

# Body LANGUAGE

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Omaha Standard Newsletter

April-June 2005

## NEW FACILITY PROGRESS



### **Building Construction Ahead of Schedule**

Mild winter weather allowed excavating crews to resume dirt work at the 27-acre site of our new 200,000 sq. ft. manufacturing plant three weeks ahead of schedule. The surcharge soil that was placed to compact the site over the winter months has been removed. Final design drawings are complete and have been submitted to various governmental bodies for approval. The pouring of footings has commenced and will be completed in early May. The building erection will begin in May and will be followed by the concrete floor installation in June. MetoKote, the e-coat finishing system supplier, will ship system components and begin their on-site build process in August. We are still on track for an early December transition into the new facility. We will keep you updated as the project progresses. ■



*Site picture (Wednesday, April 27, 2005) showing 100% completion on surcharge removal and 75% completion on footing and foundation work. We are on schedule!*

**Stay updated!** Visit the "What's New" section of our website to stay informed on the progress of our new facility. Press releases, bulletins, specifications and literature are also available on the web. [www.omahastd.com](http://www.omahastd.com)



Completed Facility Rendering

## "LEANING" INTO THE FUTURE

Over the last year, Omaha Standard has intensified efforts to improve processes and product quality by implementing the methods of lean manufacturing.

If you are not familiar with that term "lean manufacturing", you are not alone. Basically, lean manufacturing is a method to decrease the cost of manufacturing products by eliminating or reducing waste in the system. These methods generally target improving quality and delivery while decreasing cost. One of the foundational principles is to have a highly

organized area. This makes for a safer and more pleasant environment to work in.

Our distributors will increasingly see the benefits of this process as it will result in higher quality products and better service for their customers. This process of "leaning" down does not just work in a factory but in any person's business because we all have some sort of waste in the system. As a customer of Omaha Standard, we are excited to serve you better today and tomorrow than yesterday as we "lean" into the future. ■

### WHAT'S INSIDE

NTEA Show 2005.....	2
Pool News.....	2
E-Coat Test.....	3
<b>Featured Distributor</b>	
Clark Truck Equipment.....	3
Staff Highlights.....	4

## NTEA SHOW 2005

The world-class Work Truck Show, in conjunction with the annual National Truck Equipment Association Convention, was held at the Indiana Convention Center in Indianapolis, IN, March 2-4. Over 7,000 attendees were exposed to approx. 450 exhibitors and attended more than 30 industry-specific educational sessions. Omaha Standard and Eagle Lift had great looking displays and received favorable comments about product design and workmanship. This year was a great opportunity for our new salesman to strengthen relationships with customers and a convenient way to keep up on the latest trends and new products available. We look forward to seeing you next year in Atlanta! ■

**A Salesman's Perspective...** I had the privilege of learning from Mike Redding when we walked around the show as he compared our product lines with those of our competitors. It was a very educational and impressive display for someone who is new to the industry. My days were split between morning seminars, afternoon meetings with distributors, etc. All in all, this was an educational experience.

**Shane Allgood**  
*Northeast Regional Sales Manager*



**An Engineer's Perspective...** The show provided me a good introduction to our industry. It's interesting to note the difference in the way you are treated when you are an exhibitor versus an attendee! Our workmanship was as good or better than our competitors'. And, in fact, our hoists were superior to all others displayed.

**Kevin Larkowski**  
*Manufacturing Engineer*



*Eagle Lift Sales Representatives **Greg Levine** (left) and **Kent Roper** (right)*

*Chassis Pool Manager **Sean Otterberg** (below) knows how to keep his audience captivated, er, I mean customers interested... We assume he was singing here!*



## FORD & CHEVY/GMC POOL

During the 2004 model year, we reassigned close to 200 Ford pool units which put us in 24th place nationally in our first year and we will finish with well over 300 units this year. Our goal is to exceed 500 units next year.

Omaha Standard recently handed out awards with regard to the 2004 model year. Clark Truck Equipment received our "Outstanding Distributor Pool Sales" award and Battlefield Ford received the "Dealer of the Year" award with Skip Goryl accepting the "Iron Man" award.

Shane McDermott, Regional Sales Manager, has recently arranged an alliance between Omaha Standard and NBC in Detroit for Chevy/GMC Pool and Ship-Thru for our distributors. This arrangement is still in the early stages, but the plan is to maintain an adequate inventory of Chevrolet/GMC work chassis for our national distributor network to pull from. The main advantage of ship-thru is that it substantially minimizes the cost of shipping upfitted trucks around the country.

We have recently hired Laurie Ulrich as the Sales Coordinator to field sales calls, process orders and coordinate chassis reassignments and shipments.

For further information or any questions regarding the pool program, please contact Laurie at extension 334, Sean at extension 469, or Shane at extension 472. ■



## E-COAT WELDMENT COATING TESTS

In late February, Omaha Standard visited two MetoKote e-coat facilities. The purpose of this trip was to e-coat Omaha Standard part weldments to see the results first-hand.

These tests gave us a chance to e-coat some of our most common part types that we fabricate and helped us understand which welding and assembly processes potentially need to change so that we can successfully integrate e-coating into our new plant. ■

*Pictured below are our bodies and parts being submerged into an e-coat tank.*



## FEATURED DISTRIBUTOR: CLARK TRUCK EQUIPMENT



Larry Smith, General Manager, has been employed at Clark Truck Equipment for 36 years full time and prior to that worked part time as a teenager. "I became involved when the founder Hobart "Hobe" Clark asked me to do some maintenance work for a few days. Who would think a few days would turn into 36 years and still counting? This is the only full time job I've had."

Larry started out painting and doing general maintenance on the building, and moved through the ranks as a shop technician, shop manager, and assistant manager to the position he is in today.

"Hobe Clark was my mentor," Larry stated. "He taught me how to work. My lessons in treating people how I would like to be treated carry over to how I manage my employees. I would not ask them to do anything I have not done or will not do myself."

With John Diehl and Jeremy Horn backing him up in the sales department, Larry believes one of Clark's greatest strengths is their customer service.

Smith and his wife Roanne have been married for 31 years. "We have one daughter Whitney who is a 24-year-old graduate of Ball State University with a degree in criminal justice and biology. Our son Taylor is 20-year-old and works as a shop technician for Clark." In his free time, Larry enjoys playing golf and restoring muscle cars.

When asked to rate Omaha Standard products, Larry had this to say: "Omaha - best in the market; we have sold Omaha since approximately 1975. I have done business with the 'Moser Family' for many years and respect no one more. We still close business transactions on a handshake or verbally. I don't know many, if any, other people I would do that with."

Omaha Standard is proud to be represented by Clark Truck Equipment and we look forward to doing business with them in the years to come. ■

**Omaha - best in the market; we have sold Omaha since approximately 1975.**

*Larry Smith, General Manager  
Clark Truck Equipment*



## ESTABLISHED IN 1948

Clark Truck Equipment is a full line truck equipment supplier in West Central Indiana. Although located in a rural area, they service the central two-thirds of the state and the Eastern part of Illinois. Clark supplies platforms, stake bodies, service bodies, toolboxes, van shelving, snowplows, van bodies, grain bodies, trailers and liftgates. They are particularly well known for their expertise in the municipal market.

## OMAHA STANDARD STAFF HIGHLIGHTS

With a new voice on the switchboard, a revamped marketing department, additions to the engineering department, and changes in the customer service department, Omaha Standard's staff has been improved and is ready to assist you... "Whatever It Takes".



**Shane Allgood** was recently brought on as our *Northeast Regional Sales Manager*. He is responsible for developing and maintaining Omaha Standard sales in the Northeast United States.



**Candi Williams** is our new *Front Desk Receptionist*. She is the friendly voice you hear when calling in to Omaha Standard and Eagle Lift and assists all departments with

the day-to-day workload.

**Mary Ellen Thomas** is our new *Customer Service Representative* for the Midwest. She is responsible for receiving and processing orders and assisting our distributors with technical support.



**Greg Levine** is Eagle Lift's new *Regional Sales Manager*. He is responsible for Eagle Lift liftgate sales and the serving of customers in the upper Midwest and Northeast United States.

**Laurie Ulrich** is Omaha Standard's new *Ford Pool Sales Coordinator*. She is responsible for overseeing Ford Pool Production, the Demo Program, and assisting with Ford Pool Sales.



**Laura Arrick** has moved from the front desk into marketing. She is now the *Graphic Designer/Artist*, and in this new position her main duties are developing sales literature,

posters, advertising materials, and maintaining the websites.

**Randy Swalve** recently started with Omaha Standard as a *Manufacturing Engineer*. Randy's focus at Omaha Standard includes Lean Manufacturing implementation and new plant/facility planning.



**Kara Applegate** is our *Fleet Sales Coordinator*. She is the *Customer Service Representative* for Fleet and OEM accounts and handles customer inbound calls and provides technical support.

**Kevin Larkowski** joined the Omaha Standard team as a *Manufacturing Engineer*. Kevin's focus at Omaha Standard is Lean Manufacturing and new plant/facility planning.



**Ashley Clark** is our new *Human Resources Generalist*. She will be responsible for attendance, FMLA, benefits and new hire orientation. Ashley is currently pursuing her Associate in Human Resources degree.



**Elizabeth Moser** has moved from the customer service department into marketing as the *Marketing Manager*. In this new position, she will be responsible for formulating,

implementing and administering the marketing program.

America's Standard in Truck Bodies, Hoists & Liftgates



e-mail: [os@omahastd.com](mailto:os@omahastd.com)  
[www.omahastd.com](http://www.omahastd.com)

Proud Member  
of NTEA



e-mail: [eagle@eagleliftgates.com](mailto:eagle@eagleliftgates.com)  
[www.eagleliftgates.com](http://www.eagleliftgates.com)

2401 West Broadway ■ P.O. Box 876 ■ Council Bluffs, IA 51502-0876 U.S.A.  
Phone 712-328-7444 ■ 800-279-2201 ■ Fax 712-328-8383 ■ 800-568-7444