



The "Insider"

AISTech® 2008



Conference and Exposition
May 5-8, 2008

David L. Lawrence Convention
Center, Pittsburgh, Pa

We hope that you have made plans to attend the AIST Conference and Exposition which will start in a few weeks. For the first time, AIM Machinery will have a booth, and we hope that you will be able to stop by. Besides good conversation, we also will provide our new AIM Machinery brochure which contains photos from some of our most recently completed projects.

Look for us at
Booth #1452

AIM Becomes AIM Machinery

Why should a company update its name and logo? It's a fair question to ask, especially in an industry like ours where functionality and performance are what really matters. It is also where "style" never, ever takes precedence over "substance". What we discovered, however, was that updating our "brand" involved much more than just making cosmetic changes to our logo.

Not that there was anything wrong with our previous name and logo, but now we want to better identify and differentiate our company. "American Industrial Machinery" is descriptive of what we do, but it was a bit lengthy so we used the acronym AIM. Unfortunately, AIM is a relatively common name and if you Google it about 398 million hits will result. If you Google **AIM Machinery**, however, you still will receive a considerable number of hits (about 583,000), but at this time, our company is #1 on that list. Quite simply, **AIM Machinery** enhances our name recognition and does a better job describing what we do.

Our updated logo is a combination of something old and something new. We incorporated **AIM Machinery** into the logo and retained its silver arrow along with the familiar red, white and black sprocket. Why? As you know, our company is in business to design and build equipment to meet the specific and unique needs of our customers. This was true the day **AIM Machinery** was founded in 1996, and it remains true today. Accordingly, we have retained the arrow and sprocket images to represent our ongoing goal of serving our customers by hitting their specific target and thus meeting or exceeding their expectations. Our new tagline, "Targeted Design and Manufacturing", is meant to augment our updated brand by describing how we do what we do. Its purpose is to reinforce that we are both designers and builders of custom equipment.

Going forward, we hope that you will be pleased with our updated **AIM Machinery** brand, but much more importantly, we want you to continue to be satisfied with our machinery.

From the Corner Office by Mike Dolder, President

Thanks to you, our valued customer, AIM Machinery is facing the pleasant challenge of managing growth this year. In the next newsletter, I'll discuss the computer hardware and software updates we are making. Plus, I'll cover expansion plans for our office building where we are creating more useable space to meet the needs of our growing staff.

Here, I want to talk about the growth of our staff which means providing the status of our recent recruiting efforts. In the past year or so, we've added four full-time engineers and a year-round intern. What's more, last summer we had an intern from Marquette University and another from Rose-Hulman Institute of Technology. This summer, we plan to add one more full-time engineer, and our plans also include hiring two more summer interns from Rose-Hulman. AIM Machinery has been fortunate to have hired several interns over the past few years. Internships provide a true win-win opportunity for both the student and for the company hiring them.

Recruiting is an ongoing challenge for all of us, whether it's to augment staff or to replace experienced personnel who have left or who plan to leave soon. AIM Machinery has been very fortunate in this regard, as the new people who have joined us have made significant contributions in a very short period of time. If you are recruiting now, my sincere hope is that you will enjoy similar success.



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PRE-SORT STD
U.S. POSTAGE
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46307
PERMIT NO. 473

Some AIM Machinery Projects Completed in 2008



A Slab Depiler exiting the shop



Depiler Bridge—Side View



Will it fit under the overpass?



A Plate Stacker with Elevator



Stacker's Roll Table & Pusher



Shear for Material ≤ 64 " Wide