

July 2011

Four Years and am still having fun! More fun today than a couple of years ago, we can all agree on that one. Still learning but now I am implementing new processes and focus into the company. I should reiterate that I am under the belief that if the US can solve its debt crisis and find a way to move forward as a Federal Government we could bask in a ten year surge in US manufacturing growth. The recovery I spoke about last year is steady and appears to be sustainable if we can just keep inflation under control.



Again our inquiries and opportunities for new machine tool sales abound and are even above our 2007 levels thanks to our new line up of machine suppliers and our focus on certain sectors in durable manufacturing. The head winds to this are currency issues, costs of machines skyrocketing, and the delay of delivery of machines. I spoke about what we had learned last year, and should preface this with the fact that it has taken much longer than I had thought to implement and improve our business to reflect our passion for our customers and principal suppliers. The *list* is still my road map and will continue to grow in importance.

*Document everything, cut costs and expenses, organize and manage, cross train all employees, validate or confirm everything, Finally, communicate with my suppliers and principals as much as they can withstand. **Lean?** We are moving closer but we are NOT **LEAN!***

I continue to build on the marketing and advertising part of my business. We have expanded our advertising efforts and will build on this with new ideas in the future for name recognition and to build trust and inquiries. Customers want to contact someone they can trust to provide consistent information in a timely manner to help them make good decisions. We have made a decision to exhibit in the Dayton Tool Show again this year our goal is to build on the name Walker Machinery. Come and see me in booth # 822!

As mentioned before I cannot say enough about our customer service department. They have worked very hard over the last year on parts and service. I should mention that we just added a new field service man, Victor Yoo who will work out of our office on Virginia Ave starting July 25th. Victor will work hand in hand with Nick and Susan to provide the field service our customers and suppliers expect from us.

Machine Tool Sales, Service and Logistics have changed in North America and we will strive to continue to find the best way to adapt to the market both for our customers and our principals.

Remember, at Walker we provide Solutions! I can “validate” this!

Bruce Tillinghast