



## 2019 CEMA ANNUAL MEETING MEMBERSHIP/MARKETING COMMITTEE MEETING

La Quinta Resort & Club, La Quinta, CA  
Saturday, March 30, 2019

### MINUTES

1. Meeting was called to order at 7:30 am and Roll Call was taken with 20 attendees.
2. Approval of Minutes of September 18, 2018 – Minutes were approved.
3. Section/Committee Champions - Reviewed Section Champions and their duties.
4. Membership Report
  - Since the Fall 2018 meeting, there was an increase of +10 new members, -3 resigned members making the membership total of 139 member companies, up from 132 members at the Fall 2018 meeting. 113 manufacturing members and 26 technical members.
  - One new prospective member 'Spirac USA' was approved for membership.
5. Marketing Report
  - Website upgrade review: Discussion was led on the mobile functionality, easier navigation, and how well put together the site is now. Committee is very pleased with it.
  - CEMAs new site is using 'stock photos' and the committee offered up the following suggestions to assist in promoting member companies:
    1. Send out email to members to see who may be interested in having their company highlighted each month on the 'Home Page Slider' with a graphic of their products or company.
    2. Use the slider graphic as an opportunity to spotlight sponsors of our meetings, i.e. Annual and Engineering Conference. Alternate sponsors graphics or offer it as a sponsorship to advertise before and during the meetings.
  - Analytics review – Measuring Success: Analytics discussion focused on the benchmarks that were set for: traffic, users, campaign activity and Mobile users. The first week of data from launch was impressive.
  - Advertising
    1. Ads are in place for Pit & Quarry, DC Velocity, MHPN, and Feed and Grain. Pit & Quarry will send their magazines in time for our meetings. Jim Indelicato, DC Velocity was thanked for his offer for continued advertising.
    2. Ad Additional Offer: DC Velocity, Jim Indelicato, made an offer to the Marketing Committee to do a safety supplement issue for 2020 that would focus on Conveyor Safety. DCV will do all the development and writing, no cost to CEMA, it will be funded

strictly via Ads from our members. Need to make a decision by 2019 Fall Meeting, will present to Board of Directors.

- Whitepaper Campaign is stalled due to an increase in members businesses, we hope to get back on track with the Whitepapers and will contact the Engineering Conference chairs to ask for assistance in producing the committed papers before the upcoming Engineering Conference.
- CEMA Tabletop signage and brochures are still available for all members to use at their booths at any of the Trade Shows. Jim Indelicato, DC Velocity has requested signage and brochures to be sent to them.

6. News Release – The draft of the Semi-Annual news release was reviewed and approved.

7. Election of officers – Bulk Handling Co-Chair – Jimmy Swiger, ABB Motors and Mechanical Inc.; was elected.

8. Other Business

- Committee was tasked with developing a resolve to the low sales on the Unit Handling book. Co-Chair Chris Doyle offered up selling individual pdf's of the book. It stirred some interest, however; it led into a discussion of the 'free documents' being 'free' to all non-members and members. The unit handling resolve will be taken to the Unit Handling Section and discussed. The 'free documents' will be discussed at the Board Meeting. A sub-committee was formed to discuss further the benefits of the free documents to our members and to the industry and what can be done to increased sales for the Unit Handling book.

Sub-Committee: Hans Rodgers, SEW Eurodrive, Inc.; Tom Young, Timken Drives LLC; George Huber III, Industrial Kinetics, Inc.; Paul Ross, Douglas Manufacturing; Mike Stegmann, Boston Gear/ Bauer Gear; and Derrick Shelton, Ralphy-Pugh Co., Inc.

9. Next Meeting - September 18, 2019 at Hilton Chicago O'Hare Airport. Chicago, Illinois.

10. Adjourn - The meeting was adjourned at 8:40 am.

Respectfully submitted,  
Mike Shea, Co-Chair-Bulk  
Chris Doyle, Co-Chair-Unit  
Kimberly MacLaren, Vice-Chair

Attachments:

CEMA Semi-Annual Press Release-March 2019

Meeting Attendee List

Minutes Fall 2018






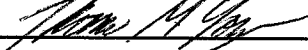
20 Attendees

# CEMA 2019 Annual Meeting

## Membership / Marketing Committee - Roll Call



Saturday, March 30, 2019

Last Name	First Name	COMPANY	Meetings Committee	Signature /Email
Abraham	Garry	Screw Conveyor Corpor	<input checked="" type="checkbox"/>	
Bogner	Dean	Webster Industries, Inc.	<input checked="" type="checkbox"/>	
Darragh	Mike	U.S. Tsubaki Power Tra	<input checked="" type="checkbox"/>	
Doyle	Chris	SEW-Eurodrive, Inc.	<input checked="" type="checkbox"/>	<i>CDD</i>
Fannin	Daniel	Regal Beloit America, In	<input checked="" type="checkbox"/>	
Felter	Andrew	Webster Industries, Inc.	<input checked="" type="checkbox"/>	
Garces	Naylu	CEMA	<input checked="" type="checkbox"/>	<i>Naylu Garces / naylu@cemanet.org</i>
Hellberg	Gordon	Wynright, Daifuku Nort	<input checked="" type="checkbox"/>	<i>Gordon Hellberg GHELLBERG@WYNRIGHT.CO</i>
Hoehle	Neil	Inpro/Seal, LLC	<input checked="" type="checkbox"/>	<i>Neil Hoehle NHOEHLE@DOVERPRECISION.COM</i>
Huber III	George	Industrial Kinetics, Inc.	<input checked="" type="checkbox"/>	<i>George Huber ghuber@imc1kg.com</i>
MacLaren	Kimberly	CEMA	<input checked="" type="checkbox"/>	<i>Kimberly MacLaren, Kin 2, cemanet.org</i>
Mecke	Bill	KWS Manufacturing Co	<input checked="" type="checkbox"/>	<i>Bill Mecke bmecke@kwsmfq.com</i>
Mitchell	Mike	Stober Drives, Inc.	<input checked="" type="checkbox"/>	<i>Mike Mitchell mike.mitchell@stober.com</i>
Nisenbaum	Mike	Gates Corporation	<input checked="" type="checkbox"/>	<i>Mike Nisenbaum MIKE.NISENBAUM@GATES.COM</i>
Onodera	Jake	ITOH Denki USA, Inc.	<input checked="" type="checkbox"/>	
Pugh	Casey	Ralphs-Pugh Co., Inc.	<input checked="" type="checkbox"/>	
Riverin	Sergio	ABB Canada	<input checked="" type="checkbox"/>	<i>Sergio Riverin SERGIO.RIVERIN@CA.ABB.COM</i>
Rodgers	Hans	SEW-Eurodrive, Inc.	<input checked="" type="checkbox"/>	<i>Hans Rodgers hrodgers@sew-eurodrive.com</i>

Last Name	First Name	COMPANY	Meetings Committee	Signature /Email
Roseberry	Judd	Richwood	<input checked="" type="checkbox"/>	
Ross	Paul	Douglas Manufacturing	<input checked="" type="checkbox"/>	
Schwegman	Joseph	Quality Steel Products, I	<input checked="" type="checkbox"/>	
Shea	Mike	ABB Motors and Mecha	<input checked="" type="checkbox"/>	
Shelton	Derrick	Ralphs-Pugh Co., Inc.	<input checked="" type="checkbox"/>	
Stegmann	Mike	Boston Gear/Bauer Gear	<input checked="" type="checkbox"/>	 MICHAEL.STEGMANN@BOSTONGEAR.COM
Swiger	Jimmy	ABB Motors and Mecha	<input checked="" type="checkbox"/>	
Young	Thomas	Timken Drives, LLC	<input checked="" type="checkbox"/>	

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**Additional Names/Emails**

JIM	INDELICATO	J INDELICATO, LDCvela, Conn	
PAUL	WEHRLE	WOODEX BEARING-MECO SEAL	
Zac	Kerin	NHT Zac.Kerin@NHT-MFG.com	



## Conveyor Equipment Manufacturers Association (CEMA) Semi-Annual Press Release

April 3, 2019

NAPLES, FLORIDA – The Conveyor Equipment Manufacturers Association (CEMA) reports that 2018 shipments in North America were up 18.04%. CEMA estimates that shipments totaled \$16.723 billion for 2018, a record level and an increase of \$2.685 billion from 2017 shipments of \$14.038 billion.

CEMA estimates that new orders totaled \$15.863 billion in 2018. New orders in 2018 were \$1.72 billion more than 2017, representing an increase of 11.1%.

Unit Handling orders were up 12.0% and shipments were up 19.0%. In the Bulk Conveying area, orders were up 8.8% and shipments were up 15.4%.

CEMA President, Ned Thompson, announced the results at the Association's 86<sup>th</sup> annual meeting in La Quinta, CA earlier this month.

CEMA tracks new orders and shipped sales volume in nine classes of unit handling equipment and four classes of bulk handling equipment.

The executives representing CEMA member companies who attended the annual meeting expressed continued optimism and forecasted shipments will increase 15.0% for 2019.

CEMA, the industry leader in safety and technical standards and founded in 1933, makes available to member and nonmember companies safety labels for all types of conveyor equipment as well as useful technical information, standards and manuals. Highlights of what is available for purchase:

- *Belt Conveyors for Bulk Materials 7<sup>th</sup> Edition* - "The Belt Book"
- *Bucket Elevator Book Best Practices in Design*
- *CEMA Application Guide for Unit Handling Conveyors 2<sup>nd</sup> Edition* - "The Unit Book".

These books are authoritative technical manuals for conveyor design worldwide. Some publications available in Portuguese and Spanish in addition to English.

For further information on CEMA, "The Voice of the Conveyor Industry of the Americas" or its member companies, or to order safety labels or CEMA publications, visit our website at [www.cemanet.org](http://www.cemanet.org)

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## MINUTES OF THE CEMA FALL MEETING MEMBERSHIP/MARKETING COMMITTEE MEETING Tuesday, September 18, 2018

1. Call to order and roll call - Meeting was called to order at 3:36 pm and roll call was taken with 21 attendees.
2. Approval of Minutes from March 10, 2018 Meeting - Attendees approved the minutes of the March 10, 2018, Membership and Marketing Meeting.
3. Review Strategic Plan - Co-Chairs reviewed the plan to build and implement the analytics, along with multi-year branding with Digital/Paper AD's in MHPN and DC Velocity. Also, enhance sales of publications, safety labels, refresh of CEMA logo.
4. Reviewed Budget request submitted to board.
  - Co-chairs discussed \$30,000 approved budget and advised the committee that the website upgrade would be the main focus for 2019. A discussion about the expensive costs for CEMA's trademark logo and may be more than budget at this time, however; Paul Ross advised that the costs for a refresh on trademark is minimal. He can provide information on that. Design help was offered by Jim Indelicato, DC Velocity and his company.
5. Review Status of Strategic Plan and Committee Objectives
  - Representation is at approximately 33% with our goal of 50% of the Industry.
  - CEMA's brand awareness within the Conveyor Industry and the value to existing members.
  - Expand recognition through safety, education and standards.
  - Redefine and enhance safety labels and Website and logo refresh (2019-2020).
6. Measuring Success: Review Website & Ecommerce Traffic
  - Website/CEMAstore Traffic – Co-Chairs advised committee that the growth from the baseline was at 9.50% almost at our target of 10% annually. Analytical bounces were tracked to CEMA web pages and CEMA store. Attendees proposed additional reporting on tracking white paper 'first time' people to our website and where did they go from there?
  - Publication and collateral sales growth goal is to drive sales through new business at 10% annual growth from 2017 sales, based upon increased website traffic and membership growth. Overall sales trends are inconclusive because of publication market maturation after an initial sales bounce from new releases.
  - Whitepapers – A request at the Engineering Conference netted seventeen commitments for proposed white papers for upcoming year.

- Membership ‘Vetting Champions’ – A request to the committee of volunteers for additional champions was met with Judd Roseberry, Richwood and George Basel, US Tsubaki Power Transmission Ltd.
  - Co-Chairs discussed the proposed schedule for new member growth in each country:
    - US – net 5 members by 2019
    - Canada – net 3-5 members by 2019
    - Mexico – net 10 members by 2020
    - South America – net 5 member by 2021
7. News Release - The draft of the Semi-Annual news release was reviewed and approved
8. Other Business
- Committee was reminded that the committees Bulk Co-Chair position will be available for a new term in March of 2019. Candidates please advise if you are interested.
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Submitted by:

Co-Chair, Chris Doyle, Co-Chair, Michael Shea  
Vice Chair, Kimberly MacLaren

Attachments:

CEMA Semi-Annual Press Release-Fall 2018

Meeting Attendee List

Minutes-March 2018