Washington, D.C./Palomar Hotel
September 20-22 ASME B30
October 24-27 AWRF General Meeting
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which resulted in multiple deaths. Many of these incidents are still under investigation. Many underlying and secondary causes have been discovered, but the root cause of the great majority of these accidents is human behavior.

During the course of modern construction, the advent of lifting cranes has universally been the building block of large and multi-story structures, bridges and heavy lifts. The basics of crane design remains enveloped in sound engineering practices with the use of CAD programs and finite element analysis. These principles, along with comprehensive testing and approval guidelines, generally ensure that cranes being introduced into the market place, are meeting acceptable industry standards and government regulations. However, without a methodology of ensuring safe operating practices, qualified operators & riggers and ongoing maintenance of these cranes, accidents will continue to plague the industry.

Regarding applicable instructions and standards that are directed to the safe operation, maintenance and inspection of cranes, many sources of information and guidelines are available. These include operating and maintenance manuals provided by crane manufacturers and crane rental agencies. Additional sources of instruction and product information come from industry associations, such as ASME, ASCE API, ASTM and ISO. Distributors and manufacturers of crane parts, slings and rigging fittings provide literature addressing safe product usage, inspection and maintenance of these items. Industry catalogs from suppliers, engineers and consulting firms offer detailed information through catalogs, handbooks, reference cards, the internet and training courses on the use, maintenance and inspection criteria for cranes and associated rigging components.

Overseeing the safety of crane usage and rigging in the United States is OSHA through the Department of Labor. Presently, under the direction of the government and several organizations within the crane and rigging industry, CDAC (Crane & Derrick Advisory Commission) is in the final process of issuing a new version of its regulations addressing crane usage. The final draft was presently for public review in November, 2008, and it is hoped the final version for publication will be available in 2009. It is the intent that this document will supplement the present OSHA regulations on cranes and derricks to further enhance crane safety.

With all these safeguards firmly implanted within the industry, it may seem that crane accidents would be non-existent - that all these guidelines and regulations would alleviate any concern over potential crane related accidents. Regretfully, these ideals are never fully realized.

Crane and rigging accidents continue to occur, and when they do, the results are many times catastrophic. These incidents can result in not only damage to the crane and the load being lifted, but more significantly, in loss of human life and indescribable suffering.

The memory of the highly publicized “Big Blue” accident and the horrific site of seeing three people perish at the Milwaukee County Stadium construction site are still a fresh memory. As mentioned, in 2008, the United States seems to have experienced an epidemic of notable crane incidents. Accidents involving the use of cranes can arise from several sources, but most often, the root cause is human error. Such sources include:

1. Electrocution
2. Tip over (improper setup, soft soil, lack of bearing pads, wind, overloading/overreaching)
3. Structural failure (overloading, fatigue, corrosion)
4. Wire rope rigging failures
Electrocution remains the leading cause of crane accidents and deaths. The second most common cause of crane accidents is tip over. Tip over, or toppling of a crane, can result from several conditions. Incorrect or incomplete set up can lead to a crane tipping over during operation, and even during initial erection. Several key areas that are necessary in properly setting up of a crane include leveling of the crane; complete deployment of the outriggers; and assuring that ground conditions will withstand the pressure from the outriggers or bearing pads. Tipping of a crane can also be caused by overloading and overreaching with the boom.

Aside from tipping failures, structural failures can occur on the crane itself. Even rigging components can break. Overloading within the structural limitations of the crane can cause a lattice boom to collapse, with failures of either the chords or diagonal lacing members. Fracture or bending can occur in telescopic booms and center pins can be damaged from exceeding the load limits. Overloading within this same structural region of the load chart can also cause a breakage of the boom pendants, boom hoist lines or the hoisting wire ropes.

Wind exceeding the maximum velocity factor of the crane has historically been a major cause of cranes tipping over. High winds were found to be a major factor in the “Big Blue” crane collapse. Wind exceeding the maximum allowable limitation, plus the large sail area of the supported roof structure, led to the destruction of two cranes and the deaths of three persons at the job site. Wind not only will lead to overloading, but also twisting or torsional loading on the boom structure from swinging of the suspended load. Booms are engineered to take full loading in a vertical configuration, and any significant side loading or twisting of the boom can result in structural failures.

On March 15, 2008, a tower crane collapsed in downtown New York City resulting in seven deaths and more than twenty four injuries. A tower crane being extended or “jumped” became unstable, fell against a building across 51st street, and sheared the top structure of the crane from the tower structure. The upper portion of the crane catapulted a block away over downtown Manhattan, finally crashing into several buildings and killing a woman residing in a townhouse. The alleged initiation of this catastrophe was the rupturing of web slings holding a heavy steel color used to connect the crane tower to the existing building. The subsequent falling and shearing action of this collar against other connection hardware resulted in an unstable crane condition and ultimate crane collapse.

A week following the accident, a New York City Department of Buildings crane inspector was arrested for falsifying crane inspection records. Following investigation of the accident where several unsafe practices were discovered, OSHA cited three different contractors with proposed penalties totaling over $313,000 for alleged violations of safety standards. Those cited include the erector of the crane, the general contractor of the project and the concrete and superstructure contractor. On January 4, 2009, it was reported that the prosecutor’s office in Manhattan was expected to announce manslaughter charges against the rigger overseeing the raising of the tower. A day later, the Manhattan District Attorney’s office announced the indictment of the tower crane erector and his company on several counts of manslaughter, criminally negligent homicide, assault and reckless endangerment.

Many repercussions may be felt throughout the construction and rigging industries with the progression of this case. That is, civil action mostly results from such accidents; however, with the indictment of criminal charges, a new precedent may be on the horizon whereby individuals and companies involved in such devastating incidents may be criminally charged.

It is a tragedy that such incidents occur, but these can be eliminated, or greatly reduced if companies and individuals involved in crane activities are properly trained and follow the crane manufacturers’ instructions, industry standards, recommended practices and OSHA regulations in erecting, operating, inspecting and maintaining cranes. Certification of crane operators has also assisted in assuring that qualified personnel are operating cranes. This accident will undoubtedly place more focus on a requirement for certified riggers.
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The U.S. economy officially fell into recession in December 2007 and declined steadily for the next six quarters. Many economists, including us, believe the downturn ended this past summer and the economy is now beginning to recover. If so, economic activity (GDP) declined by -3.7% during the recession, marking the steepest downturn since the post-World War II demobilization in 1945-1947. Few sectors were unaffected by the “Great Recession.” Reduced business investment in plant, equipment and inventories and a steep decline in exports accounted for the lion’s share of the economy’s malaise. The housing downturn and lower consumer spending reflected problems created by a severe credit crunch.

Economic policy has become hugely expansionary. The Fed used every instrument it possessed and invented several new ones to stimulate the economy. Interest rates are at generational lows and the Fed’s lending and liquidity balances have soared. In Congress, the $700 billion financial rescue fund (TARP) was supplemented by more than $800 billion in federal stimulus spending and tax cuts.

Though the economy likely has turned up, activity levels in most wire rope related sectors have fallen sharply. Scan down the right columns of Table 1 to see the damage. Manufacturing was hit especially hard, and demand for most products outside automotive is well below year-ago and pre-recession levels. Real business sales may be growing, but most companies are still trying to reduce already-lean inventories. The slowdown in exports and imports is abating and likely will reverse in 2010 as the global recovery takes hold.

Consumer spending has begun to revive. However, unemployment remains high (10.2% in November, 2009) and approximately 8 million nonfarm jobs have disappeared since December, 2007. It’s no wonder that consumers have become so careful — reducing consumer credit debts, boosting saving and spending conservatively.

Economic recovery will gradually spread throughout the world during 2010.
GLOBAL ECONOMIC FORECAST

The global economy is beginning to turn around. At +2.5%, our forecast for global economic growth in 2010 is a welcome change after the 2009 decline of -1.1% and anticipates a year of general recovery.

What will drive the 2010 upturn?

- Inventories of all types — raw commodities, processed materials, parts and components, finished products — plunged to extremely low levels during the recession. These will have to increase in order to support higher production and sales. Global manufacturing rates began to rise late in 2009 and will continue to grow through at least 2010. The coming upturn in foreign trade flows will be driven mostly by this development.

- Many businesses and households postponed purchases of producer equipment and consumer durable goods during the first half of 2009. Now that their worst fears have been eased, many of these purchases will be re-instated in 2010.

- Massive amounts of fiscal and monetary policy stimulus have been implemented around the world. The biggest impacts were felt in 2009. This policy stimulus will be withdrawn only gradually; so 2010 also will benefit.

- As to the financial sector, long- and short-term interest rates are at very low levels and credit-quality spreads have narrowed. However, banks — especially in the U.S. and Europe — must still address their bad loans and the need for more capital. Business and consumer lending will be constrained until these issues can be resolved.

The U.S. economy declined by an estimated -2.5% in 2009. Growth will return in 2010 at a +2.0%-plus pace. What about the rest of the world? The picture looks better in many regions, but not without risk:

The Japanese economy shrank by about -5.5% in 2009. Exports were the primary reason for the shortfall, especially to the U.S. and China. However, the yen has risen markedly and domestic demand is growing slowly at best, limiting prospective growth to perhaps +1.5% in 2010.

The Euro Area economy fell by about -4.0% in 2009 after sluggish growth of just +0.7% the previous year. Much of the 2009 GDP decline reflected lower exports to key markets — in China, the U.S. and Eastern Europe as well as within the region. European banks have relatively high exposure to the weaker Eastern European economies, and financial sector re-structuring has been limited at best. Thus, the recovery will be slower here, with 2010 growth in the range of +0.5% to +1.0%.

Growth slowed in Developing Asia’s economies during 2009 as their exports plunged — especially to the U.S. and Europe. However, the recovery has already begun, due to huge stimulus programs (not just in China and India but elsewhere as well). Rising exports will boost growth in 2010, along with continued fiscal and monetary stimulus.

Global steel demand fell by about -9% in 2009. However, the aggregate statistic hides the marked disparity between China (where demand rose by about +20%) and India (+10%) and the rest of the world, where demand plunged by more than -25%. Global steel production likely dropped by about -25% in 2009, though steel production was growing late in the year on the back of soaring Chinese output. China’s abrupt shift into high gear is pulling in steel products and steelmaking materials from around the globe and pushing up their prices. Price increases will likely continue into 2010, as stocks of materials and finished product are at bare bones levels.

U.S. steel demand experienced a dramatic decline in 2009, reflecting reduced intake by all of the major steel consuming industries: automotive, appliances, construction, machinery and equipment, etc. Customer and distributor stocks have plunged to multi-decade-low levels and are unlikely to rise until the recovery is well established and financing becomes more readily available. In 2010, steel demand will be held back by the ongoing decline in nonresidential building activity and limited improvements in automotive and housing. Steel prices may well increase, however, to reflect producers’ rising costs.

This material was prepared by the Los Angeles Economic Development Corporation:
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Chief Economist
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WireCo WorldGroup Acquires Phillystran, Inc.

Kansas City, MO – January 5, 2010 – WireCo WorldGroup (WireCo), the world’s leading producer and marketer of wire rope and electromechanical cable, announced today that it has completed the acquisition of Phillystran, Inc., based in Montgomeryville, PA.

Phillystran Inc. is a leading manufacturer of high tenacity fiber ropes, strands, braids and strength members from fibers such as Kevlar®, Twaron®, Technora®, Vectran®, Spectra®, Dyneema® and Zylon® for specialized applications including mooring lines, life lines, winch lines, boat rigging, structural and support lines, power cables and broadcast tower guy cables. Phillystran also manufactures polyester ropes for specialized applications.

Ira Glazer, WireCo CEO, said, “Phillystran has an excellent reputation in the field of high tech synthetic ropes and serves as our entrée into this important market. The synergy of their technical expertise and our market reach provides us a great opportunity in this important market to offer the best solutions for our customers worldwide.”

Phillystran has more than 35 years of experience in manufacturing of specialty ropes and strength members, and its top priorities are product quality and the satisfaction of long-standing customers. Phillystran operates with locations in the United States and the Netherlands.

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“Our entire team will remain intact assuring our customers continuity of service and product quality,” stated W. Wynne Wister, former owner of Phillystran and now a Senior Vice President of WireCo WorldGroup. “We expect to grow our business substantially and, through this transaction, now have the capacity to support that growth.”

Current plans include investments in existing operating facilities and equipment as well as continued emphasis on research and development programs.

WireCo WorldGroup is owned by investment funds managed by Paine & Partners, LLC, the San Francisco, Chicago and New York-based private equity firm.
AMH has been developing a web-based database for documenting lifting equipment test data since early 2005. The database is stable and currently released for use by any AMH distributor qualified for servicing AMH product. It is capable of storing and retrieving test data by serial number for lifting equipment. Not only is the data stored but as it is entered a corresponding test certification can be printed for the end users records. There are three choices of test type depending on the extent of testing required. AMH bulletin SB004, as referenced during data entry, explains each test type and when to apply. Each test certificate includes a check list of what was inspected. The test certificate is easily customized utilizing the company name and logo associated with the user who enters the data. See the example of a test certificate by AMH with logo. The database is secure and allows search and retrieval of test data and test certificates for future reference. It also allows retrieval of original factory data and certificate for new product as it was originally tested.

Currently this service is available free of charge to AMH servicing distributors for use with AMH product. However, the software is designed to accept any brand product entered by any user that AMH has authorized to have access. AMH is considering offering this capability to customers that do their own maintenance as a secure way to record and maintain test records. This would be a desirable solution for meeting OSHA requirements to have accessible test data associated with hoisting equipment. An authorized user can go to the AMH web site and search a serial number to access all test records entered, sorted by date. To further simplify use, authorized users may only be able to access data that has been entered by their company or group. Test history will be available on the AMH web site without relying on high tech RF chips and associated equipment to read and software to manage the data. For the technology hungry, it may be easy to access AMH’s database of test records at any location in the workplace from an internet enabled laptop, PDA or “smart” phone.

The literature area of the AMH web site offers many important documents for download; product manuals, catalogs, fliers, competitive information and evaluations, bulletins for service, procedures and instructions are all made available based on the user type inquiring.
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Creeping closer inch by inch, 900 feet above the mighty Colorado River, the two sides of a $160 million bridge at the Hoover Dam slowly take shape. The bridge will carry a new section of US Route 93 past the bottleneck of the old road which can be seen twisting and winding around and across the dam itself.

When complete, it will provide a new link between the states of Nevada and Arizona.

In an incredible feat of engineering, the road will be supported on the two massive concrete arches which jut out of the rock face.

The arches are made up of 53 individual sections each 24 feet long which have been cast on-site and are being lifted into place using an improvised high-wire crane strung between temporary steel pylons. The arches will eventually measure more than 1,000 feet across.

At the moment, the structure looks like a traditional suspension bridge. But once the arches are complete, the suspending cables on each side will be removed. Extra vertical columns will then be installed on the arches to carry the road.

The bridge has become known as the Hoover Dam bypass, although it is officially called the Mike O’Callaghan-Pat Tillman Memorial Bridge, after a former governor of Nevada and an American Football player from Arizona who joined the US Army and was killed in Afghanistan.

Work on the bridge started in 2005 and should finish next year. An estimated 17,000 cars and trucks will cross it every day.

The dam was started in 1931 and used enough concrete to build a road from New York to San Francisco... The stretch of water it created, Lake Mead, is 110 miles long and took six years to fill. The original road was opened at the same time as the famous dam in 1936.

An extra note: The top of the white band of rock in Lake Mead is the old waterline prior to the drought and development in the Las Vegas area. It is over 100 feet above the current water level.
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succeeded in securing a published OSHA memorandum permitting the substitution of the AWRF Swager Safety Program for barrier guarding in swaging operations on a case by case basis. In November multiple copies of the AWRF Recommended Practices and Guidelines regarding swager safety were provided to the Office of General Industry Enforcement at OSHA. Earlier, on June 4, 2007, the U.S. Department of Labor (DOL) published advance notice of rulemaking for the purpose of amending and/or expanding the OSHA standard governing the use of mechanical power presses (29 CFR 1910-217). Although mechanical power presses require barrier guarding under Section 1910.212, no reference is made to hydraulic or pneumatic power presses. One of the primary objectives of the proposed rulemaking procedure is to determine whether the scope of the current standard should be expanded to cover other types of presses. Obviously, an affirmative conclusion for expansion could be a major obstacle to the AWRF position that hydraulic swaging machines by nature are not power presses and thus no point of entry barrier guarding is necessary. The GAC will pursue this matter, following the direction of the AWRF Technical Committee. If the current statute is broadened to include the requirement of barrier guarding for hydraulics, the Association=s current position that swagers are not mechanical presses would be constricted to a narrower argument, i.e., that swagers are not presses period.

7. CDAC
During 2010 the GAC will continue its involvement with the crane and derrick rulemaking process. A liaison with Specialty Carriers and Riggers Association (SC&RA) has been most beneficial in this endeavor.

8. WASHINGTON, D.C., GOVERNMENT AFFAIRS BRIEFING
The GAC hosted a Government Relations Symposium in March at the U.S. Chamber of Commerce in Washington, D.C. The event was of the highest quality and well attended. Plans are underway for a sequel following the settlement of Committee appointments in the new Congress. Mark your calendars for September 10, 2010.

9. REGULATORY REFORM
The GAC maintains a close watch for proposed regulations affecting the lifting, rigging and load securement industry. Care must be exercised to make certain that agency regulations are not adopted without true scientific bases and a balance between risk assessment and cost benefit analysis.

10. NAIC CODE
Periodically, the U.S. Department of Commerce revises the official NAIC Code to reflect changes in industry demographics. Upon notification, the GAC will provide comments in support of an integrated codification for the lifting, rigging and load securement industry.

11. CONVENTION SPEAKERS
Throughout 2009, the Government Affairs Committee will continue to pursue professional convention speakers. By virtue of the Association=s upgraded membership at the U.S. Chamber of Commerce, AWRF is eligible to tap a valuable resource bank of speakers for general conventions. GAC will also provide speakers from other sources relating to topical issues.

12. JUDICIAL APPOINTMENTS
AWRF remains sensitive to the judicial nominating process in which philosophical differences are often apparent between the candidates regarding the role of the judiciary. Does public policy mandate for the judicial branch of government call for interpretation of the law or Ajudicial legislation@?

13. UNION ORGANIZATION AND EXPANSION
Senate Bill 1041 allegedly the ACard Check Act@ would have required the National Labor Relations Board (NLRB) to certify a bargaining representative (union) without a traditional election, if a majority of the eligible employees have checked a box on a card. If passed, this legislation would have eliminated the private ballot, permitting union organizers to pressure workers into publicly signing cards in their support. Small businesses would have been particularly vulnerable because of the prospective legal costs in fighting union takeovers. Although the bill stalled in the 110th Congress, it was reintroduced in 2009 and failed again due to a momentous business backlash led by the U.S. Chamber of Commerce. The GAC of AWRF played a vital role in the resistance movement.

14. INTERNATIONAL RELATIONS
As an alternate delegate to IOPEEC the GAC attended that association=s annual meeting in Johannesburg, South Africa in 2007. More recently the GAC participated in a symposium at the ASAE Center in Washington, D.C. dealing with the impact of European Union (EU) decisions on American industry in general and upon trade associations in particular.

15. GOVERNMENT AFFAIRS COMMITTEE MEMBERSHIP
The GAC is comprised of a balanced cross-section of AWRF members who have a keen interest in the promulgation of legislation, legal precedent and regulatory reformation essential to the health of the lifting, rigging and load securement industry.

CONCLUSION
By exercising its First Amendment Constitutional right to petition the Government for redress of grievances, AWRF will continue to play an important role in the political process during the Second Session of the 111th Congress.
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The original Norman Rockwell painting was sold at auction last week for $25K.

**NORMAN ROCKWELL** (American, 1894-1978)

This finished illustration appeared in numerous trade magazines as an ad for the John A. Roebling Corporation of Trenton, New Jersey. The concept is that of a contractor explaining which brand of steel to purchase and why.

This work is reproduced as figure A695 on page 517 of *Norman Rockwell: A Definitive Catalogue* by Laurie Moffatt, The Norman Rockwell Museum at Stockbridge, 1986.

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September 10, 2010
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