



Value Statement

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

<http://www.mhi.org/cmaa>



CMAA Mission Statement



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

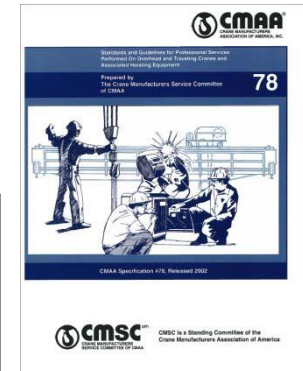
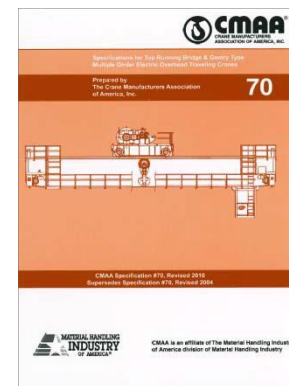
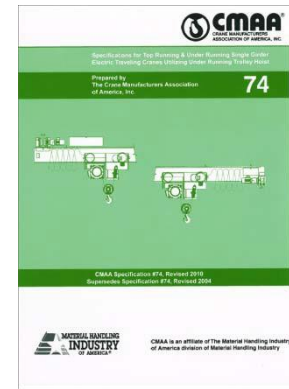


2. Engineering Specifications and Standard Development



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](#)

The screenshot shows the MHI website interface. At the top, there is a navigation bar with links for HOME, ABOUT, FIND SOLUTIONS, LEARNING CENTER, NEWS & MEDIA, and FOR MEMBERS. Below this is a search bar and a breadcrumb trail: Home > Find Solutions > Industry Groups > CMAA. The main content area features a video player titled 'Why CMAA' with a play button and a 'Primary Provider' label. Below the video player are tabs for 'About CMAA', 'Mission & Vision', and 'What We Do'. The 'About CMAA' tab is active, displaying text about the association's history and mission. On the right side, there is a sidebar with the CMAA logo and a list of navigation links: CMAA, Members, Crane Specifications, Videos & Brochures, Case Studies, Buyer's Guide, Crane Specification FAQ's, CHM Alliance, Overhead Alliance, and Application. At the bottom of the sidebar, it lists 'CMAA Managing Executive' as John Paxton with the email address jpaxton@mhi.org.

Why should your company join and participate in CMAA?



Participation in CMAA will:

- f* Increase your business levels
- f* Increase your exposure in the marketplace
- f* Develop your employees
- f* Help your corporate decision-making
- f* Increase safe usage of your products
- f* Position your company as one of the leaders in the industry

Additional Benefits of Becoming an MHI Member



Member Company

- f* Trade Exhibition Participation
- f* Membership Meetings with Educational sessions
- f* Networking across the Material Handling Industry
- f* Exposure on www.mhi.org via your company's microsite
- f* 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