

August 2013

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## ICUEE 2013

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# Westport WING™

POWER SYSTEM

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# THE UTILITYSOURCE

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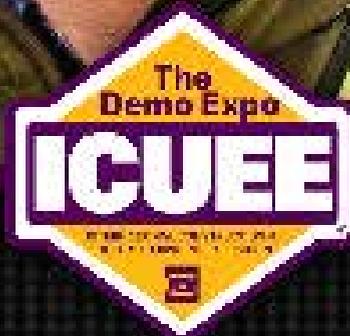


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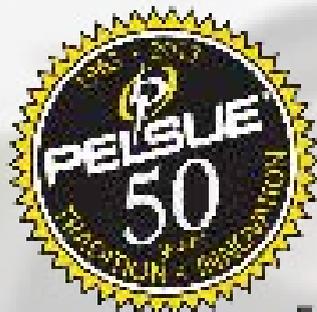
Alerts you in the positive with an audible statement: **"Warning, fall protection not attached."**



Alerts crews and bystanders when basket is descending with an audible statement: **"Warning, aerial lift descending."**

### Vert-Alert™ capabilities:

- Optional interlock feature that prevents lift from ascending if safety lanyard is not properly attached
- Descent alert
- Data logging



*Easily installed on new and existing equipment.*



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# About ICUEE



## Official Show Name

International Construction and Utility Equipment Exposition

## Purpose

The International Construction and Utility Equipment Exposition is also known as ICUEE and as The Demo Expo. The event features hands-on demonstrations of construction and utility equipment where attendees can operate the equipment themselves and explore the newest industry products and innovations. The broad spectrum of equipment available to operate is the ultimate in competitive comparisons. An extensive education program complements displays of the latest equipment technology and product innovations.

## Dates and Location – Next Show

Held every two years, the next ICUEE is set for Tuesday, October 1 through Thursday, October 3, 2013 at the Kentucky Exposition Center in Louisville, Kentucky, USA.

Providing added value is co-location of the National Rural Water Association's (NRWA) H2O-XPO, targeting water and wastewater utility equipment and products (and NRWA's annual conference). This co-location provides a broader spectrum of attendee-exhibitor networking and learning opportunities as well as increased efficiencies for all participants.

## Attendees

ICUEE attracts persons involved in the electric, phone/cable, sewer/water, gas, general construction, landscaping and public works segments.

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## Exhibits and Live Equipment Demonstrations

ICUEE covers more than one million net square feet of indoor and outdoor exhibits of equipment including, but not limited to: all-terrain carriers, attachments, components, earthmoving, environmental, light, overhead and maintenance, material handling, recycling, safety, testing, transportation, trenching, trenchless, trucks and utility materials/supplies. Machinery is exhibited in job-like conditions and attendees can experience first-hand equipment in action, working at ground level, underground and overhead.

## Education

ICUEE education features extensive learning opportunities with leading industry experts on the latest safety, regulatory, operational and technological issues affecting the utility and construction industry.

## Show Owner and Producer

Association of Equipment Manufacturers (AEM) is the show owner and producer.

## Background

The field demonstration concept was developed in 1964 to help solve an equipment evaluation and communications problem. Illinois Bell invited 12 trencher manufacturers to demonstrate equipment in the same field, on the same day in the summer of 1966. The show was recreated on a more formal basis and continued to grow in 1969 and 1972. Manufacturers of many kinds of equipment from across the country were invited to turn the farmland near Elburn, Illinois into a productive 3-day utility equipment show. The event moved to DuPage County Fairgrounds for 1975 and 1977. The show grew to such a level that Illinois Bell could no longer manage it. The show was turned over to a professional management firm in 1978 and moved to Kansas City for the 1979 show, and then to Louisville, Kentucky starting in 1987. AEM had provided industry direction and in the late 1980s became the show owner and producer.



The advertisement features a collage of industrial equipment against a background of utility infrastructure. At the top left is a 'VAULT BLOWER and ACCESSORIES', a square unit with a circular fan. To its right is a large 'TRANSFORMER COOLING FANS and ACCESSORIES', a circular fan with a protective cage. Below the vault blower is a 'CONFINED SPACE BLOWERS and ACCESSORIES', a yellow cylindrical blower. At the bottom left are more yellow blowers. On the right side, there are various accessories including a black circular component and a green metal frame with a fan. The company name 'California Turbo, Inc.' is prominently displayed at the bottom in red, with a gear icon. Contact information is provided below the name.

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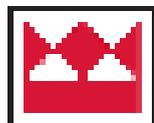
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**Reach capabilities:** A comparison of the reach of the digger derrick and the reach of the digger derrick.

**Lifting capabilities:** A comparison of the lifting capacity of the digger derrick and the lifting capacity of the digger derrick.

**10-foot radius lifting capacity:** A comparison of the lifting capacity of the digger derrick and the lifting capacity of the digger derrick.

### Research shows that 75 to 80 percent of the time that a digger derrick is in use, it is digging holes and setting poles.

The new Digging and Lifting Capacity Calculator is a new, more accurate way to compare digger derricks. The Digging and Lifting Capacity Calculator is a new, more accurate way to compare digger derricks. The Digging and Lifting Capacity Calculator is a new, more accurate way to compare digger derricks.

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10-foot radius lifting capacity

## Locality gets in.

When digging in wet, heavy soil conditions, our new digger-draw loader is designed to perform under the toughest conditions. Equipped with a 300-hp engine, a 1000-lb. bucket and a 1000-lb. digger-draw loader, it's built to handle the toughest conditions. The new digger-draw loader is built to handle the toughest conditions. The new digger-draw loader is built to handle the toughest conditions.

The digger-draw loader is built to handle the toughest conditions. The new digger-draw loader is built to handle the toughest conditions. The new digger-draw loader is built to handle the toughest conditions.

## Work Zone Capacity compares real on-the-job performance.

The new Work Zone Capacity is built to handle the toughest conditions. The new digger-draw loader is built to handle the toughest conditions. The new digger-draw loader is built to handle the toughest conditions.

## Your equipment is too valuable to under-spec.

Make sure that your equipment is built to handle the toughest conditions. The new digger-draw loader is built to handle the toughest conditions. The new digger-draw loader is built to handle the toughest conditions.

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 to locate the right equipment for you.

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# ICUEE News



## ICUEE 2013-AEMP Scholarship Now Available -

Sharpen your fleet management skills with quality education, access to latest equipment innovations

Heavy equipment industry professionals can apply now for a new scholarship that helps them sharpen their fleet management skills, courtesy of ICUEE – The Demo Expo and AEMP – Association of Equipment Management Professionals. Deadline to apply is August 19.

The AEMP Foundation and ICUEE 2013 have partnered to extend financial assistance for one adult to attend the 2013 AEMP Asset Management Symposium, co-located at the 2013 ICUEE exposition. The recipient also receives access to the show, featuring more than 25 acres of exhibits of the latest equipment innovations and hands-on product demonstrations.

ICUEE 2013 will be held October 1-3, 2013 at the Kentucky Exposition Center in Louisville, Kentucky. The AEMP symposium runs October 1-2.

Applicants do not have to be AEMP members. More information is online at the AEMP website [www.aemp.org](http://www.aemp.org), and here is direct link to the online application form. For more information, contact AEMP's Sara Sanderman at 970-925-3405.

The AEMP symposium is the premier event for fleet asset management professionals to network and share experiences and expertise on current fleet asset issues and management tactics.

"AEMP is dedicated to the professional advancement of fleet managers, providing career-development knowledge to help them and their companies keep their edge to succeed," stated Sara Sanderman, AEMP vice president, program development.

"ICUEE is a perfect complement to the AEMP education co-located with the show – attendees can supplement their classroom learning with direct access to the newest equipment technologies in action," stated Sara Truesdale Mooney, ICUEE show director.

## ICUEE 2013 exhibit space sales, attendee registrations track at record pace

'Test drive tomorrow' at The Demo Expo, gathering place for utility construction industry

ICUEE 2013 is on track to be one of the best ever: Strong exhibitor demand is pushing exhibit space to capacity; attendee registrations continue to outpace the last two shows; and a new education lineup is attracting near-record ticket sales.

ICUEE 2013, the International Construction and Utility Equipment Exposition, will be held



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The sharp attack angles pulled with the STRATA™ series SS-2650 carbide cutting grade teeth are designed to cut through rocks. The Utility Series Rock Ripper® is the auger to use for your utility rock drilling projects.



## DIGGER DERRICK & PRESSURE DIGGER AUGERS

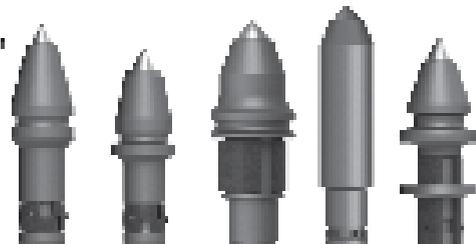
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October 1-3, 2013 at the Kentucky Exposition Center in Louisville, Kentucky.

“All signs point to a great show for attendees and exhibitors; our benchmarks indicate that ICUEE 2013 will be one of our best shows since the largest event in 2007,” stated Sara Truesdale Mooney, show director.

“We certainly hope these positive ICUEE trends reflect a more sustained construction industry recovery. AEM and many other industry groups are working hard to get beyond government gridlock, for our legislators to make much needed investment in our country’s utility and other infrastructure,” stated Dennis Slater, president of Association of Equipment Manufacturers (AEM), owner and producer of ICUEE.

Talk to the experts. Test drive the equipment.

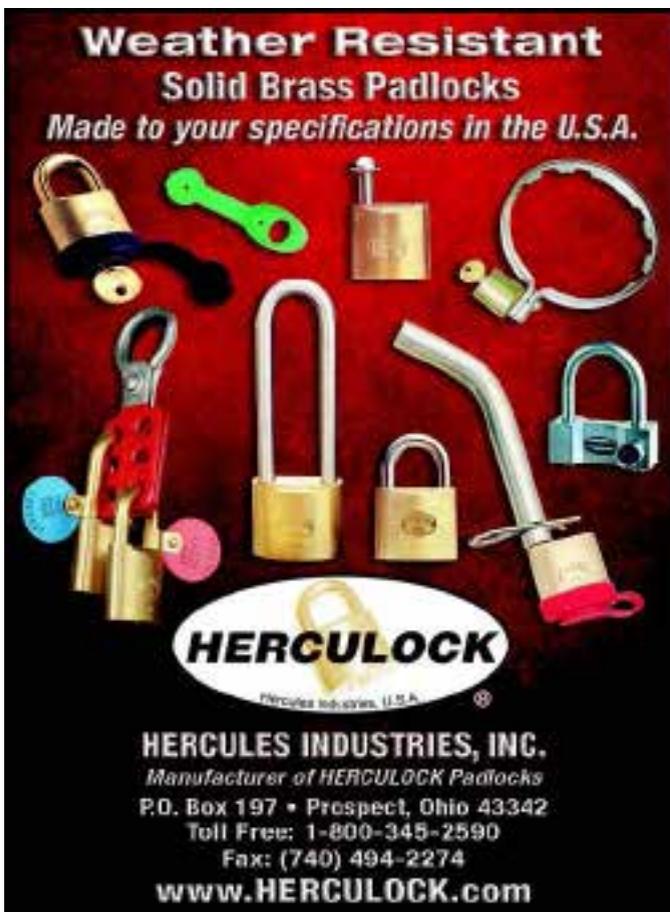
ICUEE, known as The Demo Expo, connects utilities and construction contractors with experts from leading manufacturers and service

providers to discuss and compare the latest product innovations and to operate the equipment in job-like conditions. Attendees will find more than 25 acres of indoor and outdoor exhibits and product demonstrations.

Expanded, upgraded education programming will give attendees a more comprehensive understanding of key industry areas and segments. A record 10 industry organizations are co-locating events and education sessions at ICUEE 2013. And 16 industry groups have signed on as official “supporting organizations” to promote the show to their members.

“The show’s industry support and partnerships increase the networking and scope of what the show offers; the result is a more valuable trade show experience, with maximum results, for all participants,” stated Mooney.

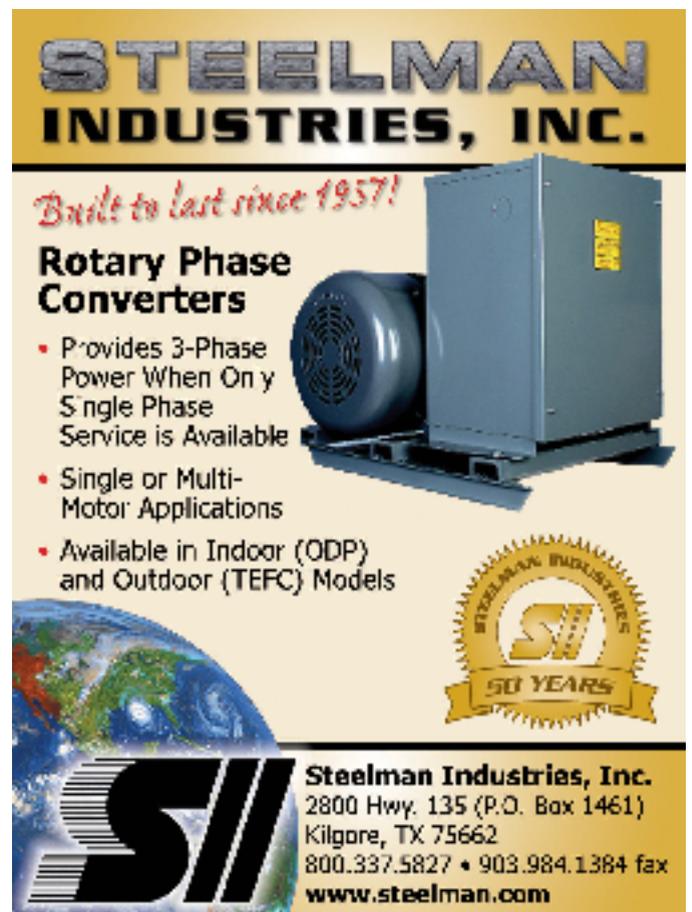
Register by September 6 to receive 50 percent off the show registration badge fee. To register and for full show details, visit [www.icuee.com](http://www.icuee.com).



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# Pest Control Without Poison



Pests have been causing trouble for humans for over two hundred thousand years. Plants, by contrast, have been refining pest control for hundreds of millions of years.

For all of our advances in chemistry and biology, we have run into some pretty big problems. Most of the chemical deterrents we've developed in the last century are not only poisonous to the target pests, but to other animals and humans as well. Instead of killing pests, many plants avoid the fight altogether by making themselves unappealing or unpalatable to the offending critters. Where pest control is concerned, it seems that the plants are smarter than we are.

## Survival Of The Fittest

Evolution is an arms race. In a given habitat, every creature is looking for an advantage that will ensure their survival. Animals are looking for food other creatures aren't exploiting so there's less competition. Plants are looking for ways to stay off the menu.

Some plants have developed almost weaponized defenses, such as thorns on roses or irritating oils in poison ivy. But by and large, the most efficient and effective approach to survival is to be utterly repulsive to the things that might otherwise eat

you.

## Each Plant Has Refined Specific Essential Oils For Specific Pests

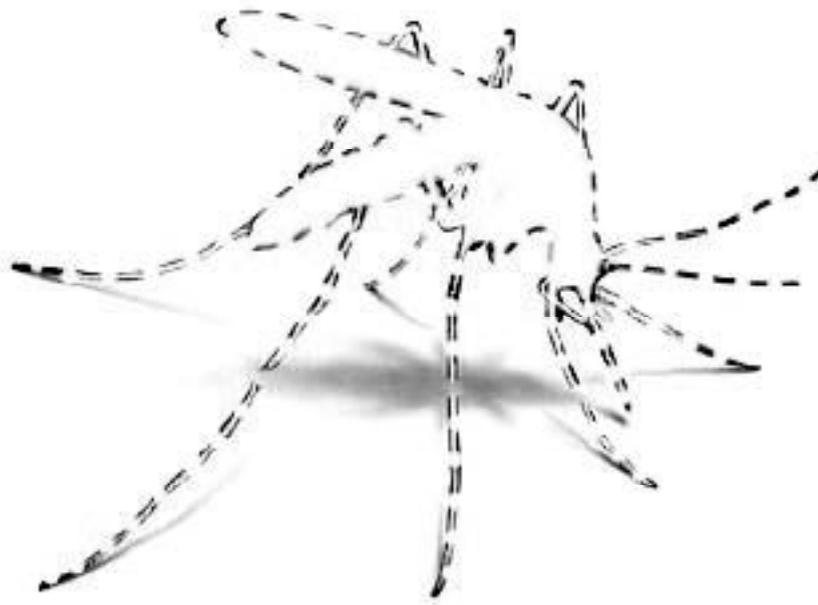
Plants thrive in different environments and face unique challenges. As they evolve within their habitats, each plant develops defenses against specific threats. As a result, each essential oil will repel (or attract) specific species. The things that drive ants and spiders away might have no effect at all on mice or snakes. Things that send squirrels packing, a woodpecker might be completely blind to.

## Essential oils can be anatomy-specific

But these defense mechanisms get even more sophisticated. The threats to a plant's roots are different from threats to stalk and stem and leaf and flower. Plants have developed tools that can attract bees to the flower to aid in pollination while discouraging moles and voles from chewing on the roots. Some plants can even attract specific ants to their leaves and stems-- ants which just happen to feed on harmful aphids.

## Humans Have Utilized Essential Oils for 3500 years.

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Recognizing the capabilities of essential oils from plants to deter pests, humans stretching all the way back to ancient Egypt put these substances to good use protecting crops, storehouses and living spaces, as well as for more holistic uses, like aromatherapy and homeopathy.

Today, the use of essential oils for aromatherapy and homeopathy is a very healthy part of the nation's economy. Some of these oils are also used in household cleaners and deodorizers and as pest deterrents.

### The EPA & FDA Agree

Another benefit of using essential oils is that, since they are simply natural plant extracts, many of those most effective at deterring pests are Generally Recognized As Safe by both the FDA and the EPA. The EPA, has published a whole list of essential oils it says are not dangerous to people or animals, even though they repel pests.

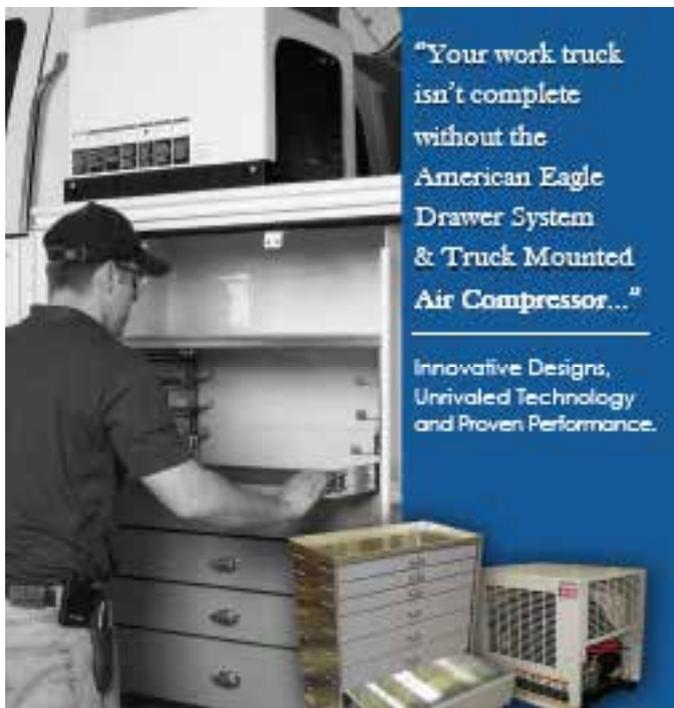
These substances don't kill the pests, they simply make them go away... just like plants have been doing for millions of years. Technology ought to augment these sophisticated deterrents, not replicate or replace them

### Limitations of Essential Oils

If there is a problem with using essential oils as a pest deterrent, it is that, as naturally occurring organic compounds, they break down or evaporate quickly-- typically within a few hours. And once their fragrances are gone, the pests come back.

They work well for plants, because plants can continuously make and release the oils. It's a fairly passive process. For humans to use them, though, we have to frequently re-apply them to the areas we're trying to protect. It can be a time-consuming (or at least inconvenient) process.

### Sniff'N'Stop Amplifying Polymer



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**ICUEE BOOTH #4303**



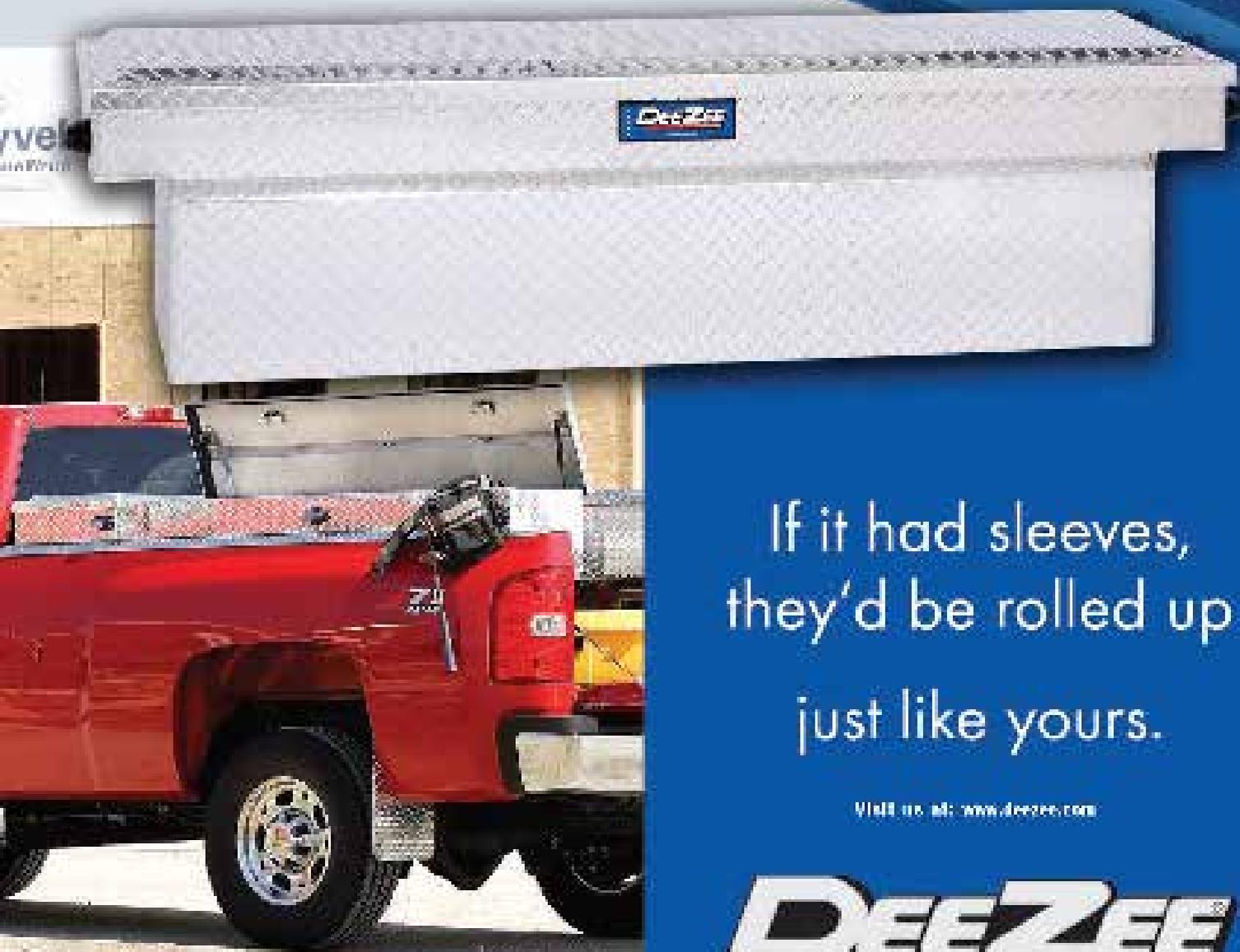
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The scientists at I-Corp have pretty much eliminated this as an obstacle with the development of the Sniff'N'Stop Encapsulating and Amplifying Polymer. This technology absorbs the liquid essential oils, and then acts like a time-release capsule, extending the effective life of their fragrance from a few hours to several months, depending on the application.

### The Possibilities Are Endless

Given the thousands of essential oils, with effects that vary from calming or energizing the mind to driving away squirrels and spiders, there is almost no limit to the uses of the Sniff'N'Stop polymer technology. You can purchase any essential oils fragranced product (room fragrance sprays, scented wax candles or squares, etc.) from any vendor, tailor a combination to the effect you desire, and then add a few drops of the pure Sniff'N'Stop polymer, and you have a long-lasting, supercharged solution that will help you take control of your environment in a whole new way.

But if you're not the Do-It-Yourself type, I-Corp has a formula based on more than twenty years working with utilities, governmental organizations and private companies which is proven to deter dozens of the most common problem pests: ants, roaches, spiders, squirrels, skunks, spiders, termites, and many more. You can find a full list of the animals Sniff'N'Stop Pest Deterrent has been proven effective against at [www.sniffnstop.com](http://www.sniffnstop.com).



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## SOUTHERN Raised Augers

The following article follows how a small machine shop was pulled into in the utility construction industry and grew to become one of the world's largest manufacturers of drilling tools. If you buy or use drilling tools you'll want to read this story and if you don't, it's still interesting to see some of the factors that helped another company grow.

Jeffrey Machine Incorporated started out as a small machine shop in the 70's in Birmingham, Alabama. In the beginning there was never any thought about becoming an auger manufacturer. Their initial focus was to be the best tool and die machining company in the area. They were pulled in the other direction after some local utility contractors discovered the machine shop in their area. Because it was close, the crews began to regularly use them for quick repairs on tools and

machinery. With lots of hard rock in that part of the country, damaged augers were common. Jeffrey Machine did good work on the repairs, they were easy to deal with, and so word got out.

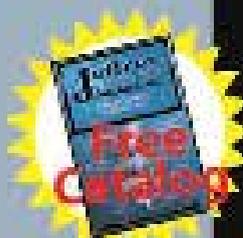
Their auger rebuilding and repair business started to grow. Owner Frank Sager's son, Jeff (namesake for Jeffrey Machine), eventually took over that portion of the business. Due to the fact the repaired augers were often better than the original tool, customers encouraged them to start making their own augers. Compared to tool and die machinery, making augers would be comparatively easy. Repairing the augers had made them aware of the most common types of damage. Applying their machinist's skills and knowledge, they could easily strengthen the areas most prone to fail.



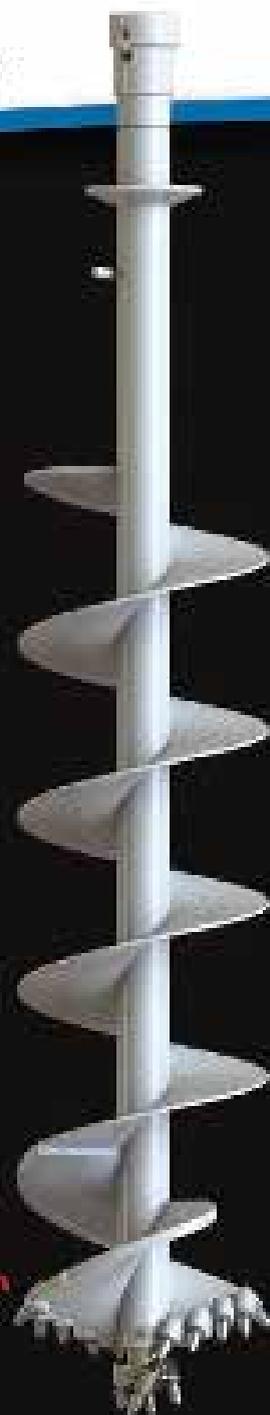
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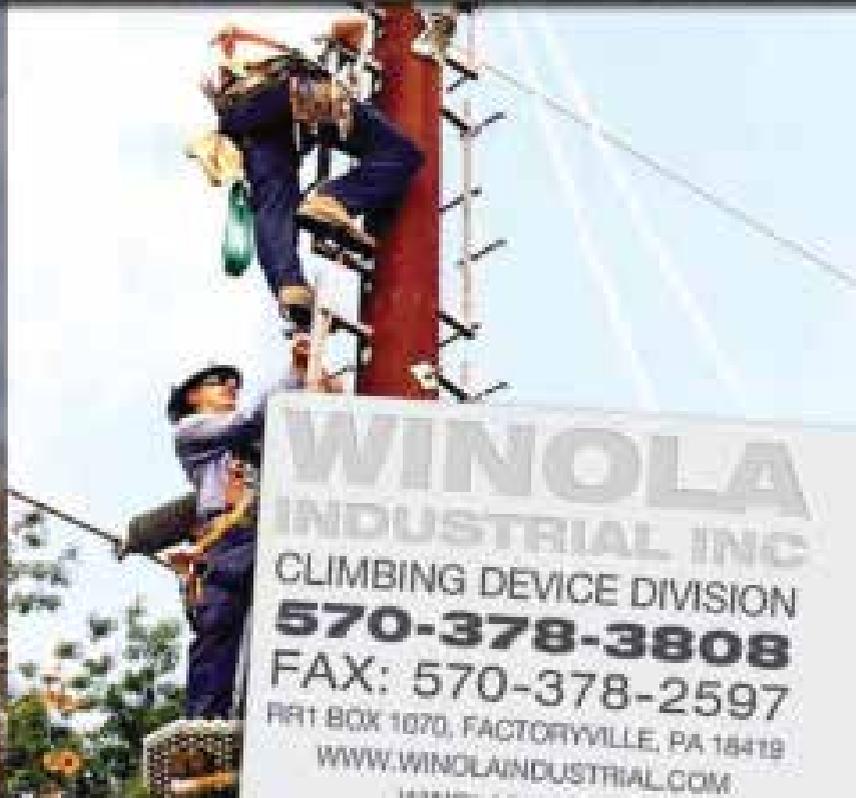
Taking on the challenge and working closely with area contractors, Jeffrey Machine combined their own skill set with the contractors' experience. That winning combination began to result in a superior product. Every order for a new tool was treated just like any other machine shop order. They'd question the buyer to find out everything pertinent about the intended usage. A tool would then be specifically designed for that contractor. Quite often, Jeff would accompany the tool to the jobsite to insure it performed as expected.

By the late nineties and early 2000's, Jeffrey Machine had to make some serious growth decisions. The business had grown to the point it stressed the capacities of component suppliers. For example, they initially had another company to cut and press the flighting (the spiral portion of the auger) and by this stage they were keeping three separate companies constantly busy just on the flighting. It caused a serious bottleneck whenever one or more couldn't produce quickly enough. To continue to meet the growing demand for their augers, the Sager family decided to invest in a larger facility with space for future growth if necessary. This would provide the room for the machinery to take control of more of their own supply chain.

Rapid growth can kill a company and often it's caused by too much debt. There had been discussions about going public, but they wanted no chance of losing control. They knew that the real value they had to offer was their accumulated knowledge. It was that and the personalized customer service to disperse that knowledge to the individual customer's need that was most important. The high level of service would be exposed to too much risk should they lose control to outside stock holders. That was the real driver of their growth and it had to be protected. Fortunately, the Sager family had managed finances well enough to be able to fund the expansion without needing to go public.

The expansion decision was a good call and allowed them to be more responsive to their growing base of customers. Most of their business continued to be word of mouth, but as they became involved in various associations and trade shows, word began to spread to wider regions. In 2003 they increased their advertising and online marketing efforts, making them visible to a worldwide audience and their message was well received. By 2006 they quadrupled their building size to accommodate ever larger specialized machinery. One example of the state of the art

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machinery they began to fill their plant with, a huge megaton flighting press was built to their specifications. As tool and die machinists with auger manufacturing experience, they were able to engineer proprietary changes into the press to cause it to outperform anything available.

At the start, the young Sager hired many of the trusted friends from his youth. They've developed a tight knit group that works well together. Their friendly cooperation and southern charm have won over customers from around the globe. As with any group of people, it hasn't always been smooth sailing. Several years ago Jeff's wife was diagnosed with cancer. While he spent time with her at a hospital in Texas, several key employees decided to leave and start their own competing company. His wife passed a short time later. That was a one-two punch that would have destroyed many people, but the family and remaining friends gathered around and provided the encouragement and support necessary to continue the company's mission. The old adage "What doesn't kill you makes you stronger" has certainly proven true in this situation. They've grown bigger and stronger as a result, and the commitment to the customers is more solid than ever.

Last year when many other companies were pulling back due to economic uncertainties, Jeffrey bucked the trend by forging ahead with a significant purchase on a new custom designed rolling press. Why? Customer service. The added capacity would help them shave time when contractors needed it the most. It proved its value within weeks of being setup on the shop floor. A large utility contractor called with a serious problem. Their crew was stopped dead in their tracks due to some hard rock that their drilling tool couldn't penetrate. They needed a core barrel with rock cutting teeth and needed it immediately. With the added capacity provided by the new rolling press, the tool was manufactured and delivered to the jobsite within six days. It cut perfectly and the contractor was able to meet their obligations to the utility.

So from a small machine shop to one of the world's largest drilling tool manufacturers, the unique way this company has grown has led to a plethora of industry improving innovations. One that's rocking the industry right now is a totally redesigned rock cutting system called the Dragon's Tooth that in at least one instance cut 2500%

faster than traditional rock teeth.

If you use augers or drilling tools and you would like to get some more information on this company you can visit their website at [www.jeffreymachine.com](http://www.jeffreymachine.com). Phone is 1-205-841-8600. Email is [sales@jeffreymachine.com](mailto:sales@jeffreymachine.com).



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