

American Industrial Machinery, Inc.

The **AIM** "Insider"

Spring, 2006 Edition



SPOTLIGHT ON BILL HEUER

Bill is one of the original four staff members who started AIM 10 years ago. He is a graduate of both Purdue (BSME) and Notre Dame (MBA). He is AIM's Vice President and also is a registered Professional Engineer in Indiana.

Bill directs the design and manufacturing efforts for AIM's active projects and is instrumental in developing AIM's strategic plan and annual business plan. What's more, he takes a leadership role in recruiting when AIM expands its staff.

Munster is the town which Bill calls home. His pride and joy is his family, which includes his wife, Penny, his three children and the family dog. While Bill enjoys sports of any kind, his passion, shared by his family, is tennis. Bill and his wife played tennis in high school and college. Their oldest son, as a high school freshman, was named "Honorable Mention All-State" in Indiana this past fall.

AIM's "Sweet-Spot" Continues to Expand

Every company has its "sweet-spot", that is, a product or product line which represents its strength. For many of our customers, their sweet-spot can be enhanced by capital investment which could include new equipment or upgrades to current equipment.

One advantage of being a designer and builder of industrial machinery is that capabilities are not limited by plant equipment. In fact, there are two aspects of our work which steer us away from being constrained: 1) Our willingness to "stretch" to design a piece of equipment that is unique and dedicated to a particular process, and 2) The willingness of our customers to place their trust in us to be successful in engineering something new.

With its long-term relationships with many customers, AIM is fortunate to have had frequent opportunities to "stretch". Due to these experiences, AIM's sweet-spot continues to grow. As a result, customers benefit by being able to hire a firm they trust for a wider variety of projects.

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**When performance really
matters ...take AIM!**
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From the Corner Office by Mike Dolder, President

Every so often, I am reminded why I enjoy being in the metals business. Don't get me wrong, it's still a very tough business with the inherent technological challenges and the ever-increasing issues we all face in being part of a global market and economy. Make no mistake, this will never be a business for the meek.

A few weeks ago, a potential customer made a request to see a piece of equipment in service that we had designed and built for another customer's plant. Arrangements were made and this plant visit took place as scheduled. What was pleasing to me (but not surprising) was the manner in which the "host" customer received my employees and the visitors from AIM's potential customer. AIM was able to show off almost all of its equipment at this plant, which was much more than what the potential customer had come to see. What's more, a department head at the plant being visited personally greeted these guests and invited them to return to his office later if there were any follow-up questions.

Red carpet treatment from first-class customers ... it's one of the reasons I appreciate this business and respect its people.



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Things you may not know about AIM:

- ⚙ Due to the success of AIM's first annual golf outing last fall, a spring outing is being considered. If the fall outing is any indication, Neal Fedak and Shawn Conley will find it tough to repeat as company champions.
- ⚙ AIM's northwest Indiana location is roughly 50 miles from the Loop (downtown Chicago). Driving time to the Loop this spring and summer may approach 2 hours due to major road work on the Dan Ryan Expressway (I90-94).

The "Insider"

Plate Loading Equipment



Loader Bridge—Ready for Shipment



Vacuum Spreader Prepares to Lift a Plate



Plate Being Lifted off of AIM's Roll Conveyor



Overall View of the Semi-Gantry Plate Loader