

CLARK Notes

A Publication For CLARK Professionals

Volume XIII

September, 2009



Susan G Komen For the Cure Drive

There is still time to donate to the Susan G. Komen for the Cure campaign at CLARK. We have an aggressive goal of \$20,000 for this year and every dollar counts.

The CLARK internet page is updated daily with donation totals and the official CLARK race day countdown clock. Please take a moment to go on line and view our collective progress.

If you have any questions about how to participate in this noble cause contact Sherry Myers at 859 422 6537.

A screenshot of the CLARK website. At the top, there is a navigation bar with the CLARK logo, "the forklift" tagline, and links for COMPANY, TRUCKS, DEALERS, and STORE. Below the navigation bar, there are five icons representing different forklift models: C15C (IC CUSHION), C25C (IC PNEUMATIC), CGC40 (ELECTRIC RIDER), CGC70 (WALKIES), and C15 (NARROW AISLE). At the bottom of the screenshot, there is a video player for "CLARK THE FORKLIFT Company Video" and a pink donation counter for the "susan g. komen FOR THE CURE LEXINGTON" campaign. The counter shows "Countdown to Race Day" with "8 Days, Time Left 02:48:49" and "FUNDS RAISED \$15327.45" out of a goal of \$20,000. A "CLICK here To DONATE" button is visible.

PartsPRO 300 Update

PartsPRO Update 300 has been released and placed onto the CLARK Intranet system for you to download and run at your earliest convenience.

This update includes 125 new and revised illustrations, many new data files, new TI

Bulletins and a large number of new PICs.

Please do not run this update simultaneously with any other updates without first having all other users at your location shutting out of the PartsPRO program first.

If you have any questions or

need program help, please call Billy Marksburry at (859) 422-6409 or send him an email at billymarksburry@clarkmhc.com.

Frank Stevens: Norlift of Oregon Retirement, By Tom Leslie

Frank Stevens retired from Norlift of Oregon, Inc. on August, 28 after nearly 15 years of dedicated service to Norlift in a career in the material handling industry that has spanned over 52 years. Starting in Cleveland, Ohio as a technician for Mobelift in 1957 then moved to CLARK Equipment Company in 1961 as a technician. Frank enjoyed many good years working with the CLARK Dealer Organization and built friendships that spanned the country. His time with CLARK Rental led to our first association on the day we purchased Norlift of Oregon, almost 24 years ago as Frank was sent out to inspect the rental assets on behalf of CLARK Equipment. Shortly after that assignment Frank joined the CLARK regional team in Sacramento and

we had constant contact as Frank was our CLARK Regional Representative.

After a short stint as a Branch Manager in Bakersfield for Graylift, Frank was persuaded to join our management group as Sales Manager and we have experienced steady growth in our sales efforts. It has been his ability to cultivate the large customers where Frank has had a major impact and in his ability to be a consultant to the customer and the by product just happened to be units sold.

Frank will continue on as a sales consultant and will maintain customer contact with approximately 10 major customers and will assist in mar-

keting efforts when the opportunities arise. Frank will initially be in the office on Thursday of each week.

We wish Frank all the best and have truly enjoyed and will continue to enjoy our friendship built on years of selling equipment and a little golf mixed in along the way.

May Frank enjoy all the fruits of his labors as he embarks on a new career as a full time member of the Oregon Senior Tour. Frank may be contacted at franks@nорliftor.com, 503-905-3820 or 503-209-0878 cell.



Tom Leslie and the entire Norlift team celebrated Frank Stevens' retirement with a party and remarks from the man of honor.



CLARK Recognized for Supporting Lexington Summer Youth Work Program

CLARK was recognized by Lexington Mayor Jim Newberry September 3, 2009 for its outstanding participation in the cities summer youth work program. Under this summer program CLARK hosted 3 teens here in our corporate office. Sherry Myers, Human Resources Manager for

CLARK commented, "These area youths received mentoring and training in a professional setting that they will benefit from as they grow. The students in question spent time in parts, IT and doing general clerical functions."



Sherry Myers, second from left and Aren Brown, second from right, accept CLARK's recognition from Mayor Jim Newberry

New Dealer Appointment– Holly Material Handling

We are excited to announce that Holly Materials Handling, a material handling and lift truck specialist in Tulsa, OK since 1951 has been appointed an authorized CLARK distributor in the Tulsa APR. Holly replaces Southern Material Han-

dling.

Holly's phone number is 918 622 4466 and they are located at 8180 East 46th Street, Tulsa, OK, 74145. The dealer principal is Mr. Gary Willis.

Please join us in welcoming Holly to the

family.



Dealer Profiles

If you have not yet submitted back to Connie Davies your updated CLARK Dealer Profile sheets please do so. We make every effort to maintain accurate data on all dealers so that we may best serve your needs. Addition-

ally this information is often very helpful when working on large, multi location deals.

Connie may be reached at 859 422 6451 if you have any questions regarding this request.

More Bright News From CLARK

We have seen an increased demand for LED lights on lift trucks. These lights offer some significant advantages



over the current halogen lights. They are extremely durable,

can tolerate shock and vibration and are longer lasting. Since they have plastic lenses they are also a great fit for the food industry where glass lenses are prohibited.

LED options are available for headlights, rear worklights and the rear combination stop-tail-backup lights. A few listings are currently in the price

pages and we are developing more for both IC and Electric models.

Call Bruce Camenish (Electric) or Jeff Arnold (IC) for model availability and pricing. We plan to have a complete listing in the next update of the price pages.



Cal-Lift's Mike Marrs recently won an order for the LA County Sanitation Department with CLARK C25's. This is on top of his nine unit CLARK order to CAL STEEL. Mike is on a CLARK roll. Pictured are several of these orders beginning to roll out of Cal-Lift to customers.



Special Thanks to our Sponsoring Suppliers



Thank You for your Support in the Fight to Cure Breast Cancer

FOR THE MONTH OF
SEPTEMBER

PURCHASE **ANY** OF THE
CASCADE FORKS,
HADER REMAN HYDRAULICS,
GPX TIRES OR
RENOLD CHAIN
PRODUCTS FROM
CLARK AFTERMARKET
PARTS AND WE WILL
DONATE A PERCENTAGE
OF THESE SALES TO

Susan G. Komen
FOR THE **cure**[®]

IN YOUR
DEALERSHIP'S
NAME



CLARK Participates in Habitat for Humanity

CLARK recently participated in its second Habitat for Humanity build.

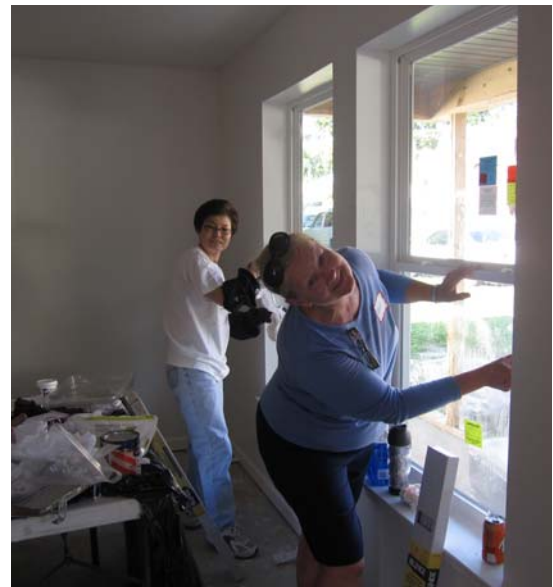
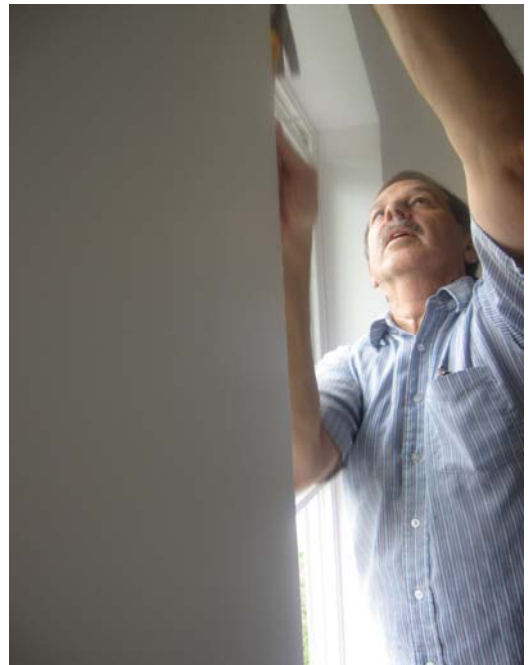
August 22nd was CLARK day at the build site, with all volunteer labor coming from

CLARK employees. We had great participation from across the organization.

A local mother and her 5 children move in September 22 to this wonderful home and due to

many helping hands have a great boost in their daily lives.

Thanks to all that gave of their time and energy.





CLARK Louisville Participates in the LogistiX Games

The CLARK Parts Distribution Center participated in the LogistiX Games in Louisville this month. The team finished tied for third and a great time was had by all. The games consisted of 5 events including the pallet puzzle sprint, pallet jack relay, pick/pack hurdle, truck mini-marathon, and

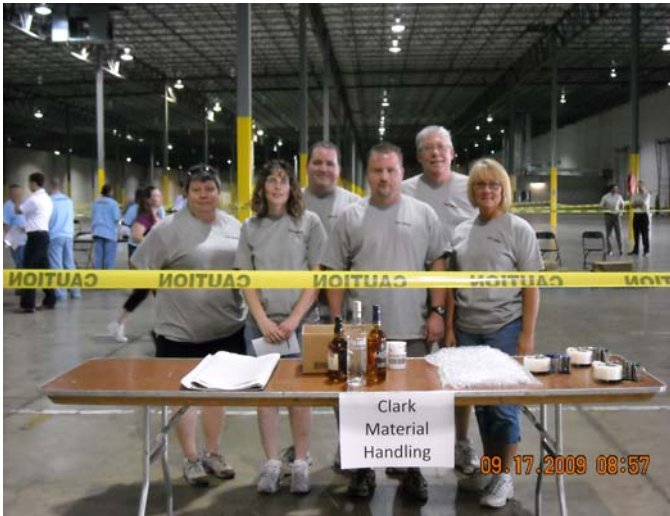
the box-put.

The Logistics Network has created a unique annual competition to promote logistics in Greater Louisville in hopes that it will generate a "buzz" that extends outside of our region and into a national arena.

Top finishers will compete in Louisville in April

of 2010 against the top finishers from the Cincinnati LogistiX Games being held October 22, 2009.

Well done team CLARK!



Team CLARK: Penny Yates, Tania Tyler, Bill Miniard, Brian Cowley, Pat Sweat & Debbie Flieg



CLARK Service Van Package Wins Award

Signature Graphics, Inc.'s Customers Receive Seven of Eleven Awards in FleetOwner

Fleet Owner magazine has recognized seven Signature Graphics customers in its annual Vehicle Graphic Awards. Winners are chosen by the editorial staff of Fleet Owner. The article appears in the June 2009 issue of Fleet Owner.



Moe's Southwest Grill
Atlanta, Georgia



Naturally Fresh, Inc.
Atlanta, Georgia



Clark Material Handling Co.
Lexington, Kentucky



Race Trac
Atlanta, Georgia



Aunt Millie's Bakeries
Fort Wayne, Indiana



NBTY, Inc.
Ronkonhoma, New York



Carithers-Wallace-Courtenay (CWC)
Atlanta, Georgia

Contact Connie Davies at CLARK about our Award Winning Service Van program. Connie may be reached at 859 422 6451.