

Membership/Marketing Committee Meeting

**Conveyor Equipment Manufacturers Association
(CEMA)
CEMA 2022 Fall Meeting**



AGENDA

1. **Call to Order and Introductions**
2. **Attendance and Introductions**
3. **Approval of the Minutes of March 19, 2022.**
4. **Section / Committee Champions**
5. **Membership Report and Conveyor Systems Integrators**
6. **Marketing Report**
 - a) **CEMA Store Status**
 - b) **Analytics Review – Measuring Success**
 - c) **Advertising – DC Velocity, Feed & Grain, possible contingency spending**
 - d) **CEMA Book “Belt Conveyors for Bulk Materials”7th Ed. Spanish Version-Updates**
 - e) **Unit Handling Book**
 - f) **Bucket Elevator Book**
 - g) **White Papers**
 - h) **“Members in the News”/Newsletters**
7. **News Release – Review and Approve.**
8. **New Business**
9. **Next Meeting – March 11, 2023, at The Scottsdale Resort at McCormick Ranch, Scottsdale, AZ**
10. **Adjourn**

AGENDA

1. Call to Order and Roll Call
2. Attendance and Introductions
3. Approval of the Minutes of **March 19, 2022**, Meeting
4. Section / Committee Champions

Bulk Handling

Paul Ross, Douglas Mfg*
Judd Roseberry, Richwood
Rob Yandrick, Eriez
Jim Calhoun, SCC
George Basel, US Tsubaki
Johnny Wheat, 4B

Unit Handling

George Huber, III, IKI*
Mike Stegmann, Boston Gear
Chris Glenn, FMH

AGENDA

4. Section / Committee Champions continued

Screw Conveyor/Bucket Elevator

Jim Calhoun, SCC*

Bill Mecke, KWS Mfg

Johnny Wheat, 4B Components Ltd

Pulley / Idler

Paul Ross, Douglas Mfg*

Jimmy Swiger, Martin Sprocket

Conveyor Chain / Sprocket

Jeremy Fogo, PEER Chain

Dan Fannin, Regal Rexnord

George Basel, US Tsubaki

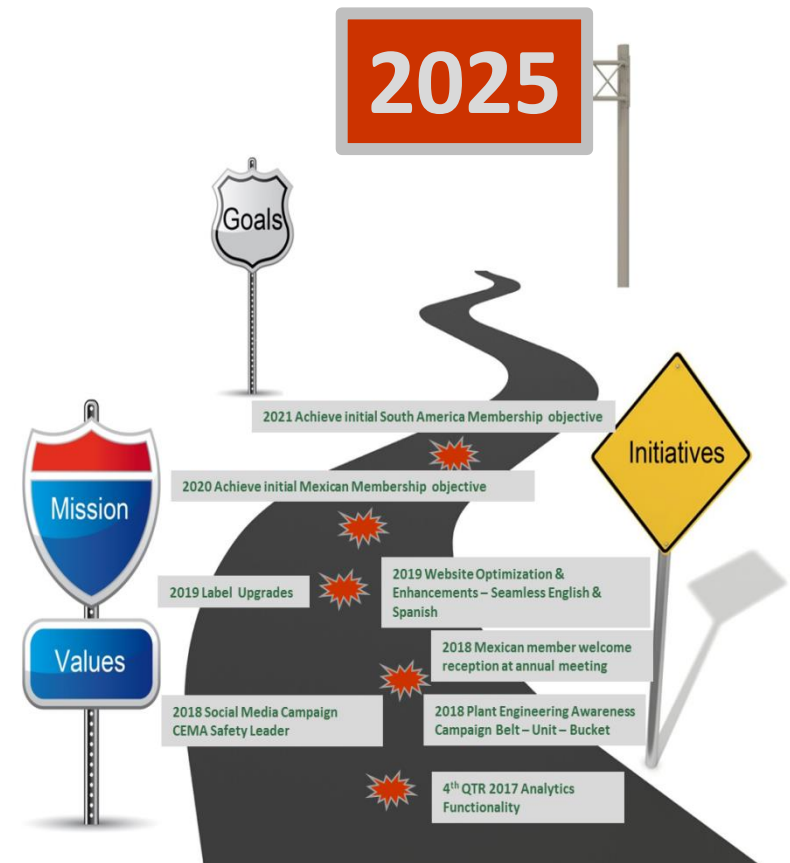
Conveyor Controls

Vacant



Membership and Marketing 5-Year Strategic Plan

- Build analytics to measure progress
 - Current analytics cannot meet our needs
- Execute multi-year branding & awareness campaign
- Enhance sales of CEMA publications and support collateral
 - Belt and Unit books
 - Bucket book
 - Safety labels
- Website optimization and enhancements, including language
- Media and logo refresh



5. Membership Report and Conveyor Systems Integrators



New Members – 1/01/2021 through 3/15/2022 (14)

M-manufacturers SI- integrators T-technical

- (M) Advanced Material Handling, LLC (Jan. 27, 2021)
- (M) Osborn (Feb. 22, 2021)
- (M) Master Power Transmission (April 1, 2021)
- (T) Beaumer Corporation (Aug. 1, 2021)
- (SI) Cisco-Eagle (Aug. 1, 2021)
- (M) TEC Rapol (Oct. 1, 2021)
- (SI) Design Fab and Integration (Oct. 1, 2021)
- (T) REW Associates (Nov. 24, 2021)
- (M) TerraSource (Feb. 1, 2022)
- (T) Applied Conveyor Technology (Rejoined Feb.1, 2022)
- (M) Cambelt (Feb. 10, 2022)
- (M) Sipco IMAK (Feb 22, 2022)
- (T) Webster Engineering (Feb. 28, 2022)
- (SI) Precision Warehouse Design (March 14, 2022)



New Members – 3/16/2021 through 9/1/2022 (8)

M-manufacturers SI- integrators T-technical



- (SI) MHS/Fortna (April 29, 2022)
- (M) FAST Global Solutions (June 6, 2022)
- (M) Tecnipak (June 26, 2022)
- (M) Dismet (July 18, 2022)
- (T) RRT Sales (July 22, 2022)
- (M) Vortex Global (July 22, 2022)
- (M) Siemens Industry, Inc. (Pending Dues)
- (M) Woodsage (Pending Dues)

Member Resignations

- (T) FL Smidth – Failure to pay dues

MEMBERSHIP TOTALS:

As of 8/16/2021: 141 Member Companies

As of 8/16/2022: 157 Member Companies

Mfg = 126, Tech = 25, System Int = 6

USA = 133, Canada = 14, Mexico = 3,
South America = 7 (3 new)



Current Outstanding Applications (18)

M-manufacturers SI- integrators T-technical

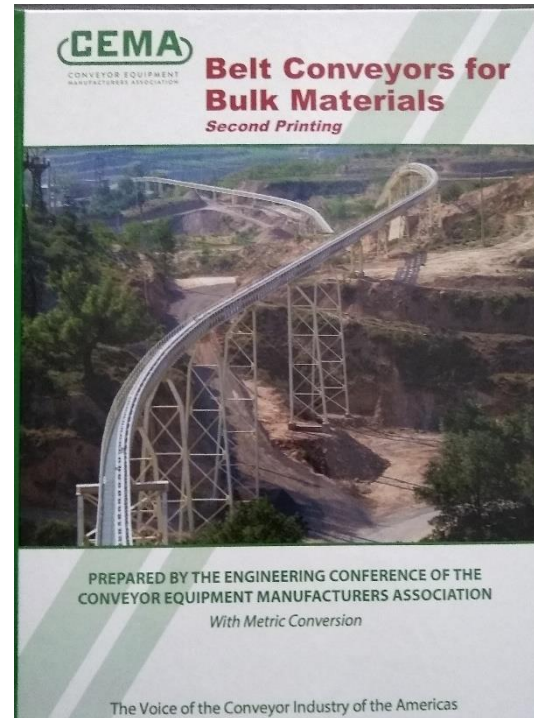
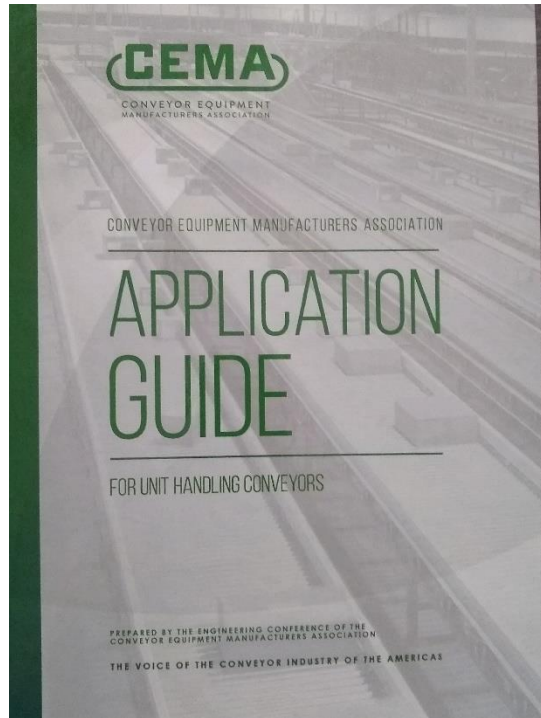


M	Prok	2022
SI	Knapp	2022
SI	Designed Conveyor Systems	Follow up mid Aug
M	TCI Manufacturing	2022
M	Russell Conveyor	2022
M	Advanced Spiral Technologies	2022
SI	ABCO Systems	Still reviewing as of 8/9/22
M	Swisslog Logistics	2022
M	Falcon Industries	2022
SI	S & H Systems	2022
M	Custom Conveyor & Equip. Corp.	2022
M	Thermoid	2022
M	Woodsage	2022
M	Titan Conveyors	2022
M	AMI Bearings	2022
M	Ryson International	Contact in Jan 2023
M	Bosch Rexroth	2022
M	SMAC	2022

AGENDA

6. Marketing Report

a) CEMAstore Status



b) Analytics Review – Measuring Success, reported by Co-Chair, Jimmy Swiger



6. Marketing Report

b) Analytics Review

Jan – Aug. 2022

Sept 2021 – Aug. 2022



Users -5.7% and Sessions -2.4% (2022)
Users +11.7% and Sessions +10.9% (2021-22)



6. Marketing Report

c) Advertising Budget 2022: \$30,000



- **Advertising/Media: Build Awareness (Value Prop./Revenue Gen.)**
 - **DC Velocity Barter: 3 x ½ page Print Ads (June, July, Sept. 2022) in exchange for sponsorships at CEMA June & Sept. meetings \$5,000**
 - **Pit & Quarry – Print Ads (\$8K) in exchange for \$2,000 Eliminate**
 - **Feed & Grain – Digital Ad and Banner \$4,985**
 - **Develop New Image Ads \$1,650**
- **New Strategic Plan execution, Communications, Mailings, Intro Brochure, Qtly Newsletter \$6,000**
- **Member Recruitment \$3,085**
- **Trade Show Attendance \$3,500**
- **Literature/White Papers/Printing with New Logo \$5,000**
- **Logo/Image changes \$780**

AGENDA



- 6. Marketing Report - continued
 - c) Advertising- DC Velocity, Feed & Grain

CEMA
Your **One**
Source for
Safety Labels!

WARNING Missing components and loose screws heavy KEEP AWAY	DANGER Excessive weight can cause severe injury LOOK OUT POWER when working
DANGER Obstructions, debris, working in blind or dark areas will cause tripping or falls KEEP OFF	WARNING Rotating wheels can cause severe injury LOCK OUT POWER before working
WARNING Exposed rollers can cause severe injury LOOK OUT POWER before maintaining belts	DANGER Moving guards can cause severe injury KEEP AWAY

CEMA has set the bar for safety standards in conveyance and unit handling since 1933. CEMA's safety labels, guideline, safety posters, and videos increase occupational safety and machine uptime for its members, allowing manufacturers to focus on products.

CEMA Safety Labels a Click Away
CEMAstore.com

CEMA
CONVEYOR EQUIPMENT
MANUFACTURERS ASSOCIATION

Belt Conveyors for Bulk Materials

Second Printing

PREPARED BY THE ENGINEERING CONFERENCE OF THE
CONVEYOR EQUIPMENT MANUFACTURERS ASSOCIATION

With Metric Conversion

The Voice of the Conveyor Industry of the Americas



6. Marketing Report

c) Advertising Budget 2023: \$30,000



➤ Advertising/Media: Build Awareness (Value Prop./Revenue Gen.)

- DC Velocity Barter: 3 x ½ page Print Ads (June, July, Sept. 2022) in exchange for sponsorships at CEMA June & Sept. meetings \$5,000
 - ~~Pit & Quarry – Print Ads (\$8K) in exchange for \$2,000~~ *Eliminate*
 - Feed & Grain – Digital Ad and Banner \$4,985
 - Develop New Image Ads \$1,650
- New Strategic Plan execution, Communications, Mailings, Qtly Newsletter \$6,000
- Member Recruitment \$3,085
- Trade Show Attendance also **Latin America** \$7,500
- ~~Literature/White Papers/Printing with New Logo~~ \$5,000
- Safety DVD's to MP4 to CEMA Store \$1,780

6. Marketing Report

(d,e,f) Publication sales and Book Status



	2022 (Aug annualized)	2021	Change
Safety Labels Total	\$ 191,267	\$ 267,346	-28%
Members	\$ 89,636	\$ 130,889	-32%
Non-Members	\$ 101,631	\$ 136,457	-26%

Publications	\$ 25,310	\$ 27,732	-9%
Members	\$ 942	\$ 1,242	-24%
Non-Members	\$ 24,368	\$ 26,490	-8%
7th Ed Belt Book for Bulk	\$ 22,800	\$ 12,950	76%
Members	\$ 1,050	\$ 1,150	-9%
Non-Members	\$ 21,750	\$ 11,800	84%
Unit Handling Book	\$ 6,582	\$ 6,825	-4%
Members	\$ 5,120	\$ 4,475	14%
Non-Members	\$ 1,463	\$ 2,350	-38%
Spanish Book	\$ 12,450	\$ -	100%

**Safety Labels -28% due to surge in 2021
Spanish Book increased Revenue**

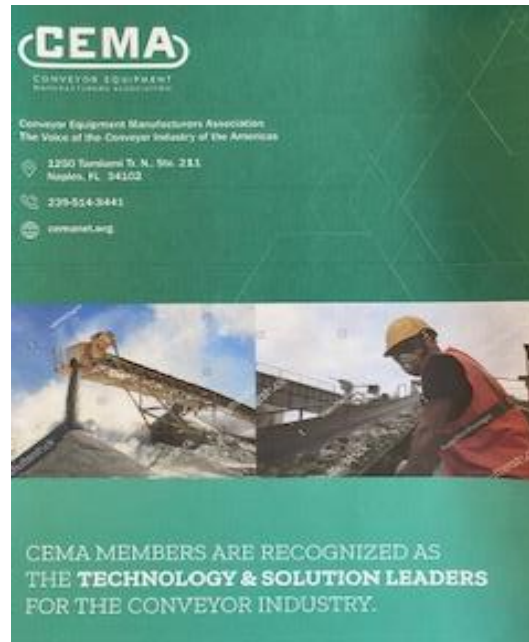
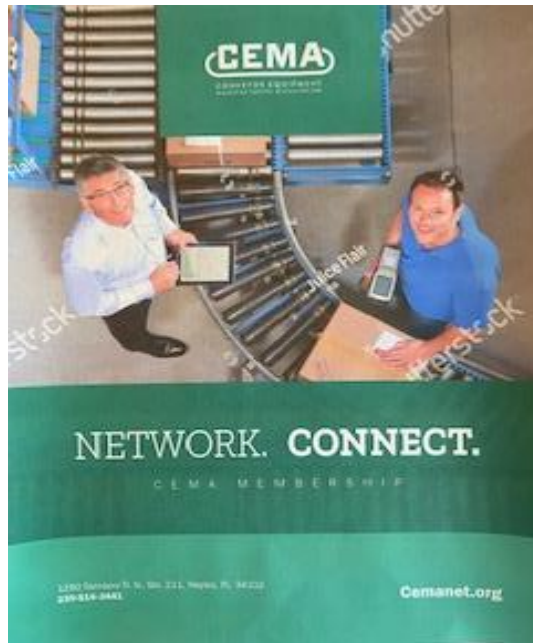


AGENDA



6. Marketing Report

(d,e,f) New Introduction Brochure and Marketing Materials



CENTRAL/SOUTH AMERICAN INITIATIVE



- Testimonials from Current 7 Members (3 new ones)
- Naylu/Andy to travel and attend Trade Shows visit Prospects
- Establish Independent Network Group for Webex Meetings
- Developed New Tri Fold Brochure



Budget Proposal \$7,500



AGENDA



6. Marketing Report g, h) “Members in the News”/Newsletters/White Papers

MEMBERS IN THE NEWS

General Motors Names Automatic Systems, Inc., a 2021 Supplier of the Year

Michael Hoehn and Tim Burdick accept the Supplier of the Year award for 2021. What a way to kick off their 50th anniversary year! This marks the third time ASI has been recognized with this honor by GM.

ASI is GM's Strategic Partner for conveyance, handling all the design and supply of conveyor systems and related automation for GM's North American assembly plants. With GM's extraordinary ongoing investments in electrical vehicles and a more sustainable future, there is a lot of work to do. "50 years strong and we've never been busier," Hoehn, a past President of CEMA, noted. Read more about ASI and the award [HERE](#).

Check out these new White Papers

"There are no generally accepted rules for the height of the skirtboards..."

Figure 1. Dust particle trajectory

Respirable and Nuisance Dust – Passive Control

Coal Sulfur Dioxide RT&S Engineering, LLC

Field Inspections of Conveyor Backstops

Field Control, INCORPORATED

AGENDA

7. News Release – Review and Approved



8. New Business

9 Next Meeting – March 11, 2023, at The Scottsdale Resort
at McCormick Ranch, Scottsdale, AZ

10 Adjourn

