

EASA

PRESENTS EXCEPTIONAL ACHIEVEMENT SERVICE AWARD

The Electrical Apparatus Service Association (EASA) honored Art Anderson as the 2017 recipient of the EASA Exceptional Achievement Service Award. The presentation was made on June 25, 2017, at the Association's Annual Convention in Tampa, Florida.

Established in 1997, this annual award recognizes an individual who has provided exceptional service to the electrical apparatus sales and service industry over a lifetime. "It is the highest honor an individual can receive from our association," says Linda Raynes, EASA president and CEO. "We view it as our Nobel Prize for achievement and service."

Anderson started his career in the electrical apparatus business at an early age. That's because his father, James J. Anderson, was a service center owner/manager and was very active in EASA. His father served as EASA's International president in 1972-3. Anderson followed his father and served in the same position for EASA in 2006-7.



(Left to right) Mike Dupuis, EASA past chairman and Art Anderson, award recipient.

In announcing the award, EASA's Past Chairman, Mike Dupuis noted "Art once said that his father had vision and passion for EASA—that it be the very best technical and educational resource in our industry. While he had many accomplishments during his years of service, Art Anderson's most recent contribution was serving as chair of the EASA Ad Hoc Committee on Accreditation. As a member of that committee, I can tell you he did an exemplary job for which we should all be grateful."

In nominating Anderson for this award, one letter from a repair firm member read: "He is one of those special individuals who has given much to EASA in a very unassuming way. His quiet mannerism allows him to listen and then give a view that is always reasonable and to the point."

Another member wrote: "Following in his father's footsteps, he has displayed true 'exceptional achievement' in both his ability to run a service center and be an outstanding EASA member."

One final letter noted: "He praises others and plays down his contributions on any team, even though he is the one out front doing the leg work on any project and pushing it through completion." (www.easa.com)

Lafert North America

APPOINTS SALES REPRESENTATIVE AND ACCOUNT MANAGER

Lafert North America, a manufacturer of metric AC Motors, metric gearboxes and coolant pumps, is pleased to announce the appointment of **Eric Cheung** to the role of sales representative. Cheung brings seven years of experience in the power transmission (PT) industry in technical support roles using his mechanical engineering knowledge to build customer relations and deliver positive value. He holds a mechanical engineering technologist designation from Centennial College, Ontario Canada.

Mario Hartard has been appointed to the role of account manager/business development. Hartard brings 17 years of experience in the electrical power industry and has developed expertise across the North American market in the area of mines and metals, public utilities and oil and gas. He holds a B.S. in Industrial Engineering from Universidad Iberoamericana—Mexico. (www.lafertna.com)



Yaskawa Motoman

APPOINTS VP OF NORTH AMERICAN SALES AND MARKETING

Yaskawa Motoman recently announced that **Doug Burnside** has been appointed Vice President of North American Sales and Marketing. In this position, Burnside will be responsible for establishing and executing strategic business direction to drive growth in the North American market, as well as leadership for all sales and marketing activities.

Burnside, previously Vice President of Customer Satisfaction for Yaskawa Motoman, offers invaluable industry experience and customer focus. "Doug has made many important contributions to our company," said Steve Barhorst, President and COO of Yaskawa Motoman. "His industry expertise and knowledge of our customers' needs will help to drive and increase growth in sales, as well as help achieve our long-term goals."

Since joining Yaskawa Motoman in 2005, Burnside has been a key leader of the Customer Satisfaction Group (CSG) team, contributing significantly through the development



and implementation of various customer care and aftermarket sales programs.

Earlier in his career, Burnside managed operations, sales and support at several software and telecommunications companies. He holds a Bachelor of Business Administration degree in Finance from Western Michigan University. (www.motoman.com)

HBM Holdings

ACQUIRES SCHAFER INDUSTRIES

HBM Holdings (HBM) has announced that it has acquired Schafer Industries (Schafer) of South Bend, Indiana. Schafer is a leading producer of high-precision, custom-engineered gears and machined parts for a wide range of applications, as well as transaxles, brake assemblies and other components for off-road vehicles. The acquisition of Schafer is a continuation of HBM's long-term strategy to acquire and build market leading manufacturers of industrial products.

"We are thrilled to bring Schafer into our portfolio," said Mike DeCola, HBM's CEO. "Schafer's leadership team has done a remarkable job of growing the company by helping customers solve complex problems. Building on this success, we look forward to further expansion of the business. Schafer is a perfect fit for our model, as the current ownership group is ready to transition the business to reach a new level of capability and success," continued DeCola.

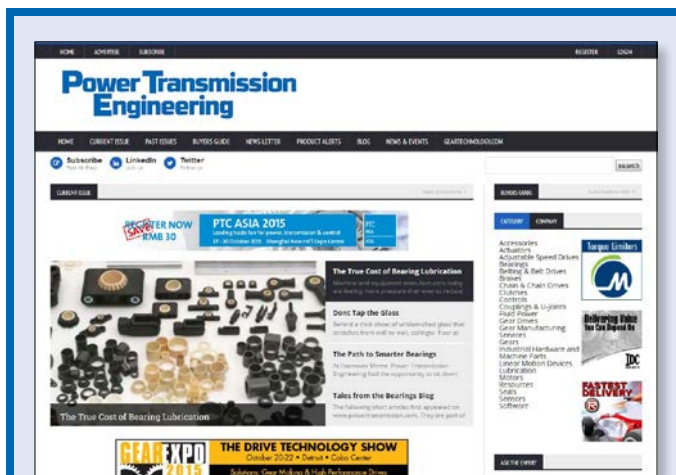
Founded in 1934, Schafer is a privately held company operating through two vertically integrated divisions: Schafer Gear Works and Schafer Driveline. Schafer Gear Works manufactures gears that power products across a diverse set of markets and custom applications, including aerospace, industrial warehouse equipment, and general transportation applications found in the automotive, agricultural and construction sectors. Schafer

Driveline is a leading manufacturer of custom engineered and assembled transaxles and brake components, bringing integrated power delivery solutions to the recreational and off-highway vehicle industries. In total, Schafer operates four facilities in the Midwestern United States, with over 300,000 square feet of manufacturing space.

Bipin Doshi, CEO and president of Schafer, commented, "As we engaged in the process of selling Schafer, our priorities were our employees and our customers. Throughout the process, HBM Holdings stood out not just in value for us as shareholders, but in terms of cultural fit. They understand our markets, technology and resource constraints and have a talent development strategy that will help our people continue to grow and succeed. Their focus on growth will benefit both our employees and our customers."

Doshi, along with his wife Linda, and Stan Blenke, executive vice president and CFO, acquired the business from South Bend Lathe approximately 30 years ago. As a result of their leadership, the company has experienced tremendous

SCHAFER INDUSTRIES



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expansion organically and through acquisitions. Both Doshi and Blenke will stay involved during a transition period.

Eric Van Rens will become the company's CEO effective immediately. Since 2004, he has served as the vice president, sales and marketing for Mississippi Lime, an HBM portfolio company. He also held prior roles in operations, marketing and general management with Astaris and FMC Corporation. He holds a bachelor's degree in mechanical engineering from University of Wisconsin and a master's of business administration from Rutgers University.

(www.schaferindustries.com)

Regal Beloit

LAUNCHES NEW WEBSITE

Regal Beloit Corporation has launched a new, responsive website platform with significant upgrades, additional product features and a focus on industry solutions. The company's approach to convert each of its brand-specific domains to the new company-wide platform will occur in phases, starting with the Marathon Motors North American site.

The new website design takes an industry-based approach enabling customers to streamline product searches and selection throughout Regal's portfolio for solutions specific to their application.

"It has become increasingly more important to provide our customers with a website that provides solutions that include all products relevant to a specific industry," said Paul Goldman, vice president of marketing and communications, Regal Beloit Corporation. "We will continue to increase the breadth and depth of product information through successive roll-outs to further enhance the industry solution approach."

The new design delivers a robust product evaluation experience including product search filters, a competitive product cross-reference tool, expanded specs and complementary parts information. With a new rotating 3D format, website visitors can get an enhanced look at products on the site. New navigation tools allow customers to view products based on solution and application within a specific industry.

"Our goal is to create an integrated Regal brand experience that provides customers with access to rich product information," said Goldman. "We also focused heavily on expanding the available product specs, enabling customers the ability to make more informed decisions."

View the new website at the link below:

(www.regalbeloit.com)



Schaeffler and Fraunhofer

SIGN PARTNERSHIP AGREEMENT

What do the factories and workplaces of the future look like? How can emission-free, intelligent mobility for tomorrow be created in increasingly digitalized urban environments? These are topics that Schaeffler and Fraunhofer will be strategically working to tackle in the long term. Regularly exchanging information about the changes going on in the world and the resulting challenges and opportunities are important elements of the partnership for both parties.



"Future mobility will be characterized by new forms of transportation in urban areas. Schaeffler has made an early start here by developing the Schaeffler Bio Hybrid—a vehicle that represents emission-free, requirement-based mobility. Digitalization is set to bring about further changes to today's world and make service-oriented business models possible in all sectors of industry. We are delighted to have Fraunhofer—Europe's largest research organization for application-oriented research—on our side here," said Prof. Dr.-Ing. Peter Gutzmer, CTO at Schaeffler AG, at the signing ceremony for the strategic partnership. Fraunhofer is an important partner in Schaeffler's global research and innovation network, which as an addition to the "SHARE" ("Schaeffler Hub for Advanced Research") company-on-campus concept and the company's collaboration with startups is based on several pillars.

For Schaeffler and Fraunhofer, the aim of this partnership is to bring technologies into practical applications in an even faster and more targeted manner. During the last few years, this collaboration has continuously been expanded and enhanced, the focus being on the topics of manufacturing technology, materials and coating technology, tribology, eco-friendly drives, and energy storage. (www.schaeffler.us)

Standard Locknut LLC

NAMES VICE PRESIDENT OF SALES AND MARKETING

David White has joined Standard Locknut LLC as vice president of sales and marketing. In this role, White will drive Standard Locknut's strategic product and market expansion while enhancing OEM and Distribution relationships. David will also be promoting the integration advantages of both Standard Locknut and Miether product lines.

Previously, White served as NTN Bearing Corporation's director of industrial marketing. While there, he accelerated growth through product development and broadened brand presence in the aftermarket. Both experiences will serve Standard Locknut's 2017 strategic direction and beyond. He also served as Timken's general manager for global industrial services and director of sales and marketing in India.

"We're very fortunate to have David join the Standard Locknut team and look forward to his contributions to our growth initiatives," said Kevin L. Herkner, Standard Locknut's President and COO. "His 25 years of industry experience will help drive significant growth and deliver improved business performance."

Preceding his working career, White earned his MBA from Case Western and his BS in mechanical engineering degree from Virginia Tech. (www.stdlocknut.com)

Stiebel Drive Technology

WELCOMES USA SALES MANAGER

Stiebel Drive Technology is now strengthening its sales expertise in the North American market with the appointment of **Timothy Ruiz**. The multilingual engineer is assuming the position of USA sales manager. He was previously employed in sales roles at industrial concerns such as Bosch Rexroth, SKF & Ringfeder North America and brings corresponding experience for the U.S. market. At Stiebel, the 43-year-old will take responsibility for further expanding the OEM business of internationally operating customers in particular.

Paul-Hermann Schumacher, managing partner of the Stiebel Group, is pleased with this addition to the Stiebel team: "By making this commitment, we are systematically pursuing our previous path of growth in North America. His experience as an engineer and in the key account business makes Timothy Ruiz a valuable addition to our company and our customers." Stiebel is expecting Ruiz to further promote sustainable networks with its customers worldwide.

(www.stiebel-drives.com)



Desch Group

ANNOUNCES U.S. OFFICE



Desch is a family-owned company with over 111 years of experience in the field of modern mechanical and plant engineering. As a market-leader in drive technology, the company uses of state of the art technological advanced manufacturing, offering its customers innovative and customized system solutions along the entire drivetrain. Offices are located in Akron, Ohio. For future sales related inquiries on gearboxes, clutches and couplings, please contact the U.S. team. (www.desch.com)

Stauff Corporation

APPOINTS DIRECTOR OF SALES - KEY ACCOUNTS

Stauff Corporation announces the appointment of **Chad Phillips** to the new position of director of sales - key accounts. With his solid industry experience coupled to his energetic approach to business, he will strategically drive Stauff's efforts in gaining market share in the important Off-highway OEM sector.

Previously, he served as the vice president of sales and marketing for Faster, a leading international Quick Release Coupling manufacturer. Prior to this, Phillips served as the vice president of sales for Tuthill Controls Group, now known as Cablecraft Motion Controls, whose main customers were both on-highway and off-highway OEMs. He began his career at Dana's Fluid Systems Group.

Although his most recent experience is in sales management, Phillips is an engineer with sound knowledge in lean manufacturing and is a 6 Sigma Black Belt. Phillips, his wife Melisa and their three children live in Rockwell, NC (near Charlotte). (www.stauffusa.com)

