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Your Booming Business



Welcome to our second issue of *Your Booming Business*, our quarterly newsletter that provides hands-on information and tips to construction companies to help them with their everyday challenges.

This issue discusses the economy with respect to cranes and construction. We also feature an article about the importance of maintaining your crane.

Heartland Wisconsin Corp. is a finance company that specializes in crane loans and leases. We also offer crane equity loans to help with cash flow needs. Our job is to help construction company owners and managers get the cash or equipment they need as quickly and easily as possible.

Thank you for your past and/or future business.

Sincerely,

Scott Blair, President



"Where You're Approved"



Are You In on the Building Boom?

Are you aware of the nationwide commercial building boom and the demands for cranes and operators?

Construction spending has increased 14% in 2007. Most of this increase is on projects in which high or heavy lifting is required, such as; business office buildings, power plants, wind farms, transmission towers and highways.

Proactive or Captive?

Construction companies are targeting projects before the designers have

completed their drawings and are lining up equipment financing, cranes and operators proactively to prevent delays.

Get Your Crane On!

Did you know it can take up to a year to receive your new crane after you order it? This is because of the lowered availability of high grade steel needed to produce cranes. This has increased the demand for used cranes.

Having your crane financing in place before you begin looking is a smart idea. Heartland Wisconsin Corp. can help you make the best finance decision for your situation. So whether you're looking to buy or lease a new or used crane, we're here to help!

Get Your Operators On!

There will be an estimated increase in need for an additional 1 million crane operators by the year 2010 partially due to the fact that nobody's son is getting into the trade anymore. Currently, the average crane operator's age is in the late 50's.

In an effort to entice more young people into the trade, scholarships in construction are being formed for high school students. The Operating Engineers Union offers an apprenticeship program with classroom and on-the-job training, check with your local union for more information.



Maintain Your Crane - Save Time & Money

With all cranes, the manufacturer provides maintenance and operation manuals which include recommended maintenance schedules and procedures. This is a very good starting point, but one also has to pay close attention whenever the crane is being used.

Regular maintenance is critical to keeping cranes operating properly. Production time is lost and repair costs rise when breakdowns occur. Prevention is key. Equipment that is maintained more frequently actually costs less in terms of lost time and expensive repairs. While the U.S. Department of Labor - Occupational Safety and Health Administration (OSHA) requires annual inspections, the optimal interval is quarterly. OSHA also requires regular scheduled inspections and maintenance with dated records.

Daily inspections from your crane operator can pinpoint smaller problems before they become major. Check the hoisting speed and brakes for proper repair. Run the hoist to its upper weight limit to make sure it shuts down. The safe working load of the hoist, as indicated by its manufacturer on the hoist, should never be exceeded. Check the supporting structure to make sure it has a safe working load equal to the hoist. Look for obstructions that would inhibit free movement and allow proper alignment with loads. Make sure the operator can stand clear of the load at all times, and as always look out for powerlines.

Some other routine things to check for are the following:

- Cables and chains for wear
- Safety latches for proper operation
- Load hooks for proper rotation and any deformities
- Block sheave/pocket wheels need to rotate freely
- Lifting attachments should be free of damage and wear

Careful attention to your crane can seem expensive upfront, but can save time and greater expense in the future.

REPO CORNER



≈2007≈

WESTERN STAR 4900FA

TRUCK: 2007 Western Star 4900FA, 52,500 miles, Cat C-13 430 hp engine, steerable lift axle, 20 front 46 rear, Jake brake, 8LL transmission, fresh DOT inspection

INVESTMENT: 0% for 24 months. Terms up to 60 months.



≈2006≈

STERLING LT 7501

TRUCK: 2006 Sterling LT 7501, low mileage, 300 HP CAT, hydraulic oil cooler, Fuller manual transmission, TEREX 60100 RS, 30 ton capacity, 5 hydraulic outriggers, 110' tip height, load moment indicator

INVESTMENT: \$20,000 down – \$2,995 per month for 72 months OAC



≈VOLVO DAY CAB≈

NO MONEY DOWN!

TRUCK: 1997, WCA64T, 295,000 miles, Cummins M11-370 HP, air ride suspension, 10 speed transmission, 12,000 lb. front axle, 40,000 lb. rear axle, 11R225 tires, fresh DOT inspection

INVESTMENT: 24 easy payments of only \$895!!!! OAC



≈2006≈

FREIGHTLINER FL112

TRUCK: Only 53,000 miles, Cat C-13 430 hp engine, tri-axle dump / 16' box, 216" wheel base, 20K front axle - 46K rear axle, Tuf Trac Suspension, aluminum wheels, engine break

INVESTMENT: \$5,000 down, only \$2,395 per month for 60 months, OAC

Single page credit application now available online!



"Where You're Approved"

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Milwaukee, WI 53207 Fax: 414.747.7283

For more information, visit our website:

heartlandloans.net

Call us today at **414.747.7256**
for immediate assistance!

"BRAIN TEASER"

The Ancient Greeks were the original inventors of cranes that were used to construct tall buildings. By what means did they power their cranes?

Hint, the Rolling Stones released a hit song in 1978 by the same title.

Answer: Beasts of burden such as donkeys.

MONTHLY FUNNY

