



# CEMA Member Companies – IN THE NEWS!



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*The Voice of the North American Conveyor Industry*

[www.cemanet.org](http://www.cemanet.org)

## GORUCK CHALLENGES, CONVEYOR TRAINING TOOLS, NEW PRODUCTS—NEW DESIGN ENGINEER—NEW OFFICE AND DOWNLOADABLE IOM'S!



**GORUCK CHALLENGE!**  
Pell City, AL – **Douglas Manufacturing Co., Inc.**, On December 8<sup>th</sup>, three members of Douglas Manufacturing's Management Team, **Jeff Carlisle** – *National Sales Manager*, **Benji Brewer** – *Engineering and Manufacturing Manager* and **Paul Ross** - *President* completed the GORUCK Challenge. The goal of the Challenge was to learn as much as they could about teamwork, leadership and test their own personal limits. The GORUCK Challenge is a 12-hour team event offered in over 90 domestic and international cities that gives participants a glimpse into Special Operations training.

Active duty and former Special Operations soldiers serve as Cadre but the majority of participants have no military background. The Cadre for Birmingham's Class 351 was "Wood." Wood is an Active Duty Green Beret and former Marine Corps Sniper with multiple deployments to Afghanistan and Iraq. Throughout the event, Cadre Wood posed problems to the class, forcing them to work together and become one team. Participants all wear rucksacks full of bricks weighing roughly 40 pounds - because if the GORUCK Challenge were easy, people wouldn't sign up. \$10 of every entry fee goes to the Green Beret Foundation. Teamwork, leadership, camaraderie, smiles, and a gut-check worthy of Special Operations training are all hallmarks of the Challenge. But the beauty of the [Challenge](#) it is about

the people by your side, the individuals that become your team. "Ruckers", as they are known, have called it an introduction to themselves and Jeff Carlisle said it was, "The best leadership training he ever had."

There's always a beginning and it's



called the welcome party — also a staple in nearly every military school. The point is to break down the individuals. Everything has a purpose, everything builds a team. And being a team is a mindset, and the mind responds to a good welcome party.

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### INSIDE STORIES.....

- **LEWCO**, New Product Belt Tension / Tracking Tool...
- **Eriez**, Downloadable IOMs, Feeders Fast Brochure.....
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- **Emerson**, Announcement at ProMat 2013..
- **Maxi-Lift**, New Business Development Manager...



**Electro-Sentry 16 Hazard Monitoring System for Single-Leg Elevators or Conveyors!**

Minnnetonka, MN- Electro-Sensors. The Electro-Sentry 16 is a hazard monitoring system commonly used on grain elevator legs or con-

veyors to monitor critical points for bearing temperature and belt alignment as

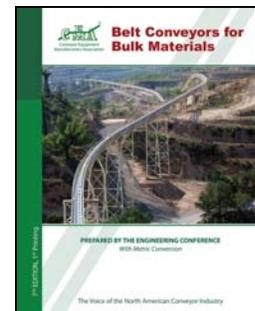


*Electro-Sentry 16 Hazard System* part of a predictive maintenance program to protect

against catastrophic breakdowns and machinery failure resulting in product waste, machinery damage, and process downtime. All **Electro-Sentry 16 sensors** provide a standard 4-20 mA signal for reliability and accuracy.

**Electro-Sensors** also announces their newly designed

[WEBSITE!](#)



**PREVIEW!**

**7th edition  
Belt Conveyors For  
Bulk Materials**



## CEMA MEMBER PRODUCTS

### LEWCO—NEW CONVEYOR TRAINING TOOL!



Sandusky, OH – LEWCO, Inc. is pleased to announce the launch of a new conveyor training tool called LEWCO Belt Tension and Tracking Tool.

This instructional video is hosted by one of LEWCO’s conveyor belt experts, **John Kennedy**. It provides customers with an easy to follow process for achieving proper tension and tracking of their conveyor belts. The video can be viewed at YouTube and the LEWCO website.



[Click on the video to view](#)

An ISO 9001:2008 register company, this educational effort is part of the systematic approach of organizing processes which result in products and services that consistently meet customer expectations. Customers have expressed a need for this type of product knowledge in

order to maximize the productivity of their belt conveyor systems.

“Kennedy’s presentation builds confidence and makes it easy for our customers to achieve success with their belt conveying systems.” says Mark Parker, director of operations at LEWCO, Inc. “We appreciate his commitment to continuous process improvement and outstanding customer service.”

[www.lewcoinc.com](http://www.lewcoinc.com)

LEWCO, Inc. is a world class, ISO 9001:2008 certified manufacturer of material handling conveyors and process heating equipment serving both national and international markets with quality products at competitive prices.



#### Eriez® 5-Start Service® Announces the Availability of Downloadable IOMs!

Erie, PA – Eriez®, through its 5-Star Service® division, offers downloadable Installation, Operations and Maintenance Manuals (IOMs) for more than 15 product lines! Click on all links to continue reading Eriez information.

#### New Brochure from Eriez® Spotlights Feeders Fast™ Program!

Erie, PA – Eriez® announces the availability of a new brochure that features Feeders Fast, an EriezX-pack™ 5-Day Program.

#### Eriez® E-Z Tec® XR-Pack is Ideal for Packaging Applications!

Erie, PA – Eriez® introduces its new E-Z Tech® XR-Pack X-Ray Inspection System. This X-Ray



Inspection System has been

specifically designed to provide unmatched protection for packaging applications.

#### Eriez® Announces Opening of new Office in Lima, Peru!

Erie, PA – Eriez Flotation Division (EFD) add new sales and engineering office in the Surco district of Lima, Peru. This office will support existing customers in Peru and serve as base for executing a number of exciting new flotation projects that have been recently awarded. Jose Giovanni Concha has been selected as Deputy Director of the Peru Office.

[www.eriez.com](http://www.eriez.com)

#### CEMA Website UPDATED....

- **Members get up to 50%** discount off of CEMA Labels!
- **Conveyor Safety Program**, some of the best information in the industry!
- **Gallery** of pictures and meeting information.
- **Statistics**....have you reviewed them?
- **Have you seen who our MEMBERS ARE?????**



## VERSA-LINK™ CONVEYOR BELT



### Wire Belt Introduces new Versa-Link™ Conveyor Belt!

Londonderry, NH— **Wire Belt new Versa-Link™** conveyor belt, one of the most durable and open metal belts available for light to medium-duty applications. Designed with Advanced Link Rods™, the innovative linking rods join in little as 30 seconds. There are no special tools or welding required and the linking rods connect in



the center, leaving no weak points. A lightweight alternative to heavy flat-wire belts, Versa-Link's unique spacing pattern offers product support to the edge of the belt, providing unbeatable strength and long belt life. Wire Belt's unique

Forged Edge Technology™, eliminates catch points and sharp edges. The forged edges will not break, snag or snap off during production, keeping your lines running safely and efficiently. Versa-Link offers one of the tightest transfers available and can be easily retrofitted on your existing equipment. The innovative belt design is perfect for a wide variety of applications such as breading, battering, cooling, coating, and frying.

[www.wirebelt.com](http://www.wirebelt.com)

## HAPMAN ADDS NEW ENGINEER!



### Hapman Adds New Design Engineer To Meet Growing Industry Demand!

Kalamazoo, MI— January 4, 2013, Floyd Phalen, Hapman engineering Manager, announced the expansion of Hapman's custom equipment and turn-key systems design capabilities with the hire of an additional engineer. Throughout 2012, Hapman increased engineering capacity by 30% to meet the changing demands of customers.

"I am pleased to announce the addition of Chris Chubb as Hapman's newest engineering team members," said Phalen. "We are expanding our team to continue to meet the growing needs of our manufacturing partners. We serve the bulk material handling industries such as; chemical, plastics, minerals, food, nutraceutical, and building materials. These industries have a growing need



for efficient material handling systems that optimize their manufacturing processes. Our Customers are under increasing pressure to meet tighter tolerances in their operations and shorter lead times in their project schedules. If we are to remain a valuable partner and industry leader, we have to change and grow to meet these needs and exceed expectations." [Click here to continue reading....](#)

[www.hapman.com](http://www.hapman.com)



**POWER TRANSMISSION SOLUTIONS,  
A BUSINESS OF EMERSON  
INDUSTRIAL AUTOMATION**

### Announces to Introduce New Product at PProMat2013!

**When:** Tuesday, January 22, 9 a.m.

**Where:** Booth #1559

**What:** New product targeted to the car wash, automobile manufacturer and food and beverage industries, and other select heavy industrial environments. This new product can lead to sustainable energy savings.

[www.emerson-ept.com](http://www.emerson-ept.com)

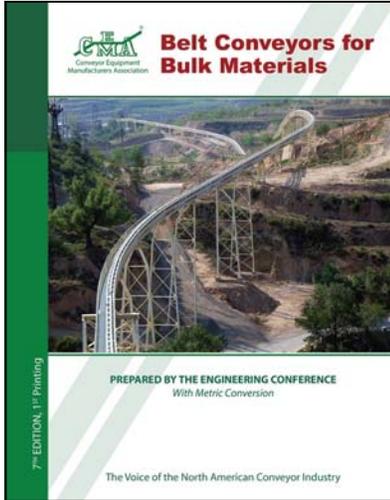


**NEW CONVEYOR BELT CLEANER  
FOR CHALLENGING CONDITIONS!**

Neponset, IL — A new powered brush cleaner for conveyor belt applications has been introduced by Martin Engineering, a rotating design that removes material accumulation and dust in difficult applications.

Well suited to belts that use raised elements (cleats, chevrons, ribs or lugs) to assist in carrying material, the Martin® Brush Cleaner is an .....[Click here to continue reading](#)

[www.martin-eng.com](http://www.martin-eng.com)



### 7TH EDITION COMING SOON!

- 100 more pages
- Errata and general comments have been incorporated into the 7th edition
- Line art graphics redrawn
- Equations now numbered and title "Equations"
- More calculated examples

[Click here for in-depth detail](#)



#### Maxi-Lift Names Wade Spencer Business Development Manager!

Dallas, TX – January 14, 2013: Paul Phillips, President of Maxi-Lift, proudly announces the appointment of Wade Spencer as a Business Development Manager.



Wade has 25 years of experience in the grain and feed industry. He started his career with Earth-Grains in 1988, working 11 years in maintenance. He spent the next 10 years at ADM Grain as a Maintenance Supervisor for a major grain facility. In the last three years, Wade used his maintenance and millwright knowledge as an outside salesman for Lewis-Goetz & company (Rubber Belting and Hose).

Wade is a current GEAPS member and is active in the Great Plains chapter. He invests his time helping customers understand the technical side of their equipment including screw, drag and belt conveyors along with bucket elevators and related equipment. He has also given preventative maintenance seminars for The Kansas Grain and Feed and The National Grain and Feed Association.

Paul Phillips states, "Wade brings the experience, knowledge and technical expertise that customers demand from manufacturers. Wade will be a valuable asset to our company, team and our customers."

With over 38-years of experience, the Maxi-Lift® brand means unmatched service, customized solutions, engineered quality and fast delivery. Maxi-Lift® distributes elevator buckets and accessory solutions around the globe. With more than 300,000 square feet of production, manufacturing and warehouse space, Maxi-Lift® is the largest Elevator Bucket Manufacturer in North America.

[www.maxilift.com](http://www.maxilift.com)



**SUPERIOR BUILDS ANOTHER TELE STACKER  
THAT LOOKS LIKE A SKYLINE!**

**SUPERIOR CELEBRATES THEIR  
40TH ANNIVERSARY!**

[www.superior-ind.com](http://www.superior-ind.com)



Conveyor being assembled in the yard at Superior

## Douglas Manufacturing..... Continued from page 1

The welcome party began at 10PM and consisted of wind sprints, bear crawls, crab walks, squats and carrying each other for what seemed like minutes but lasted for about two hours. All through this Wood, the Cadre, kept reminding everyone that they were a team and slowly but surely they began coming back for one another to encourage and even carry each other if needed.

Smiles get you everywhere in life, and the Challenge is no different. "Good Livin'" is what you call it when life is actually tough but you love it, your attitude is great, and you smile. As the Challenge progresses, smiles still abound, but the goal is always to stay together. Any separation ('breaks in contact' in military jargon) indicates that the team is not functioning properly. The system for weight transfer matters, for rotating the heavier items like the party ruck (a backpack full of gravel weighing in at around 40 pounds), ten gallons of water, the 25 pound team weight and any heavy object that Wood planted and had us retrieve and carry. It's a learning process, and the classes have to be reminded that all the rules matter all the time. The most important one being: work together. Some people have less weight, some have more, and some are doing better, some worse. But life's not fair and neither is the Challenge. The people doing better should take more weight more of the time, and they should ask for no special reward in return.



When it doesn't happen, when a team starts to separate, the Cadre takes it back to the basics of team building, a taste of a welcome party long past. Something like push-ups with 40lb rucksacks on, bounding, burpees or flutter kicks (probably a combination of everything). The point is that as the Challenge progresses, individuals grow increasingly tired. Wood would entice us with little gifts if they could answer questions like, "what is the brightest star in the night sky" and "when was the civil rights act passed." One of the toughest ones occurred around 8:00AM after the team had been moving continuously for about 10 hours. It had to do with physics and luckily for the team they got it right. The reward was that they could part with one "man portable nuclear device" which was actually one of three 50 pound concrete pads that had been lugged around by team for hours.

It gets harder to think of the team, easier to think of the individual when exhaustion sets in. It has to be fought through, especially because the missions of the Challenge continue.. It's no different in the military. The toughest times and the most adversity bring out the best in people such as making a sacrifice for a buddy — because ultimately it's about your buddies.

The classroom of the Challenge is based on military training and experiences. Wood explained what it means to bound, to work together with the team to overtake the enemy's fighting position in a way that minimizes risk to their own team. The bounding process takes time and patience. 3-4 seconds of a sprint, "I'm up he sees me. I'm down." And then the second group moves forward in the same fashion. This continues until the objective is taken. Teamwork is essential in this process. Without it very bad things tend to happen.

Wood enjoyed the scenic views of Birmingham and really liked Christmas trees. At this time of year there were several to enjoy. The problem was that the views and Christmas spirit moved him so much he required quite a few push-ups, flutter kicks, squats and other PT of the team every time he stopped to take them in. The team learned to dislike the scenery and knew that early Christmas presents consisted of our sweat and tears both moved by the pain and exhaustion that came with each scenic stop.

Then there was the log, really a tree trunk a.k.a. the "downed pilot". The thing must have weighed 1,000 pounds and it got our attention the 10 hour mark or 8:00AM about the same time we had our physics class. The funny thing about the log is that it's an evolution of acceptance. People moan and groan, looking for sympathy they'll never find. They try to find ways to stay out from under the log and try to work out systems to rotate people in and out but by and large they fail. Too much effort is spent trying to make it easy and not enough effort is spent to just deal with it. And then there was acceptance. It was heavy, it hurt all the time but we carried it together. The bottom line is that people, when they work together, are capable of infinitely more than they thought possible. And that's a powerful thing to know, and even more powerful to experience.

All classes carry a flag with pride. Members of the military wear one on their uniforms, and this is a small way to honor their service and to honor the roots of the Challenge.

The final objective was a team run to the exfiltration point. Wood said, "make it in 25 minutes and your done." By then 15 people had become a team, they carried other peoples rucks and transferred the weights to those that were able to carry them the best. About midway Wood told them they were separating from each other and gave a casualty meaning they had to carry a teammate. Before they got 2/3 of the way to the end they had 7 casualties. The team was small to begin with. Just 15 people so almost everybody was carrying someone else. Finally, they made it to the end. Once there, exhausted and 12 hours into the Challenge Wood quietly informed them that they missed the goal by one minute. "Load up and let's get moving" he said. A variety of intensely felt responses rolled through the team but they did load up and pointed themselves in the direction he wanted to go. After about 30 seconds he smiled and said, "It's over, your done." He quietly commented further, "You should have seen the look on your faces. Some of you looked like you were going to kill me, others like you were going to cry." It was, after all, a good joke at the team's expense.

Wood talked to the team about what they had done and more importantly that they had done it all together. He spoke of a love of one another, a love of country and possessing a state of mind where people are meant to work together, to do good, and to succeed together.

Everyone was humbled, everyone was exhausted and more than one person shed tear, but everyone was also in awe of the people they did it with. People are good, and capable of so much, and the Challenge let us prove it in a very real way and to each other. And in that process they all fell in love with a family that is the GORUCK Tough family. It's an extraordinary group of people who come from far and wide, from all different backgrounds, and who come together in what is billed as 8-10 (more like 12-13) hours, all at once moving 16 miles through one city, with one cadre, to become one team.

