Value Statement

The Value of Membership in
Crane Manufacturers Association of America (CMAA)

http://www.mhi.org/cmaa
CMAA Mission

Our Mission is to deliver exceptional value to our end-users, channel partners, members and industry associates while serving the overhead material handling industry. CMAA achieves this through:

• Safety Advocacy
• Engineering Specifications and Standards Development
• Market Intelligence
• Educational Materials
• Member Professional Development
• Recruiting and Developing a representative, active membership
• Promotion and Enhancement of the CMAA brand
1. Safety Advocacy

CMAA Publications

• Best Practices for product usage
• CMAA Crane Service Classes
• Development of maintenance and service inspection manuals
• Overhead Crane Inspection & Maintenance Checklists
• Development of proper product usage documents
• Crane Operators Manual
• Crane Buyers Guide
• CHM Alliance program promotes safety
• Tip and Fact Sheets for OSHA distribution
2. Engineering Specifications and Standard Development

CMAA Specifications

- CMAA Specifications
  - CMAA Spec 74 – Single Girder Cranes
  - CMAA Spec 70 – Multiple Girder Cranes
  - CMAA Spec 78 – Professional Services
3. Market Intelligence and Education Materials

- Unit and volume statistics program
- Market forecasts and economic indicator monitoring
- Industry forecasts
- Geographic product distribution and planning data, workshops
- Channel partner planning workshops
- Trend monitoring
- Planning and forecasting tools, workshops
- Business planning community
4. Members’ Professional Development

- Leadership development
- Multi-topic educational series
- Networking throughout the industry
- Peer to peer interaction
5. CMAA Members are recognized as the Market’s Leaders

CMAA Members:

- Are Speakers and Education Subject Experts
- Provide Engineering Specification and Standards Development
- Publish Product Standards
6. Increased Exposure to Customers and Increased Business Opportunities

- **Web-based Case Studies** provide Market Solutions to Users
- **MHI Website channels** customers to CMAA Members
- **CMAA Buyer’s Guide**
- **The Overhead Alliance** promotes overhead lifting technologies
Why should your company join and participate in CMAA?

Participation in CMAA will:

- Increase your business levels
- Increase your exposure in the marketplace
- Develop your employees
- Help your corporate decision-making
- Increase safe usage of your products
- Position your company as one of the leaders in the industry
What is the Commitment to Join CMAA?

- MHIA Annual Dues $2,500
- MHIA Industry Group Fee $2,450
- CMAA Annual Dues of $700
  - General Member $700
  - Executive Member $700
- Initiation fee $10,000 (one-time fee)
- Attend the Spring and Fall Membership Meetings
- Active Meeting participation
- Contribute and support the Association’s objectives
- Provide Statistical Reporting
Additional Benefits of Becoming an MHI Member

- Trade Exhibition Participation
- Membership Meetings with Educational sessions
- Networking across the Material Handling Industry
- Exposure on www.mhi.org via your company’s microsite
- MHEM Economic Forecast produced quarterly

Please click here to learn more: MHI Membership
Value Statement to CMAA Customers

What is the value to a customer to purchase from a CMAA member?

CMAA Members:

• Are recognized as the Leaders in the design, manufacturing, and supply of Workstation Cranes and Patented Track Systems
• Engage in the development of technical specifications that promote consistent design, manufacturing, and installation of their products
• Collaborate with OSHA through the CHM Alliance programs to promote the safe use of products
• Have extensive experience in many applications and can solve your material handling problems
• Are subject matter experts in the industry