



## Value Statement

What is the value of membership in the Monorail Manufacturers Association (MMA)?

<http://www.mhia.org/mma>

Please click on [hyperlinks](#) to learn more.

# MISSION STATEMENT



To deliver real value to members, channel partners, consumers, and users by:

- Driving demand for products and services
- Delivering education and professional development programs
- Creating a forum for collaboration
- Promoting safety and proper monorail applications
- Making membership compelling

# VISION STATEMENT

- MMA is recognized as a leading authority and a principal resource in the overhead material handling industry.
- MMA is recognized as the leading advocate for the safe application and operation of enclosed track, patented track and automated electrified monorail equipment, systems and related products.
- MMA members are the recognized leaders in the marketplace and the subject matter experts. We will achieve this by:
  - Delivering superior value in our products and services.
  - Providing products and services that are safe and productive.
  - Providing high value solutions directly or through knowledgeable and expert channel partners.
  - Providing an environment in which our customers can confidently purchase and derive superior value from our products.

# Value Statement

# 1. Improved Market Intelligence

- 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



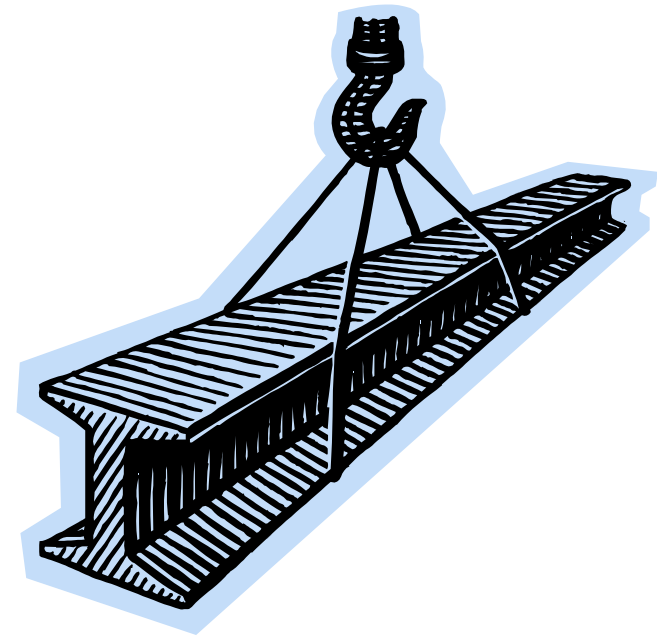
## 2. Members' Professional Development



- Leadership development
- Multi-topic educational series
- Networking throughout the industry
- Peer to peer interaction

### 3. Promoting the Safe Use of our Products

- Development of ANSI product standards
- Best Practices for product usage
- Development of maintenance and service inspection manuals
- Development of proper product usage documents
- [OSHA Alliance program promotes safety](#)
- Tip and Fact Sheets for OSHA distribution



Please click on [hyperlinks](#) to learn more.

## 4. MMA Members are recognized as the Market's Leaders




### MMA Members:

- Are Speakers and Education Subject Experts
- Provide Engineering Specification and Standards Input
- Publish a Compendium of Product Standards



## 5. Increased Exposure to Customers

- [Web-based Case Studies provide Market Solutions to Users.](#)
- [MHIA Website channels customers to MMA members.](#)
- [MMA Certified Program increases Product Value.](#)
- [The Overhead Alliance promotes overhead lifting technologies.](#)



The screenshot shows the MHIA website homepage. At the top, there is a navigation bar with links for JOIN, SHOP MHIA, CONTACT MHIA, and E-NEWSLETTER. Below this is a search bar for MHIA.org. The main content area features a header with the MHIA logo and the tagline "The Industry That Makes the Supply Chain Work®". A central banner promotes the "MODEX 2012" event, which is "MHIA TO LAUNCH NEW EXPO IN 2012" at the Georgia World Congress Center from February 6-9, 2012. To the right, there are two event listings: "PROMAT 2011" (March 21-24, 2011) and "MODEX 2012" (February 6-9, 2012). Below these are sections for "JOIN MHIA" and "LEARNING CENTER". The "JOIN MHIA" section offers more information about becoming a member, including links for Member Benefits Information, Member Events Calendar, and contact with Ray Niemeyer. The "LEARNING CENTER" section lists various resources and literature, such as "Workforce of the Future", "Video", "Green Supply Chain", "Webinars", "Elessons", "Bookstore", "Case Studies", and "Free Downloads".

Please click on [hyperlinks](#) to learn more.

# Why should your company join and participate in MMA?



## Participation in MMA 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?

- MHIA Annual Dues \$2,000
- MHIA Industry Group Fee \$1,350
- MMA Annual Dues of \$2,500
- Initiation fee \$500 (one time fee)
- Attend the Spring and Fall Membership Meetings
- Active Meeting participation
- Contribute effort to support the Association's objectives
- Provide Statistical Reporting

# Additional Benefits of Becoming an MHIA Member



- Trade Exhibition Participation
- Membership Meetings with Educational sessions
- Networking across the Material Handling Industry
- Exposure on [www.mhia.org](http://www.mhia.org) via your company's microsite
- MHEM Economic Forecast produced quarterly

Please click here to learn more: [MHIA Membership](#)

*Please click on [hyperlinks](#) to learn more.*

# Value Statement to MMA Customers

## MMA Members:

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

Please click on [hyperlinks](#) to learn more.