

CIRCUIT BREAKER

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- ▶ Due Diligence and Compliance
- ▶ Modified American Vehicles in Canada
- ▶ Braun and Bruno Partner In Europe
- ▶ Introducing the NMEDA Hall of Fame

▶▶▶ THE NMEDA NEWSLETTER

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CIRCUIT BREAKER

The Newsletter of
NMEDA,
The National Mobility
Equipment
Dealers Association

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Summer 2011

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COLUMNS

The National Mobility Equipment Dealers Association

NMEDA MISSION STATEMENT

Through our diverse membership NMEDA advocates and supports excellence in providing safe, reliable vehicles and modifications to enhance accessibility for people with special needs.

For Our Dealers and Professional Members:

- To provide education and training enhancing professionalism, innovation, and business proficiency.
- To establish and maintain uniform safety guidelines and quality standards to foster consistency.
- To serve as a unified voice with governmental authorities, automobile manufacturers, and other industry partners.

For Our Consumers:

- To provide guidance in the selection of quality solutions that satisfy individual needs.
- To exhibit caring, compassion and fairness in facilitating conflict resolution.
- To promote the consistency of products and services provided across all markets.

For Our Manufacturers Members:

- To provide a professional dealer network that represents the most viable distribution channel to the market.
- To facilitate dealer training to uphold the integrity of installation and service
- To provide an objective forum for conflict resolution, collaboration and unification of the industry.



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President's Letter

Hello everyone from your President

My article this quarter is about what is going on with your committees, your Board and our staff at NMEDA. We are constantly working to improve our organization and help our members provide better services for their clients. GETTING INVOLVED IN YOUR NMEDA can be simply using the tools we provide for you as an association. Each month many committees work on projects to improve our organization and the results are submitted to your Board of Directors by way of a consent agenda. These agendas can be found online in the Member Resources under 'Member Docs'. The NMEDA staff works hard to inform all of our dealers about what's going on in our organization. It is our job to use this information, which is available to all members. The web site has been updated and is much easier to navigate.

Here are some important areas on the web site that all members should be interested in and utilize. Please take the time to visit them:

- **Dealer Quarterly Marketing Webinars** (Next up: "Email Marketing" in July 2011 – Look for the registration information in your email box this month!)
- **Dealer Marketing Materials** (http://members.nmeda.org/members/cap_online/downloads.aspx)
- **2010 and 2011 Awareness Studies** (http://members.nmeda.org/members/cap_online/research.aspx)
- **TRAINING OPPORTUNITIES!** Especially the 'Comprehensive Automotive Mobility Solutions for Health Professionals "Lunch & Learn" 1.5 Hour Course', which is a course given by you, the mobility equipment dealer, to your local OTs and PTs *In other words, it is a great networking solution!* Visit: <http://www.nmeda.com/professional-training/cams-hp-lunch-learn-course/> (For more info contact Pete Lucas pete@nmeda.org.)

you all that is discussed each time but here are some of the items that are being worked on this quarter:

- **Industry & Public Relations** - This committee is working on promoting the new QAP membership requirements as a benefit of using a NMEDA dealer as well as executing a second benchmark study to determine the best market targets to get our message out. They are overseeing the CAP budget for use in the new media releases. They are also working on their awareness planning study to determine future plans, such as apps for iPhone and Android applications to keep up with today's technology. This committee is very vital to our progress and they are doing their job well.
- **QAP** - This group is working on updating our documents and procedures. Many of our rules and procedures needed updating to be more understandable and meet today's needs for the industry. They have developed sub-committees to work on several key projects in order to move our program forward. Items being discussed at this time are: Compliance, Guidelines, QAP violations and complaints, electronic forms, use of logo and labels and QAP designations. A big project for this committee is to hire a new addition to our staff in Tampa who will handle our Quality Assurance Program. This is being handled by a sub-committee and it is imperative that the right person is put in place to move this piece of NMEDA forward. This is another very busy committee.
- **Guidelines** - They are always looking at improving and updating our Guidelines documentation. This is a never-ending process, as it is a living document and must be changed every year to keep up with the industry.
- **Education and Training** - Projects being worked on or completed by this group are numerous. Onsite/online training, CAMS-HP Projects, QAP certification, dealer marketing and electrical training are all being addressed. Many achievements have been reached and are available today. Visit the

Many hours are spent on numerous projects each month and then broken down into the agenda. I could not begin to tell

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CEO REPORT: NMEDA in Mid-Year - An Update

By Dave Hubbard

As we approach the end of the fiscal year, it seems that all of NMEDA's projects and annual tasks are on point and tracking well into the new business year which begins July 1. One of the biggest questions voiced by the membership this past year was how our member numbers would hold up with the new QAP requirements. We are happy to report that there has been minimal backlash against the new requirement and that most members who are not QAP are considering signing up for the program as their renewals approach. It is particularly gratifying to realize that soon NMEDA will have established one standard of membership and that standard will be synonymous with "quality."

This means the QAP Committee and Sub-committees needed to move quickly to adjust the QAP Rules (now the NMEDA Rules), to conform to the process outlined in the Bylaws. To that end, the revised NMEDA Rules are now on the website for all to review and use for reference. In addition, a Sub-committee review was necessary to rework the audit process with special emphasis on the first membership audit to insure that elements such as facilities and QC manuals received the necessary priority attention.

The Membership committee has been instrumental in maintaining our membership numbers in the face of the new QAP requirement. They have taken on the task of calling all of those members who have allowed their membership to lapse without sending in the renewal application, and talking to them one-on-one. The Canadian QAP committee is doing the same thing north of the border and is making a significant impact by reminding people of the new application requirements. Both Committees are performing a valuable service because there are a number of members who put NMEDA business on the back burner and haven't even opened the renewal package sent to each one of them. Once reminded by a fellow dealer and explained the benefits of becoming QAP, it's a short step to get them to fill out the application and send it in. If anyone reading this article is not QAP and would like to get started on the renewal processes, simply call Doris in our office and she will get you the materials.

From a marketing standpoint, NMEDA has made huge strides over the past year. While the NMEDA name did not make large gains, as sited in the Benchmark Study-Wave II, we did have significant gains in recognition of QAP and what NMEDA stands for. Scores were also up for people who would use and recommend NMEDA member services. What's important is that those elements that we have been promot-

ing in our advertising are going up. Once consumers are exposed to NMEDA, our research shows that the likelihood to recommend NMEDA Dealers has increased from 32% to 45% over the course of this past year. This is an extremely positive indicator.

The internet portion of our marketing effort is also progressing well with nearly 120,000 visits to the NMEDA website recorded for the past year as of May 1 (up 123% from the previous year). Of this number, 85,000 were unique visitors that had not visited the website previously (up 184%). The dealer locator grew continuously in the past year reaching over 10,000 visitors for the month of April. This continuous increase in dealer locator traffic means that future prospects are seeking out NMEDA dealers and clicking through to individual dealer sites, acquiring the phone number or looking for directions.

Education and Training continues to progress at its breakneck speed (if that can be said about an association committee system) developing more programs and opportunities for all. The one-hour version of the Comprehensive Automotive Mobility Solutions presentation has been sanctioned by AOTA and ADED as a single Continuing Education Unit (CEU), which acts as an incentive to OT's to attend "lunch-n-learn" presentations conducted by individual dealers. All a NMEDA member has to do to qualify to give the presentation is attend a two part (one hour each) online training session conducted by Pete Lucas. This training session ensures that the person(s) designated to give the presentation is qualified in the eyes of the sanctioning organizations and can direct OTs and other healthcare professional participants on how to claim their CEU. As of the writing of this article 56 new presenters have been trained representing 24 individual dealerships. This is an excellent way to get your message heard by the all important professional healthcare community who are looked to by patients for their recommendation on mobility products and services.

Manufacturer Service Schools (MSS) are also growing. Having sold out the last four training schools, the next one scheduled for July 12 – 14 in Sumner, Washington (near Seattle) at Kersey Mobility promises to be no less successful. A final MSS training session will be held in October at United Access in St. Louis. If you are one of those who have their QAP applica-

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Due Diligence and Compliance

By Jacques Bolduc, P. Eng.

As more and more mobility vehicles are put on the road, they are becoming bigger targets for lawsuits. As dealers of mobility vehicles you have a moral (if not legal) obligation to ensure that the vehicles you are selling do not present an unacceptable safety risk. Although there are other factors that could be considered safety risks, compliance is one of the more significant. As a dealer, you are not expected to be a compliance expert but consumers are assuming, with reason, that you have an acceptable level of confidence that the vehicles you are selling are safe and compliant to applicable regulatory requirements. Consumers expect you to have undertaken all reasonable steps that can be taken to satisfy yourself that the vehicles you are selling are safe.

There are some basic and easily feasible ways of doing your due diligence in regards to compliance. Verifying the vehicle's certification labels is the first step. If the vehicle was altered, meaning that the base vehicle was a complete and OEM certified vehicle (as are most minivans), there needs to be two certification labels on the vehicle; one from the OEM and an alterer label from the alterer. If the base vehicle was an incomplete vehicle, as is the case of many full size vans, there also has to be two labels; one Incomplete Vehicle label from the OEM and one manufacturer certification label from the final stage manufacturer. In some cases, where part of the modifications were subcontracted to a third company, there may have to be an Intermediate stage manufacturer label on the vehicle in addition to the Incomplete and manufacturer labels.

The second step is verifying the vehicle's tire label. The information on the tire labels that most affects mobility vehicles are the **seating capacity** and the **load carrying capacity** (or the combined weight of occupants and cargo). The seating capacity must be separated into Front and Rear and must be accurate based on the maximum number of seating positions available. There cannot be two different seating capacity statements if there is more than one tire label on the vehicle. The load carrying capacity should be verified and considered with regard to the vehicle's intended use. Verifying the load capacity is straightforward and all information to do so is on the vehicle labels. On the tire label, you'll find the total seating capacity and the loading capacity (described as "The combined weight of occupants and cargo should never exceed XXX pounds"). You simply multiply the seating capacity by 150 and subtract the answer from the load carrying capacity. The result must be greater than zero as it represents the cargo carrying capacity of the

vehicle. Depending on the intended use of the vehicle, you need to be sure that the calculated cargo capacity is sufficient (meaning that it is more than the weight of the wheelchair and its occupant that is going to be used carried in the vehicle).

The third step is to investigate if there is any additional information available that could raise questions regarding the vehicle's compliance, or the opposite – if there is any additional information available that increases your level of confidence that the altered vehicle is, in fact, compliant. Some States and funding agencies conduct their own compliance review of vehicle manufacturers and NMEDA's Compliance Review Program (CRP) lists the compliance status of participating companies. The CRP has hired independent engineers that have worked in the mobility industry and with safety standards to review FMVSS crash test and seat/seat belt requirements.

By following these basic steps, you are equipping yourself with information that helps demonstrate that you did consider safety before selling a modified vehicle and that a reasonable due care was performed with regard to Federal requirements and vehicle safety. In many cases that I am familiar with, such due care would have saved lives.

QAP Scorecard

Totals for March 2011 - May 2011

**TOTAL QAP MEMBERS IN
GOOD STANDING:
227**

New Applications:	8	Initial Accreditations:	6
Suspensions:	2	Reinstated:	1

QUALITY ASSURANCE PROGRAM

NMEDA QAP ACCREDITED DEALERS

THE FOLLOWING DEALERS HAVE MET ALL THE REQUIREMENTS OF THE NMEDA QUALITY ASSURANCE PROGRAM, AND HAVE BEEN INSPECTED BY AN INDEPENDENT ENGINEERING FIRM (RADCO) FOR COMPLIANCE TO NMEDA GUIDELINES, TRAINING, INSURANCE, WELDING CERTIFICATION AND RECORD KEEPING.

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QUALITY ASSURANCE PROGRAM

NMEDA QAP ACCREDITED DEALERS

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Adaptive Driving Solutions
3027 Riverwatch Ln.
Augusta, GA 30907
(706) 364-2688
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
AMS Vans, Inc.
5555 Oakbrook Pkwy, Bldg 500
Norcross, GA 30093
(770) 729-9400
Mobility Equipment Installer
Custom Mobility Van & Lift
315 Whitehead Rd.
Athens, GA 30606
(706) 353-1099
Mobility Equipment Installer
High Tech Driving Systems Installer
Structural Vehicle Modifier
HDS Vans & Mobility
1310 Kennestone Circle, Suite 2
Marietta, GA 30066
(800) 444-9100
Mobility Equipment Installer
High Tech Driving Systems Installer
Quail Country Customs
731 S. Westover Blvd.
Albany, GA 31707
(229) 432-7258
Mobility Equipment Installer
Quail Country Customs, Inc.
2635 Hwy 247 Connector
Byron, GA 31008
(478) 956-1225
Mobility Equipment Installer
R & R Van Lift Sales & Services, Inc.
2130 Sigman Rd.
Conyers, GA 30012
(770) 483-0767
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

ILLINOIS

MobilityWorks
23855 W. Andrew Rd.
Plainfield, IL 60585
(815) 254-2000
Mobility Equipment Installer
High Tech Driving Systems Installer
MobilityWorks
155 E. North Ave.
Villa Park, IL 60181
(630) 782-1900
Mobility Equipment Installer
High Tech Driving Systems Installer
Southern Bus & Mobility
12950 Koch Lane
Breese, IL 62230
(618) 526-4131
Mobility Equipment Installer
High Tech Driving Systems Installer
United Access
706 W. Bradley
Champaign, IL 61820
(217) 398-1053
Mobility Equipment Installer
High Tech Driving Systems Installer
United Access
2924 N. Dirksen Pkwy.
Springfield, IL 62702
(217) 544-2699
Mobility Equipment Installer
High Tech Driving Systems Installer

INDIANA

ADM Mobility Solutions
8360 W. Washington St.
Indianapolis, IN 46231
(317) 481-8707
Mobility Equipment Installer
High Tech Driving Systems Installer
McCrocklin Ford Sale, Inc.
810 W. Mill Street
Middletown, IN 47356
(765) 354-2261
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Superior Van & Mobility
3725 W. Cleveland Rd., Suite 400
South Bend, IN 46628
(866) 340-8267
Mobility Equipment Installer
High Tech Driving Systems Installer
Superior Van & Mobility
2218 Contractors Drive
Fort Wayne, IN 46818
(877) 497-8267
Mobility Equipment Installer
High Tech Driving Systems Installer
Superior Van & Mobility
5410 S. Madison Ave.
Indianapolis, IN 46227
(317) 781-6900
Mobility Equipment Installer
High Tech Driving Systems Installer
Superior Van & Mobility
3414 Interstate Dr.
Evansville, IN 47715
(812) 402-8267
Mobility Equipment Installer
High Tech Driving Systems Installer

IOWA

Siebert & Associates, Inc.
405 Coolidge St.
Glenwood, IA 51534
(712) 527-3888
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Siebert Mobility, Inc.
5432 Miede Dr., Ste. #1
Grimes, IA 50111
(515) 986-3010
Mobility Equipment Installer
Siebert Mobility of Iowa
3554 Dolphin Dr.
Iowa City, IA 52240
(319) 351-3159
Mobility Equipment Installer

QUALITY ASSURANCE PROGRAM

NMEDA QAP ACCREDITED DEALERS

THE FOLLOWING DEALERS HAVE MET ALL THE REQUIREMENTS OF THE NMEDA QUALITY ASSURANCE PROGRAM, AND HAVE BEEN INSPECTED BY AN INDEPENDENT ENGINEERING FIRM (RADCO) FOR COMPLIANCE TO NMEDA GUIDELINES, TRAINING, INSURANCE, WELDING CERTIFICATION AND RECORD KEEPING.

Total Mobility

2406 W. 2nd Ave.
Indianola, IA 50125
(515) 961-0575
Mobility Equipment Installer
High Tech Driving Systems Installer
Structural Vehicle Modifier

KANSAS

Jay Hatfield Mobility, LLC
200 S. East Avenue
Columbus, KS 66725
(239) 936-6333
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

United Access
7921 Bond St.
Lenexa, KS 66214
(913) 894-8080
Mobility Equipment Installer
High Tech Driving Systems Installer

KENTUCKY

Marilyn's Medical Freedom, Inc.
4860 Old Mayfield Rd.
Paducah, KY 42003
(270) 534-9713
Mobility Equipment Installer

Movin On Mobility Mid America. LLC
3301 Fern Valley Road
Louisville, KY 40213
(502) 964-3556
Mobility Equipment Installer

Superior Van & Mobility
4734 Rockford Plaza
Louisville, KY 40216
(502) 447-8267
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Superior Van & Mobility
1180 E. New Circle Rd.
Lexington, KY 40505
(888) 742-8267
Mobility Equipment Installer
High Tech Driving Systems Installer

LOUISIANA

Access Vans of LA, Inc.
17300 Hwy. 77
Grosse Tete, LA 70740
(225) 648-3100
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Access Vans of LA-New Orleans
1901 Westbank Expressway, Ste. 500
Harvey, LA 70058
(504) 362-9491
Mobility Equipment Installer

Crescent Vans, Inc.
2424 Hickory Ave.
Metairie, LA 70003
(504) 738-2634
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Fastserv Medical Monroe
112 Summer Lane
West Monroe, LA 71291
(318) 396-3366
Mobility Equipment Installer
High Tech Driving Systems Installer

MAINE

Ride-Away Corp
32 Lewiston Rd., Unit 2B
Gray, ME 04039
(207) 657-6664
Mobility Equipment Installer
High Tech Driving Systems Installer

MARYLAND

Oneness Mobility Services
7620-A Penn Belt Dr.
Forestville, MD 20747
(866) 570-6686
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Ride Away of Maryland
11409 Maryland Ave.
Beltsville, MD 20705
(301) 595-4466
Mobility Equipment Installer
High Tech Driving Systems Installer

MASSACHUSETTS

Adaptive Mobility Equipment, Inc.
1551 Fall River Ave. (Route 6)
Seekonk, MA 02771
(508) 336-2556
Mobility Equipment Installer
High Tech Driving Systems Installer

Automotive Innovations
4 First Street
Bridgewater, MA 02324
(508) 697-8324
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

New England Wheels, Inc.
33 Manning Rd.
Billerica, MA 01821
(978) 663-9724
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Ride-Away Handicap Equipment Corporation
333 Boston Providence, Bldg. C
Norwood, MA 02062
(781) 278-8885
Mobility Equipment Installer
High Tech Driving Systems Installer

Ride-Away Handicap Equipment
249 E. Washington St.
N. Attleboro, MA 02760
(508) 643-0605
Mobility Equipment Installer
High Tech Driving Systems Installer

MICHIGAN

Access Mobility Center
7620 Eastman Ave.
Midland, MI 48642
(989) 633-6100
Mobility Equipment Installer

Advantage Mobility Outfitters
3990 Second St.
Wayne, MI 48184
(734) 595-4400
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Clock Conversions
6700 Clay Ave.
Grand Rapids, MI 49548
(616) 698-9400
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Clock Conversions
587 W. Blue Star Drive
Traverse City, MI 49684
(231) 943-9890
Mobility Equipment Installer

Clock Conversions - Lansing
5540 S. Pennsylvania Ave., Suite #11
Lansing, MI 48911-4012
(517) 272-4488
Mobility Equipment Installer

MobilityWorks
1965 East Avis
Madison Heights, MI 48071
(248) 616-3004
Mobility Equipment Installer
High Tech Driving Systems Installer

MobilityWorks

8175 Gratiot Rd.
Saginaw, MI 48609
(989) 781-8267
Mobility Equipment Installer
High Tech Driving Systems Installer

MINNESOTA

Cummings Mobility
1755 W. County Road C
Roseville, MN 55113
(651) 633-7887
Mobility Equipment Installer
High Tech Driving Systems Installer

Cummings Mobility Conversions & Supply Inc.
6540 Jansen Ave.
Albertville, MN 55341
(763) 497-0103
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

IMED Mobility, Inc.
1915 Country Rd. C
Roseville, MN 55113
(651) 635-0655
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Rollx Vans
6591 W. Highway 13
Savage, MN 55378
(800) 956-6668
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

MISSISSIPPI

Grace Healthcare, Inc.
1120 Broad Ave.
Gulfport, MS 39501
(228) 863-3331
Mobility Equipment Installer

Handicapable Vans
5516 N. State St.
Jackson, MS 39206
(601) 981-0042
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

J's Mobility Unlimited, Inc.
3880 Flowood Dr.
Flowood, MS 39232
(601) 939-2112
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Mobility Systems, Inc.
2857 Oak Grove Rd.
Hattiesburg, MS 39402
(601) 264-0609
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

MISSOURI

D.W. Auto & Home Mobility
1208 N. Garth Ave.
Columbia, MO 65203
(573) 449-3859
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Handicap Conversions, Inc.
8200 NW 97th Terrace
Kansas City, MO 64153
(816) 471-0305
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Southern Bus & Mobility, Inc.
80 South Highway Dr.
Valley Park, MO 63088
(636) 825-0700
Mobility Equipment Installer
High Tech Driving Systems Installer

QUALITY ASSURANCE PROGRAM

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United Access

9389 Natural Bridge Road
St. Louis, MO 63134
(314) 426-1010
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
United Access - Springfield
1389 N. Cedarbrook
Springfield, MO 65802
(417) 890-1043
Mobility Equipment Installer
High Tech Driving Systems Installer
United Access
618 Jackson St.
Columbia, MO 65203
(573) 874-2214
Mobility Equipment Installer
High Tech Driving Systems Installer

NEBRASKA

Kohl's Mobility & Rehab Equipment
12729 Q Street
Omaha, NE 68137
(402) 408-1330
Mobility Equipment Installer
High Tech Driving Systems Installer

NEVADA

Ability Center
6001 S. Decatur Blvd., Ste. N
Las Vegas, NV 89118
(702) 434-3030
Mobility Equipment Installer
High Tech Driving Systems Installer
Better Life Mobility Center
2695 S. Decatur Blvd., Suite 100
Las Vegas, NV 89102
(702) 876-9606
Mobility Equipment Installer

NEW HAMPSHIRE

Ride-Away Handicap Equipment Corp.
54 Wentworth Ave.
Londonderry, NH 03053
(800) 237-7979
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

NEW JERSEY

Accessible Vans & Mobility
2303 Wallace Blvd.
Cinnaminson, NJ 08077
(856) 829-9449
Mobility Equipment Installer
High Tech Driving Systems Installer
Brunswick Automotive Professionals
1490 Route 1 North
North Brunswick, NJ 08902
(732) 545-6300
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Drive-Master Corp.
37 Daniel Road West
Fairfield, NJ 07004
(973) 808-9709
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Fun Truck'n Mobility
255 Route 46 West
Saddle Brook, NJ 07663
(973) 546-1900
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Monmouth Vans, Access and Mobility
5105 Rts. 33/34
Farmingdale, NJ 07727
(732) 919-1444
Mobility Equipment Installer
High Tech Driving Systems Installer

Performance Van Shop, Inc.

1549 Gateway Blvd.
Woodbury, NJ 08096
(856) 848-3470
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

NEW MEXICO

New Horizon Vans, Inc.
3219 Candelaria NE
Albuquerque, NM 87107
(505) 884-2492
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

NEW YORK

Abilities Unlimited
90 E. Jefryn Blvd.
Deer Park, NY 11729
(800) 664-8434
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Advance Mobility, LLC
4214 Glenwood Rd.
Brooklyn, NY 11210
(718) 253-1212
Mobility Equipment Installer
Structural Vehicle Modifier
Agor Enterprises
1241 Erie Blvd., W.
Syracuse, NY 13204
(315) 510-4272
Mobility Equipment Installer
Agor Enterprises, Inc.
951 Panorama Trail S.
Rochester, NY 14625
(585) 385-2556
Mobility Equipment Installer
Autocrafting Mobility Solutions of Rochester LLC
997 Beahan Road
Rochester, NY 14624
(585) 427-7220
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Boulevard Van City
2708 Niagara Falls Blvd.
Wheatfield, NY 14304
(800) 876-2708
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Bussani Mobility Team
500 Central Avenue
Bethpage, NY 11714
(516) 938-5207
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Bussani Mobility
501 Concord Ave.
Mamaroneck, NY 10543
(914) 835-8267
Mobility Equipment Installer
High Tech Driving Systems Installer
Craftsmen Mobility Systems
570 Hance Rd.
Binghamton, NY 13903
(607) 669-4530
Mobility Equipment Installer
High Tech Driving Systems Installer
Fenton Mobility Products
1209 East Second Street
Jamestown, NY 14701
(716) 484-7014
Mobility Equipment Installer
Structural Vehicle Modifier
Main Mobility
9580 Main Street
Clarence, NY 14031
(716) 759-6811
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Mobility Services, Inc.

19-57 Steinway St.
Astoria, NY 11105
(718) 267-2921
Mobility Equipment Installer
Structural Vehicle Modifier
MobilityWorks
165 Freemans Bridge Rd.
Scotia, NY 12302
(800) 841-3150
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Penn York Mobility
69 Main St.
Binghamton, NY 13905
(607) 773-3622
Mobility Equipment Installer
High Tech Driving Systems Installer
Specialty Conversions, Inc.
615 Sunrise Hwy.
West Babylon, NY 11704
(631) 321-4196
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Tim's Trim Inc.
25 Bermar Park
Rochester, NY 14624
(585) 429-6270
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

NORTH CAROLINA

Carolina Mobility Sales
4025 Queen City Dr.
Charlotte, NC 28208
(704) 399-0900
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Ilderton Conversions of Charlotte
5518 Westpark Dr.
Charlotte, NC 28217
(704) 523-2022
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Ilderton Dodge/Conversion Co.
701 S. Main St.
High Point, NC 27261
(336) 841-6100
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
The Van Shop - Mountain Adaptive
35 Dogwood Rd.
Asheville, NC 28806
(828) 670-1111
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Van Products
2521 Noblin Rd.
Raleigh, NC 27604
(919) 878-7110
Mobility Equipment Installer
High Tech Driving Systems Installer

OHIO

Columbus Mobility Specialists, LLC
6330 Proprietors Rd., Suite C
Worthington, OH 43805
(614) 825-8996
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Key Mobility Services
1944 U.S. St. Rd. 68 N.
Xenia, OH 45385
(800) 539-5438
Mobility Equipment Installer
M.C. Mobility Systems
7588 Tyler Blvd.
Mentor, OH 44060
(800) 951-6238
Mobility Equipment Installer
Structural Vehicle Modifier

QUALITY ASSURANCE PROGRAM

NMEDA QAP ACCREDITED DEALERS

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M.C. Mobility Systems

214 Valley St.
Dayton, OH 45404
(937) 222-5001
Mobility Equipment Installer
M.C. Mobility Systems
10691 Reading Rd.
Evendale, OH 45241
(513) 469-8220
Mobility Equipment Installer
M.C. Mobility Systems, Inc.
7233 Industrial Pkwy.
Plain City, OH 43064
(800) 834-8301
Mobility Equipment Installer
High Tech Driving Systems Installer
Marietta Mobility
211 South Eighth St.
Marietta, OH 45750
(800) 690-4950
Mobility Equipment Installer
High Tech Driving Systems Installer
Structural Vehicle Modifier
MobilityWorks
12117 Princeton Pike
Cincinnati, OH 45246
(513) 791-4000
Mobility Equipment Installer
High Tech Driving Systems Installer
MobilityWorks
810 Moe Drive
Akron, OH 44310
(800) 638-8267
Mobility Equipment Installer
High Tech Driving Systems Installer
MobilityWorks
1020 Laskey Rd.
Toledo, OH 43612
(800) 345-3150
Mobility Equipment Installer
High Tech Driving Systems Installer
Modified Vehicle Specialists, Ltd.
2705 Nebraska Ave.
Toledo, OH 43607
(419) 535-1850
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

OKLAHOMA

HandiCap Aids Company
730 W. Hefner Rd.
Oklahoma City, OK 73114
(405) 842-0511
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Newby-Vance Mobility
5632 S. Division St.
Guthrie, OK 73044
(800) 375-4471
Mobility Equipment Installer
High Tech Driving Systems Installer

OREGON

All In One Mobility
12833 NE Airport Way
Portland, OR 97230
(503) 255-5005
Mobility Equipment Installer
MPJ, Inc.
3574 Marcola Road
Springfield, OR 97477
(541) 726-4001
Mobility Equipment Installer
Structural Vehicle Modifier
Performance Mobility
4347 NW Yeon Avenue
Portland, OR 97210
(503) 243-2940
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
R & J Mobility Services, Inc.
155 "E" St.
Independence, OR 97351
(503) 838-5520
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

PENNSYLVANIA

American Mobility, Inc.
3494 Progress Dr., Unit H
Bensalem, PA 19020
(215) 244-6600
Mobility Equipment Installer
Garon Mobility Vehicles
1617 Peninsula Dr.
Erie, PA 16505
(814) 833-6000
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Keller Wheelchair Lifts
197 Main St.
Luzerne, PA 18709
(570) 288-1004
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Keystone Coach Works
4786 Library Rd.
Bethel Park, PA 15102
(412) 833-1900
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Keystone Mobility
5409 Locust Lane
Harrisburg, PA 17109
(717) 901-3090
Mobility Equipment Installer
M.I.T.S Corporation
11448 N. Main St. Extended
Glen Rock, PA 17327
(717) 235-5899
Mobility Equipment Installer
MobilityWorks
1090 Mosside Blvd.
Wall, PA 15148
(412) 824-8091
Mobility Equipment Installer
High Tech Driving Systems Installer
Ride-Away Corp.
2460 General Armistead Ave., Ste. 100-150
Norristown, PA 19403
(800) 872-7558
Mobility Equipment Installer
High Tech Driving Systems Installer
Total Mobility Services, Inc.
4785 Penn Avenue, Box 7
Boswell, PA 15531
(814) 629-9935
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
VCI Mobility
925 S. Trooper Rd.
Norristown, PA 19403
(610) 666-9100
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
VCI Mobility
6475 Ruch Road
Bethlehem, PA 18017
(610) 837-0707
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

SOUTH CAROLINA

Carolina Mobility Sales, LLC
2546 Leaphart Rd.
West Columbia, SC 29169
(803) 791-7791
Mobility Equipment Installer
High Tech Driving Systems Installer
Iderton Conversion of Charleston LLC
1033 Wappoo Rd. Unit D
Charleston, SC 29407
(843) 576-0414
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Southeastern Health Plus

11816 Hwy. 17 Bypass
Murrells Inlet, SC 29576
(843) 651-5795
Mobility Equipment Installer

SOUTH DAKOTA

IMEDMobility
200 E. 1st St.
Tea, SD 57064
(605) 498-2200
Mobility Equipment Installer

TENNESSEE

Apple Independence Mobility
1152 Pine St.
Lebanon, TN 37087
(931) 528-8755
Mobility Equipment Installer
High Tech Driving Systems Installer
Apple Independence Mobility
306 N. Willow Ave.
Cookeville, TN 38501
(877) 528-5788
Mobility Equipment Installer
High Tech Driving Systems Installer
HDS Vans & Mobility
1325 Mackey Branc Dr.
Chattanooga, TN 37421
(423) 308-8267
Mobility Equipment Installer
High Tech Driving Systems Installer
HDS Vans & Mobility
173 Industrial Dr.
Laverge, TN 37086
(615) 280-5058
Mobility Equipment Installer
High Tech Driving Systems Installer
Mountain Adaptive
3705 Bristol Hwy.
Johnson City, TN 37601
(423) 283-9111
Mobility Equipment Installer
High Tech Driving Systems Installer
Superior Van & Mobility
10640 Braden Dickey Lane
Knoxville, TN 37932
(865) 622-6550
Mobility Equipment Installer
United Access
2180 Hillshire Circle
Memphis, TN 38133
(901) 888-1010
Mobility Equipment Installer
High Tech Driving Systems Installer

TEXAS

Access 2 Mobility, Inc.
12406 SH 155 South
Tyler, TX 75703
(877) 254-5438
Mobility Equipment Installer
Adaptive Driving Access Inc. GM
6836 N. Sam Houston Pkwy W.
Houston, TX 77064
(713) 874-9100
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Adaptive Driving Access, Inc.
3430 E. Sam Houston Parkway S.
Pasadena, TX 77505
(281) 487-1969
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Advanced Mobility Systems of Texas
2110A North Beach
Ft. Worth, TX 76111
(817) 429-1273
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer
Advanced Mobility Systems of Texas
3029 E. Meadows Blvd., A-2
Mesquite, TX 75150
(972) 270-7114
Mobility Equipment Installer
High Tech Driving Systems Installer

QUALITY ASSURANCE PROGRAM

NMEDA QAP ACCREDITED DEALERS

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Alamo Mobility, Inc.
6473 DeZavala Rd.
San Antonio, TX 78249
(210) 697-8884
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

American Lift Aids
2310 Calder
Beaumont, TX 77702
(409) 832-3400
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

American Lift Aids, Inc.
2407 W. Southwest Loop 323
Tyler, TX 75701
(903) 581-8844
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Lift Aids, Inc.
1500 Westpark Way
Euless, TX 76040
(817) 835-0035
Mobility Equipment Installer
Structural Vehicle Modifier
High Tech Driving Systems Installer

Mobility Headquarters of Texas
14300 NW Freeway, Ste. B-10
Houston, TX 77040
(713) 939-9922
Mobility Equipment Installer
High Tech Driving Systems Installer

Mobility Plus
1789 Upland Dr.
Houston, TX 77043
(713) 468-4683
Mobility Equipment Installer
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Open Road Mobility
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Amarillo, TX 79109
(806) 353-2747
Mobility Equipment Installer
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United Access of Dallas
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Garland, TX 75043
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Freewheel Mobility
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Centerville, UT 84014
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Essex Junction, VT 05452
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Waynesboro, VA 22980
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Access Mobility Systems
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Valders, WI 54245
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Stevens Point, WI 54481
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GT Mobility and Services
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Green Bay, WI 54311
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Mobility Works
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Waukesha, WI 53186
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Goldline Mobility & Conversions
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London ON N5W 1X4
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Toronto, ON M3K 2E2
(416) 635-5873
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London, ON N6E 2T8
(519) 690-2300
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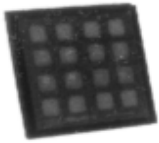
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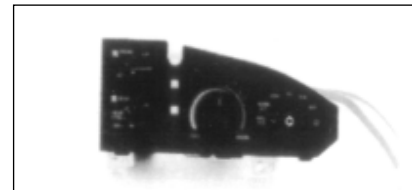
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NMEDA thanks and recognizes these manufacturers for their participation in this voluntary program that enhances the benefits of the Quality Assurance Program.

Company

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623-434-0722

[Q'Straint](#)

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Ft. Lauderdale, FL
800-987-9987

[Vantage Mobility International](#)

5202 S. 28th Place
Phoenix, AZ 85040
800-348-8267

[Freedom Mobility, LLC](#)

N. 2nd Street, Box 129
Green Lane, Pennsylvania 18054
(215) 234-5000

[Pride Mobility Products Corp.](#)

182 Susquehanna Avenue
Exeter, PA 18643
570-655-5574

[Worldwide Mobility Products](#)

720 N. Golden Key St., Suite B6
Gilbert, AZ 85233
480-497-4692

QAP dealers should contact their sales representatives for the
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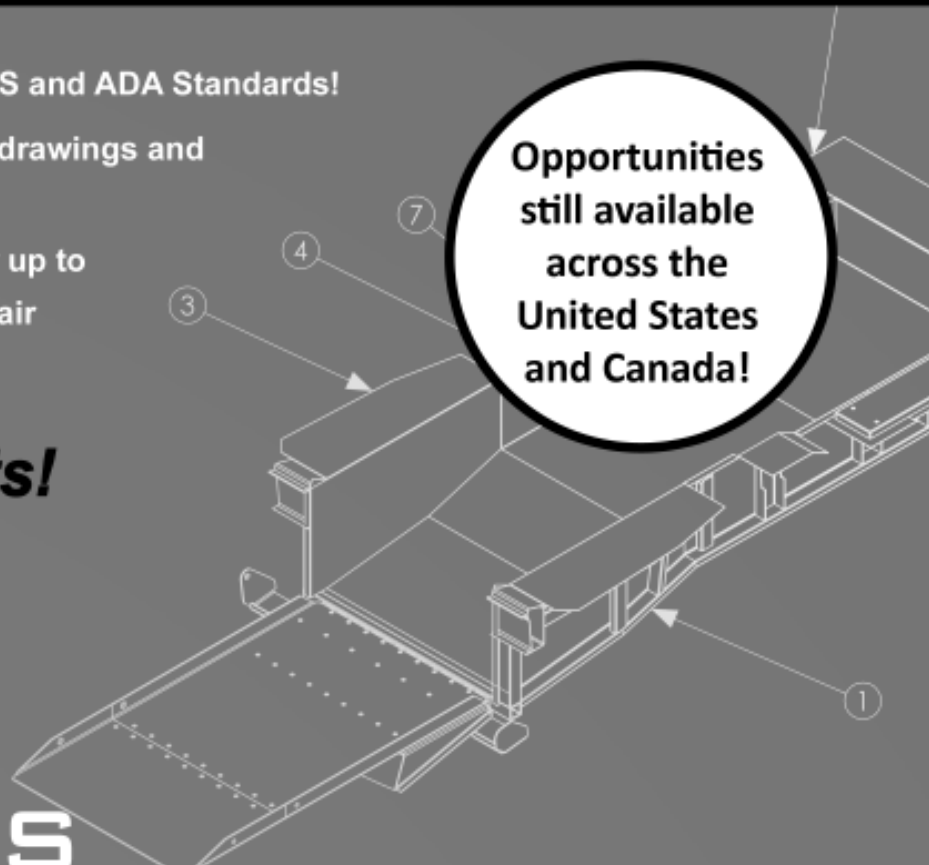
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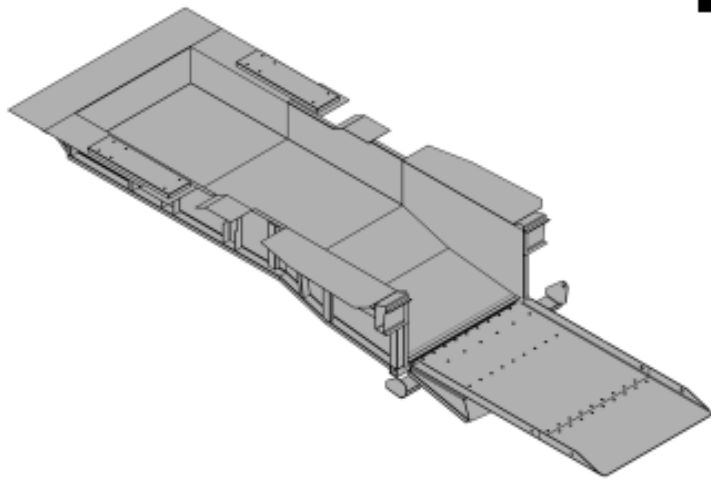
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Technician's Corner

(A tear out page for technicians)

Issue 24

Finding the Source of a Parasitic Battery Draw - Part 2 of 2

Another method of finding parasitic battery drain would be to simply remove a fuse, then plug an amp meter directly into the circuit. If any current were flowing in the circuit, no matter how small, it would show up on the amp meter display.

This method will certainly work, and test equipment is available for this purpose. This tool takes the place of a fuse, allowing a direct amperage reading, which could be especially helpful once the offending circuit had been identified via voltage drop testing. The tool's semi permanent connection at the fuse panel would allow you to conduct further tests on the components in the circuit, which could be very helpful in an intermittent battery drain situation.

There are several classic key-off battery drain sources. A poor-quality or improperly installed aftermarket alarm system can drain a fully charged battery in a few days. The alarm may have more than one connection to the vehicle's electrical system, and the installer may have tapped into the nearest available power source. Besides causing key-off battery drain problems, this can wreak havoc on engine management systems and other delicate electronic systems.

Aftermarket audio systems, especially the kind with huge power amps and pinky-sized wires running directly from the amps to the battery, are another potential source of key-off battery drain problems. The system's control head is supposed to switch the power amps into standby mode when the ignition is off. But even in standby mode, they may draw a few milliamps. And if the head unit has not been properly installed or set up, the power amps may never power down, even when the ignition is off. In this case, the amps may draw several hundred milliamps and the battery will become discharged in short order.

A growing number of new vehicles are available with proximity keys, which function in a manner similar to an instant-on television and its remote control. A radio receiver in the vehicle listens for a signal from the proximity key. When a signal is received, the system must determine if the key is a match with the vehicle. The vehicle doesn't know if the owner is going to be gone for an hour or a week, so it's constantly listening and never goes completely to sleep. Every proximity key that passes within range of the receiver causes the system to consume more battery power for a few minutes as it attempts to identify the proximity key. So if the vehicle were parked in a busy parking structure, key-off battery drain could be accelerated. This problem can be further aggravated if the vehicle is equipped with a relatively small battery.

"One circuit that never sleeps is the transponder ignition key circuit. The antenna ring around the key barrel (or insert hole in the dashboard) always flows a tiny bit of current. When the transponder key head is brought within 2 in. of the antenna ring, this small current inductively charges a capacitor inside the key head. The key head then begins transmitting the code sequence.

When the key is turned to the on/run position, the antenna ring ceases to flow current and becomes a true antenna. Very close to the antenna ring is a signal amplifier. The signal is picked up by the antenna, amplified, then sent on to an immobilizer module or body security module, or directly to the ECM. If the code is correct for the one programmed into the module, the vehicle is allowed to start. In the most common design, the ECM allows the injectors to operate after receiving the correct code. More advanced designs also use the key code to power-up the vehicle. Thus, the signal from the key head goes to two places before the engine starts.

This circuit will always be a parasitic draw because the small current flow is necessary to operate the transponder key system. Always disable the transponder system first when hunting parasitic draw issues by unplugging the connector that feeds the signal amplifier and antenna.

"A transponder key should not be confused with a proximity key. A true proximity key is like a "smart card" that allows the vehicle to identify the user once he's within signal range. Aftermarket units require you to wave a key fob next to a pickup that is hidden somewhere behind a dashboard panel. These systems are known parasitic draw hogs, as are aftermarket security alarm systems. Question the customer to determine if the vehicle is equipped with these aftermarket systems and unplug them when you run into them.

(Continued, next page)

Finding the Source of a Parasitic Battery Draw - Part 2 of 2 (cont.)

(Continued from previous page)

Many high-line vehicles contain modules that go to sleep over a period of 30 minutes. However, the system draw should not exceed 45 milliamps (or so) or you will have a problem draining batteries. A parasitic draw test should not be attempted before the vehicle has sat for at least 30 minutes. If some part of the circuit is pulling a battery dead inside that amount of time, you either have a sulfided battery or you're sitting on a fire hazard (or both). Large-amperage draws can be determined using a field-effect ammeter.

"In a two-driver and two-vehicle family, Mom might have a smart card that is programmed to Dad's car or vice versa. Possibly, Mom is in the habit of leaving the smart card in the glove box, center console, etc., of her car, which is then parked next to Dad's car. The smart card is now within range of the second vehicle.

"Dad's vehicle "wakes up" just because Mom's smart card is close by. This can cause a parasitic draw problem that will not present itself at your shop because both cars aren't at the shop at the same time, parked like they would be at home. The proverbial intermittent issue has now entered your shop to torment you and your staff.

"Many systems will not go to sleep properly if the smart card is within range. This also includes a scenario where the card is inside the house in Mom's purse but close to the vehicle it controls. Smart-card-programmed vehicles may not go into sleep mode if the smart card is within about 25 ft. Question the owner about these features and the customary placement of all smart cards.

"Many high-line vehicles have transponder key systems that will not go into sleep mode if the key is in the ignition. If you're unsure whether the vehicle has a transponder key system, there's an inexpensive tester for transponder keys made by Bianchi that's available at www.americanlock.com. You stick the key in the hole and it will tell you if it's a transponder key and what kind of programming the system has.

"Finally, the vehicle body can act as a ufer. This phenomenon is named after Herbert Ufer, who originated a grounding method for electrical devices during WWII. Have you ever worked on a vehicle that wouldn't erase a fault code until both battery terminals were removed? That's an Ufer Effect.

"Pulling both battery terminals, cleaning them, then performing a parasitic draw test for both voltage and amperage draw after the vehicle has sat for at least 30 minutes is still the most accurate approach to finding and fixing a parasitic draw. Granted, this disrupts the engine management adaptations, but it's still the lesser of the two evils."

Here is one final angle on parasitic draw testing. Let the car sit until it's completely cool (overnight works best). Then use a noncontact IR thermometer to measure the temperature of all fuses. If one fuse is found to have a higher temperature than the others, that's the one that has the current flow. Of course, the current flow needs to be sufficient to create a little heat, and your IR thermometer must be accurate enough to detect the differential.

"There's actually another great use for taking a voltage drop measurement across a fuse when troubleshooting. You can tell if the fuse is any good or if it's really making contact. The voltage drop across a fuse should be a very low value. If you measure across it and get 14 volts, you either have a blown fuse or there's no load connected to that branch of the circuit. "The accuracy of the measurement is not as important as knowing the approximate size of the load. If the unexplained draw is half an amp, then it's time to look for a small glove box light. If the drain is 10 amps, then it's time to look for something that's both big and warm. A draw of 5 or 10 amps will create heat.

"You can sometimes find out what's drawing current by feeling whether it's warm while everything else is cold. This would work for those aftermarket electronic installations. They should be cold to the touch when not operating. Even the ECM will be cold with 20 to 25mA being just enough to keep the memory lit."

Key-off loads are a pain, and most everyone would like to find a better path to solving them...

Special thanks to Karl Seyfert of Motor Magazine and George Lesniak of the Carquest Technical Institute (CTI) for sharing this information. George Lesniak has created spreadsheets that include milliamp values for the three fuse types, all common amp ratings and voltage drop measurements that may be shared. They are available at the new online NMEDA Technician Discussion Group: <http://groups.google.com/group/nmeda-technician-corner> Please email rmorton@monvans.com and request an invitation to this new online resource, several techs have joined already!

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Free Research

In the second quarter of 2010, NMEDA commissioned a study to help understand the competitive marketplace for our association, measure awareness of NMEDA and the services provided. This information helps determine where opportunity exists regarding attitudes, influences and lifestyle factors that affect the decision to purchase a vehicle modification. A secondary research study was conducted targeting Physical Therapists, Occupational Therapists and caregivers to determine where opportunity exists in key attitudes, decision criteria and influencing. To download the research studies visit the **Cooperative Awareness Program** section under **Member Login** at www.nmeda.org



NMEDA members now have access to free advertising and marketing materials that are designed to promote the network of NMEDA dealers, help expand your customer base and increase sales of mobility products. The online library enables dealers and QAP dealers to personalize free advertising to run in their market, creating a customizable solution to your specific advertising needs – just like the invaluable, personalized services you provide your clients.

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NMEDA Hall of Fame Call for Nominations

This year, the Board of Directors voted to establish the NMEDA Hall of Fame in order to honor those who have contributed so selflessly to the establishment and growth of the Automotive Mobility Industry. This did not happen without initiative and leadership from a number of different individuals in all areas of the business. Therefore, we feel it is time to recognize those who have made a significant contribution to supplying freedom and independence to so many special people.

Pick the Category (listed below) in which you are nominating a person. Include in the narrative why you think this individual belongs in the NMEDA Hall of Fame and what significant contributions they have made to the Automotive Mobility Industry. Tell us where and during what time frame they were active and what their current status is in the industry today. This person(s) is not necessarily required to have been a NMEDA member and you can nominate more than one person. Also, keep in mind that just because a person is nominated doesn't guarantee admittance to the Hall of Fame. If they are not chosen one year they can be re-nominated in subsequent years.

NMEDA Hall of Fame - Dealer Criteria

1. To be eligible for the NMEDA Hall of Fame, a candidate must have served at least 10 years in the Automotive Mobility Industry. More specifically the candidate must have served in the capacity of providing services to people with disabilities.
2. Any individual becomes eligible for nomination to the Hall of Fame if they are or have been active in and/or made a contribution to the automotive mobility industry.
3. A candidate for the NMEDA Hall of Fame must have been well known in the industry and would have been recognized as an industry leader by their peers.
4. A candidate for the NMEDA Hall of Fame would have been an innovator and trend setter in automotive mobility industry, and would have had a direct and significant impact on the industry. Evidence of this legacy and the

continued
page 44



Like peas and carrots, it just makes sense.

Always look to your fellow NMEDA members first when buying and selling automotive mobility products and services. As NMEDA members we all adhere to the NMEDA Guidelines helping to ensure the best possible business outcomes.

It just makes sense...

NMEDA members support NMEDA members.

For a complete list of NMEDA members, visit www.nmeda.org.





NMEDA Contact Information Audit

In an effort to improve NMEDA member communications, we would like to reconfirm your contact information currently in our database, make any corrections required and add additional contacts based on job discipline (sales, technical and administration). You may add as many or as few contacts as you want. The key is to print clearly and fax the form to the NMEDA office as soon as possible. **Fax to (813) 962-8970.**

Member Organization Name: _____

Member Type: (check one) Dealer Manufacturer Associate

Organization Business Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Fax:** _____

• **Primary Member Contact Information:** (voting member with fiscal responsibility)

- Would like to receive all NMEDA Communications
- Would like to receive only critical communications (voting, QAP status, financial)

name	email address	telephone - direct line (optional)
------	---------------	------------------------------------

• **NMEDA Contact:** (the person you want to get and manage all NMEDA information)

- Check if same as above. This person should receive all information, too.

name	email address	telephone - direct line (optional)
------	---------------	------------------------------------

CUT HERE

CUT HERE

Sales Contacts: (optional)

name	email address	telephone - direct line (optional)
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name	email address	telephone - direct line (optional)
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name	email address	telephone - direct line (optional)
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Technical Contacts: (optional)

name	email address	telephone - direct line (optional)
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name	email address	telephone - direct line (optional)
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name	email address	telephone - direct line (optional)
------	---------------	------------------------------------

Administration Contacts: (optional)

name	email address	telephone - direct line (optional)
------	---------------	------------------------------------

name	email address	telephone - direct line (optional)
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It is NMEDA's intent to direct all communications to the Primary and/or NMEDA Member contacts as directed, and provide relevant information to the sub-groups (i.e. Sales Training information to sales personnel, Technical Bulletins to technicians, etc.). To add additional people to the contact list, simply place their name, email address and direct line on a separate sheet and fax it to NMEDA.

Please complete this form and fax to NMEDA at (813) 962-8970.

"NMEDA Training" portion of the Members Site for a complete list of opportunities.

- **Mediation** - Complaints and issues have been handled in a very professional format by this committee and most are dealt with quickly, with very positive results for all.
- **Licensing** - New York is on the agenda at this time. Your state could be next. Several have been accomplished.
- **Membership** - At this time, they are establishing a game plan to increase the value perception of our dealers. They are working on bridging the gap between small and large dealers. They are implementing a NMEDA "Hall of Fame" through a sub-committee, which will be an important part of preserving our past as an organization.
- **Conference** - Our 2011 conference just recently passed and already they are planning our next one, striving to make it even better than before. It will take a great deal to match or exceed the last one. WOW!

- **Canadian** - The Canadians are working hard to gain new members into QAP as well as move their chapter forward. It is difficult sometimes, due to the size of some of their dealers. They are very determined and have come a long way in the past year.

This is just a sample of what is happening with our committees. I cannot begin to cover everything and have probably missed some very important issues. Many of these projects will be done by the time you read this but I hope you can get more excited and interested in the monthly goings-on of NMEDA. Dave Hubbard and his staff have done a great job of communicating to the members and updating us when news is available. As I said before: We need to do our part and GET INVOLVED IN YOUR NMEDA even if it is just to go online and see what has been done to benefit us all this quarter or this month.

In parting, I just want to say again that I am honored that our Board members this year have all attended each of our meetings. This means that EVERY member has made the commitment to take time out of their busy schedules and be in attendance. THANK YOU ALL VERY MUCH. It is significant to know they think the association is important enough to them to be there and help get the job done.

AUTOABILITY ANNOUNCES NEXT GENERATION POWER RAMP SYSTEM FOR REAR ENTRY WHEELCHAIR ACCESSIBLE MINIVANS

Clarkston, MI – AutoAbility announced that it's much anticipated One-Touch power ramp system is now available for purchase nation wide. As a leader in the design and manufacture of rear entry wheelchair accessible minivans AutoAbility has developed a power ramp that is fully integrated with the OEM rear hatch control module. This integration allows for One-Touch of the OEM key fob to open the rear hatch and deploy the ramp. One-Touch further provides the same level of Obstacle Detection as the OEM hatch system insuring uncompromised safety.

"Our One-Touch system is another example of our focus on functionality, quality and safety, said Chuck Fortinberry, president of AutoAbility. By partnering with the OEM power hatch supplier, our engineering team has been able to offer technology that is the most advanced in the industry. Not only does One-Touch offer unmatched functionality, our high quality components have been cycle tested to rigorous OEM

standards. In fact the same drive unit is in operation in thousands of vehicles around the world."

In addition to Obstacle Detection, One-Touch can easily be operated manually. Unlike hydraulic systems the electric drive unit clutches disengage when power is not present allowing for unrestricted manual operation of the ramp. Utilizing the existing lightweight aluminum 34" wide ramp, One-Touch is easily operated manually.

"One-Touch provides easy accessibility, to our mobility impaired customers, without sacrificing our industry leading 34" ramp width," said Marc Trafton director of operations. "We have been able to easily integrate One-Touch into our quality focused production process to insure every product meets the high quality standards our customers have come to expect from AutoAbility." Additional information on One-Touch power ramp can be found at www.AutoAbility.com or by calling 800-592-5995.

CEO REPORT: NMEDA in Mid-Year - An Update

continued from page 6

tion pending, this is a great way for a technician to get 6 to 7 training certificates in one easy 3-day session.

The committee is also looking into advanced training properties produced by outside vendors that could apply to our member's businesses. This would include topics such as advanced sales training, business financial management, personnel recruiting and management, risk management, etc. If you have a particular area of expertise that you would like the committee to explore, send us your suggestion via info@nmeda.org and we will make sure it gets considered by the committee. For a complete look at all the training programs available to you as a NMEDA member, sign on to the member portion of the website and click on "NMEDA Training".

At the conference in Daytona Beach this year we announced the formation of the NMEDA Hall of Fame. Looking back over the past 22 years that NMEDA has been in existence, there are an obvious few who should be considered and nominated. Any member in good standing can make a nomination by filling out the form located on the NMEDA website or simply writing a nomination letter addressed to the NMEDA Hall of Fame Committee and tell us who you are nominating and why. Since this is the first year for this program the person or persons selected will hold an important and prestigious position in NMEDA's history. Look for the complete Hall of Fame program rules in this issue of the Circuit Breaker.

Last but not least, the VA Committee continues to make progress in developing a working relationship with the Department of Veterans Affairs. The VA and VBA as well as the PVA committee members continue to meet with representatives from NMEDA to resolve issues submitted by the membership at large. Admittedly, a resolution is not always successful, but they are listening and are working to resolve problems for the benefit of the Veteran and NMEDA members. We are working on getting NMEDA recommended throughout the VA as a preferred supplier for automotive mobility equipment and service, as well as continuing the highly successful "Past Due Invoice Process" put into place last year.

As part of our efforts to support the Veterans, NMEDA is proud to be a sponsor of the Paralyzed Veterans Wheelchair Games in Pittsburg, PA from August 1 – 6, 2011. By joining with others it is our goal to support these disabled athletes and help supply hope and confidence for success, not only in the games, but in life. The Veterans deserve our thanks and support on so many levels that it is only natural for NMEDA to offer its support and encouragement through this worthwhile program.

The high level of activity at NMEDA seems to have become the daily norm. As usual, we could use all the help we can get from the membership. Not everyone has to sign up for a committee or immerse themselves in a major project. However, everyone can pay some attention to NMEDA. If you see something you'd like to see worked on or fixed, let us know. Take advantage of all the resources that have been developed for your benefit. Your observations and suggestions help to guide NMEDA as its eyes and ears. You, in fact, supply the value to NMEDA so that NMEDA can return that value, many times over, to you.

As usual, my phone is always on and I would love to hear your thoughts.



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New York Auto Show a Success for Local Mobility Dealers

For the past 3 years the Greater New York Auto Dealers Association has provided NMEDA with free space at the New York International Auto Show to promote Mobility and gain awareness at the local level. The booth is staffed by the local dealers for the entire ten days of the show. The dealers involved were Brunswick Automotive & Mobility Professionals, Bussani Mobility Team, Drive-Master Corp., Fun Truck'n Mobility and Monmouth Vans, Access, and Mobility. This has proven to be an excellent way to get the word about mobility to over 1.2 million people. The manufacturers supporting us with display product this year were BraunAbilities, Bruno Independent Living Aids and GoShichi Mobility. A special thanks to Dan Bussani for his role in managing the project on the ground in New York.



[Photo caption] (L to R): Carl Surface, Dave Hubbard, Al Ackerman and John Bussani.



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INNOVATION

Modified American Vehicles Sold to Canadians

By Jacques Bolduc, P. Eng.

Recently, a Canadian went to the US and bought a new raised roof full size van. When he tried to get through Canadian customs, he was refused entry because his vehicle was not on the import eligibility lists. He was told to contact Transport Canada, as the customs agent could not allow modified vehicles into Canada unless they were on one of the two lists. The conversation with Transport Canada was probably pretty short! "Provide compliance documents and we'll let your modified vehicle into the country." With his \$80,000 vehicle parked on the US side of the border, he called the vehicle modifier and asked for the compliance documents. The modifier immediately faxed him a compliance certificate on company letterhead that stated that all their vehicles were fully compliant to every Federal standard. Relieved that he had a compliance certificate, he faxed it to Transport and called Transport to be sure he could now bring his new vehicle into Canada. That was probably another very short conversation! A certificate is not sufficient to demonstrate compliance – a description of the vehicle modifications, a list of affected standards and test records or other appropriate documents demonstrating compliance to the affected standards were required. When he forwarded

Transport's requirements to the vehicle modifier, they stated that they were self-certifying and did not need to have any test records or reports, saying repeatedly that their vehicles were certified to all standards.

After further discussions with the modifier, it became clear that they did not have a clue about certification requirements, nor what FMVSS were affected by their modifications. The modifier was advised that raising a roof as well as installing a seat and window affected many standards and they would need to provide seat test reports, flammability reports, the location and type of the window they installed as well as supporting documents showing that they met the OEM requirement to "provide equivalent tie-in between vehicle pillars" over the section where the roof was removed. Producing these documents was not going to happen as the modifier maintained that he was self-certifying his modifications.

Although there were other companies that could have helped certify the vehicle, for example by installing a NMEDA certified roll cage, getting flammability data from the suppliers, removing the added seat and documenting the new window, Transport requires that the original modifier certify the vehicle at the time of modification. Unfortunately, that was not going to happen. After eight months of back and forth discussions, the vehicle is now for sale on the US side of the border.

Before purchasing a modified vehicle in the US or before selling a modified vehicle to a Canadian for importation into Canada, you should call Transport Canada to confirm that the vehicle is eligible to be imported. If the vehicle is not on the Transport Canada lists, you need to apply to have it put on the list, or send the compliance documents to Transport before showing up at the border. The lists are the Preclearance and RIV lists and applications are available online (tc.gc.ca).

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Charles Greenwald, his wife Rose, Roland (Rise-Away Mobility Consultant), Eric Weyler (Bert's son-in-law), AnneMarie Weyler (Bert's daughter) and Bert Francoeur

DISABLED VETERAN DONATES WHEELCHAIR VAN TO FELLOW VETERAN

HARTFORD, CT - On Saturday, May 14, two veterans participated in an exchange that proves the “no soldier left behind” philosophy of the armed forces holds true even decades after time spent on the battlefield.

Charles Greenwald, who served in the Marines for six years, gifted his 2005 BraunAbility wheelchair van to Bert Francoeur, a decorated WWII veteran, at Ride-Away, a local mobility dealership that sells and services wheelchair-accessible vehicles and other mobility equipment.

Greenwald, became a wheelchair user after he was diagnosed with multiple sclerosis in 2003. When he learned he was eligible for funding assistance from the Veteran's Administration to purchase mobility equipment, he met with Mobility Consultant Roland Grundmann at Ride-Away and purchased the van.

“My van has been a life-saver for me,” said Greenwald. “It has given me independence and I've relied on it each and every day since then.”

Last year, when he was able to trade-in his vehicle for a newer wheelchair van, Greenwald returned to Ride-Away and purchased a 2011 BraunAbility Toyota Rampvan. Knowing how much he valued his accessible vehicle, Greenwald wanted to give his used vehicle to another veteran in need.

“He said, ‘If you know of a fellow veteran who could use this vehicle, I'd like to donate it to him...free of charge,’” recounted Grundmann, who knew the ideal recipient. For

nearly four years, Grundmann had been in contact with Bert Francoeur, who had recently lost both legs due to health problems unrelated to his time spent in service. “Bert didn't qualify for mobility assistance from the VA, and because of that, he couldn't afford a wheelchair van.”

If any veteran deserved a helping hand, it certainly is Francoeur. The 91-year-old has volunteered tirelessly on behalf of the VA hospital in West Haven. For years, he organized the volunteer-run transportation department and was commander of the Connecticut Disabled American Veterans Organization. Francoeur recently worked with the Knights of Columbus to raise awareness and funding to purchase a wheelchair-accessible bus so West Haven VA amputee veterans are able to travel on group outings.

Now, the WWII veteran who has spent thousands of hours volunteering for his fellow veterans has received the donation of a lifetime from an equally generous veteran.



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Google Panda Update

By Bob Lundin, Certified Google Partner

In March, Google released a series of algorithm updates many called “The Panda Update”. The Panda update is one of roughly 500 search engine improvements Google will roll out this year. This particular update figures to be a very significant factor affecting how the search engine giant returns its search results. Some notable website owners, including JCPenney, Overstock, eHow and Forbes, learned the hard way that Google meant business. Most SEO experts agree that Google penalized these sites because they included several instances of duplicate/spam content and shady link building practices. In short, they provided little value to their visitors.

Avoiding the fate that befell these giants is imperative. Here’s how you can do-so:

Content suggestions:

- **Have an Easy to Follow Menu** – Menu items above the head graphics often gather little visibility. The user should be able to navigate around the site without using the back button. The user also needs to have an intuitive menu that gives them a firm sense of where they are going within the website.
- **Avoid Splash Intro Pages** – Splash pages delay your readers and search crawlers. Readers need immediate access to important information. In our industry, this means products and service related offerings. It’s vital that you give your visitors immediate access to your main page, without forcing them to waste valuable time navigating past a splash intro page.
- **Format for Internet Readers** – The typical reader skims pages for information. Your content must be easy to read and have proper headings, bullet points, bolding, etc. Even when a reader takes the time to peruse all of your content without skimming, they have a shorter attention span than those reading magazine articles or other traditional formats. This means that you need to eliminate the fluff and get straight to the content – you have to provide immediate value to readers or you will lose their interest (and Google will penalize you, as well).
- **Be Content Rich** – Users will appreciate your site when you provide specific information about your products and services. Having a “content rich” website means that all of your information is unique, that it is well written, and that it addresses what your visitors want to know. Information is king, as you have doubtless heard. Give your readers the information that they want.
- **No Duplicate Content** – If you have duplicate content anywhere on your site, it needs to be removed. If you have worthless information (content that provides no value to your visitors), then it needs to be removed. Google’s Panda update rewards sites that offer original, unique, valuable information to visitors, but it will punish those that do not follow these

guidelines. For evidence of this, witness the immense drop in traffic to sites like EzineArticles and eHow.

- **Graphics/Pictures** – You should keep the graphic size to a minimum, as this affects your site’s load time. I would also recommend strategically placed graphics trying to give the user a visual of the product. This is really important when displaying your inventory. That old saying, “a picture is worth a thousand words” holds true today, particularly with web content. Finally, make sure that you limit the number of words used in your graphics, as these do you little good and can actually decrease the value of the image to your visitors.
- **Advertising** – In addition to spam/duplicate content and shady linking practices, I’ve also noticed something else in common with those sites hit hardest by Google’s Panda update – advertising. Sites like eHow and EzineArticles are chock-full of ad links in the content. Google has altered their algorithm to reduce the rank of these sites, as ad-filled content rarely offers real value to the end reader.

Link Building Suggestions:

- **Influencers** – How many influencers send you business on a monthly basis? Have you asked them for a link to your website? You already have an established relationship with them. A link from a non-profit can help your rankings immensely. However, you must avoid linking from sites with no influence and low page rank. Of course, you also need to pay attention to the value of the link in Google’s eyes. Simply put, if the link is a blatant attempt to drive search engine spiders to your site, you’ll be penalized. Build links with influential sites in related niches and using contextual linking methods.
- **Article Submission** – Submit quality articles to third-party directories with anchor text links pointing back to your site. However, you need to make sure that the directories you submit to have not been knocked off the map by Panda. For instance, in the pre-Panda world, EzineArticles was the undisputed leader in online article directories. Today, they’re far down the list in terms of search engine page rank. Any directory to which you submit must have a solid reputation and must be ranked highly with the new Google update.
- **Press Releases** – Write quality releases about news and events pertaining to your company. Submit your releases through a reputable source that will give you great distribution and help those releases be picked up by news agencies, bloggers and other online sources. However, in order to benefit the most from press releases, they must follow the same rules that apply to your web content. That is, any press release should be relevant, newsworthy and rich with original information.

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VMI 2011 HONDA ODYSSEY WHEELCHAIR CONVERSION VAN CONTINUES TRADITION OF QUALITY, RELIABILITY AND SAFETY

Phoenix, Arizona – Vantage Mobility International (VMI) announced the redesigned 2011 Honda Odyssey with the innovative VMI Northstar and Summit conversions are now available for sale through authorized mobility equipment dealers.

“We’re honored to be a part of the Honda family,” said Doug Eaton, president of VMI. “Over the past five years, we’ve invested a great deal of time and engineering expertise to ensure our Northstar in-floor ramp and Summit fold-out ramp conversions are true to Honda’s quality, reliability and safety standards. This demonstrates our ability to deliver a conversion van that meets the expectations of Honda customers worldwide.”

The 2011 Odyssey is available in four trim levels including EX, EX-L, Touring and Touring Elite, all powered by an efficient 248 horsepower I-VTEC V6 engine. The Odyssey offers best-in-class fuel economy of 19 miles per gallon in the city and 28 miles per gallon on the highway using advanced technologies like the six-speed automatic transmission and Variable Cylinder Management. Honda offers an array of entertainment options on the new minivan, including a 650

Watt stereo system with USB audio interface and 16.2" dual DVD screen.

“We designed our wheelchair conversion of the 2011 Honda Odyssey minivan based on tools and systems acquired from our Lean Manufacturing and Six Sigma initiatives,” added Ted A. Larson, VMI’s vice president of engineering. “Through these advanced manufacturing processes, our engineering team was able to pinpoint potential issues during development and correct them before production began. It’s our way of staying true to the same core values that has made Honda one of the leading automotive manufacturers around the world.”

The Honda includes an improved FLEX floor that provides an unprecedented 12 ¾" drop from the original floor, affording the conversion two unique distinctions; the most wheelchair maneuvering room and the lowest ramp angle of any VMI conversion. E-coated for corrosion resistance and assembled with lightweight stamped metal components, the FLEX floor is VMI’s foremost statement on innovation.

Both the Honda Northstar and Summit conversions feature an improved PowerKneel™ system to reduce noise and increase dependability. The PowerKneel™ lowers the vehicle to provide the wheelchair user with a lower ramp angle when traveling into and out of the vehicle. The system has an electro-hydraulic actuator that uses less energy and a built-in manual release for safety.

The Northstar conversion includes:

- 55" Door opening height
- 30" Usable ramp width
- 750 lb. Load rating
- SURE DEPLOY™ Emergency Backup System
- Successfully completed two 10,000 mile validation cycles

The Summit conversion includes:

- 55" Door opening height
- 28 7/8" Usable ramp width
- 600 lb. Load rating

VMI has already passed all required Federal Motor Vehicle Safety Standards (FMVSS), including the rigorous 50 mph rear impact collision, which tests floor structure and fuel system integrity. VMI spared no cost to make the 2011 Honda Odyssey conversion the safest and most reliable vehicle in the mobility market.

“We put every vehicle through meticulous testing to make sure it exceeds FMVSS regulations,” noted Eaton. “We believe that merely meeting minimum safety requirements is not good enough. We’re committed to ensuring that our dealers and consumers have a product they can trust the minute they turn the ignition switch. This level of commitment keeps VMI in sync with the core values espoused by the Honda brand.”

The 2011 Honda Odyssey with the VMI wheelchair conversion is currently available to the public. For more information, visit VantageMobility.com.



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Vehicles Added to the Canadian Pre-clearance List

By Jacques Bolduc, P. Eng.

Two American alterers/modifiers recently submitted applications to have their altered vehicles added to Transport Canada's pre-clearance list.

In order to be accepted for preclearance, the companies needed to demonstrate the vehicle's compliance to all safety standards affected by their modifications. A demonstration of compliance requires a precise description of vehicle modifications, a technical review of each applicable safety standard affected by the modification and any supporting test reports needed to allow Transport Canada to ascertain the vehicle's compliance to those standards that are affected. Added recently to the preclearance list are:

- Adaptive Mobility Systems (Norcross, Georgia)
- Auto Ability (Clarkston, Michigan)

The preclearance list is posted on the Transport Canada web site at <http://wwwapps.tc.gc.ca/saf-sec-sur/7/pcl-lir/Menu.aspx>, which has many search options. Although the compliance documents usually come from the American modifier, it is the Canadian importer that must apply to import the vehicle. The American modifier can submit the compliance documents on behalf of the Canadian importer but Transport Canada will address any questions to the Canadian importer and all documents will be returned to the Canadian company.

Application forms for the US modifier and the Canadian importer are available on the Transport Canada web site at <http://www.tc.gc.ca/eng/roadsafety/safevehicles-importation-pre-clearance-index-447.htm>.



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Canadian Version (Includes Français Translation) ***Pack of 20 Guides***	20.00		
NMEDA Dealership Promotional/Showroom Brochure "Look for This Symbol!"	.20		
NHTSA - Adapting Motor Vehicles for Older Drivers Brochure	N/C		
NHTSA - Make Inoperative Labels	.25		
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Wheelchair Logo Pin	2.50		
NMEDA Logo Sticker (2 per sheet)	Set - 5.00		
NMEDA Average Price Survey (Conducted in 2009)	50.00		
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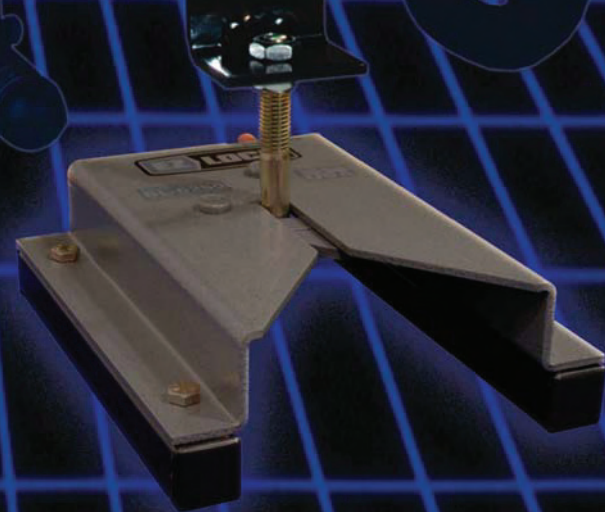
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Formulating the Right Strategies for Successful Social Media Marketing

By Simon Johanson

As a business owner, your primary concern is to develop the right kind of brand image of your business and Social Media Marketing helps you in this regards. However framing the right strategy is a must which will help you stand apart from others and create a separate niche. For framing the right strategy, sufficient research must be done. This research is learning a bit more than just finding the target audience. This research oriented social media marketing strategy includes identifying the most populated interactive websites in the Internet and the most popular social networking sites. You can make use of popular social networking such as Facebook, LinkedIn, Twitter and more.

A business page in Facebook or creating a Blog (www.wordpress.com) are some of the basic things you may do. Starting a blog will let you discuss relevant topics on your business. Your blog should be like that of a hub which will incorporate all the links and references of your networking sites and other similar resources. You may also create a discussion forum, wherein you may interact with tons of people based on your posts. After sufficient research is concluded, you may move ahead with some goal oriented social media marketing strategies.

Social media marketing strategies must be *goal-oriented*. It is important that you are aware of what end result you wish to derive and know what is your target market. Social Media Marketing will not only create brand awareness or put your website in higher search engine rankings, but will also create a space whereby you will get the chance to interact with a set of consumers. So blatant promotion sans planning may boomerang your business and spam all your efforts. Repeated blogging or tweeting may not bring the kind of result you would love to have. formulate your strategies according to the goal you wish to achieve, rather than aimlessly beating around the bush.

Social Media Marketing involves less or no capital investments and hence small businesses can draw considerable amount of profit from it. While big corporate houses spend huge amount of money for promoting their business, the small firms often get displaced in the competitive market and fail to generate proper exposure. Many social media marketing tools are free and it is just the right kind of social media marketing strategies that will bear the fruit of success.

Unplanned Social Media Marketing will not do any good to your cause. Even if you are over-flooding a host of social networking sites with promotional items, you are sure to lose all notice and annoy viewers who will not pay any heed to your efforts. Thus it is necessary that you give some time to your efforts to yield fruit. Aggressive blogging or recurring article, press release submission will never produce results within a week, but will take considerable amount of time. So you need to dedicate an ample amount of time to this process to get back a commendable output. You need to constantly research about the latest developments, assess the latest trends and formulate newer policies accordingly and monitor the feedback you are receiving.

Marketing forms the spine of any business and formulating the right strategy is the prime pre-requisite. With the concept of Social Media Marketing becoming an outstanding phenomenon for promoting business, drafting a proper plan is necessary. Proper strategies will not only benefit your business in terms of revenue but will also create a brand awareness within the web world.

Social Media Secrets You Need to Know

By Jill MacEachern

Secret #1: Tools for Listening

After you create your social media marketing plan you have to continually work at it, update it and interact in order to build up your credibility and reputation. One of the most important and crucial aspects of social media is listening. You can see what your customers are saying about you, you can learn what they like or dislike about your products/services and you can handle your online reputation properly by listening to what consumers are saying about your company and ensuring that viral buzz is positive.

One great tool to use to ensure you are keeping track of any articles, news or comments with your company, brand, products or services mentioned is Google Alerts. You can set up an automatic email alert to ensure that any content mentioning something about your Business Plan will send you an email with the content. Another great tool specifically for keeping track of what users are saying about you on Twitter is twilert.com. This program will alert you whenever anyone discusses your company, brand, products or services as well as whether the tone of the content was negative or positive. Another tool used to track and protect your online brand reputation is to use howsociable.com. How Sociable offers a Pro service which allows you to provide great reports for colleagues, conduct brand comparisons with your competitors, keep an eye on your brand reputation with real time visibility and track your social media results with historical data.

Yahoo's Pipes is another powerful tool to aggregate, manipulate and mash-up content from around the web. Another fantastic and powerful tool for tracking your online brand reputation, seeing what users are saying about you and comparing your results to your competitors is Social Mention. Social Mention allows you to receive free daily email alerts of your brand, company, CEO, marketing campaign, as well as news articles and blogs which are in your area of interest.

So as you can see, there are dozens of different online

brand reputation measurement tools which are available at your fingertips and can assist you in tracking your online reputation, your competition, and what your customers are saying about you. These tools are also great for determining your return on investment for the time and money you invest into your social media marketing plan.

Secret #2: Automate your Social Media Marketing Efforts

Once the social media account creation tasks are complete, the boring part is over. The next stage involves growth, building and interaction. To give you some assistance in determining what tools and strategies you should be implementing to build your customer base, your social media growth and your brand image, here are some great secrets from social marketing gurus: **The key is automation.** By automating your social media marketing tasks, you can save yourself a large amount of time and money.

One of the top and most simple-to-use social media marketing automation tools today is Ping.fm. Ping is a very simple to use and totally free service that allows you to update your social networks very quickly so you can get back to more important tasks. Another extremely important tool to incorporate into your social media marketing services campaign is to connect your Facebook page, Twitter page and your blog website. You can do this by signing up with Twitterfeed.com. Twitterfeed will automate this entire process for you so when you do something on one of your social media networks it will automatically post to all other social media networks, which will save you a large amount of time.

Secondly, one of the best strategies for a social media marketing plan is **creating a basic marketing video** to go viral. In this time period people absolutely love videos, hence why YouTube is one of the top social media networks online today. So if you are able to create a very simple marketing video, get it posted on

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NMEDA Manufacturer Service School in Philadelphia/NJ SOLD OUT!

By Pete Lucas

For the third time in less than a year, a NMEDA Manufacturer Service School (MSS) has sold out BEFORE the registration deadline passed!

Accessible Vans & Mobility (AVM) hosted this highly successful service school on April 12-14, 2011 at their convenient suburban New Jersey facilities. AVM set a new benchmark standard in MSS hosting by providing lots of extras; including a welcome BBQ, cushioned seat upgrades, Philadelphia-style pretzels and beverages. 35 attendees representing 20 dealerships from all across the US & Canada attended the training. 7 manufacturers were on hand to train attendees in best installation and service practices for their products. Presenting manufacturers included: MPS, Sure-Grip, Freedom Mobility, Crescent Industries, Adapt Solutions, MPD and Q'Straint. The class gave this MSS 4.34 of 5 stars on a weighted average survey. Here are some of the comments from the 35 MSS attendees:

- "...very interactive, hands-on learning, and very useful product knowledge"

- "...overall very knowledgeable and efficient training program that accomplished a lot of certifications in a short amount of time"
- "Excellent hosts! Great Food!"

More 2011 NMEDA Manufacturer Service Schools Coming Soon! (Limited registration)

We are tentatively planning to schedule two more regional Manufacturer Service Schools for 2011; one for summer and one for fall. The summer MSS will be held in Seattle on July 12-14.

Registration is open for the MSS-Seattle and details will be coming out soon in the training area of the NMEDA website for the Fall MSS. Space will be limited to 30 trainees, so make sure to take advantage of these valuable hands-on training opportunities before they sell out again.

For more details contact Pete Lucas at 800-833-0427
pete@nmeda.org



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Social Media Secrets You Need to Know

continued from page 40

all your social media networks and you should see some great results. In the marketing video, don't preach about your products too much; add some humor, add some reality as opposed to sales and you will be able to successfully connect with your customer.

One concern many managers have is to determine the return on investment of creating a marketing video. Obviously, with the time and money gone into creating a video, managers want to determine whether or not it was worth it and whether or not they should continue to produce marketing videos. TubeMogul will provide you with a powerful tool of measuring the ROI of your marketing video. TubeMogul will allow you to see what demographics are viewing your videos, what geographical areas are viewing your videos and how long they are viewing your videos. You can analyze everything to ensure that your marketing video is getting the buzz it needs.

Social Media. You're Not Doing it Right.

By Don Snyder, Professional Blogger

Every day, more businesses and individuals jump into the deep end of the social media pool. Internal or external pressures dictate that you simply **MUST** have a Twitter account or a Facebook page or a LinkedIn profile or a Foursquare offer or even a Groupon discount. The problem is, you are correct about the need for a presence, but most of you are oh-so-wrong in the way you execute.

Social Media. You're not doing it right if...

1. You're talking more than you're listening
2. You're using social media to just broadcast more of your company announcements, discounts, specials, and press releases
3. You're ranting more than you're raving
4. You don't have a Facebook business page
5. You're not participating in LinkedIn discussion groups
6. You're trying to sell your stuff instead of share your knowledge
7. You're a hawker instead of a helper
8. You're treating social media like a board meeting instead of a happy hour
9. You're just handing out your business cards instead of making introductions
10. You're not following and liking your clients
11. You're not using *Google Alerts* or *Twilerts* to subscribe to search results about your clients, competitors (and yourself)
12. You don't use <http://search.twitter.com> to find people in your region who have expressed specific interest in your specific area of expertise
13. You're not asking followers and fans their opinions on your products and services, and then using those answers to innovate and constantly improve
14. You're not using sites like Focus.com and Quora.com to answer questions and demonstrate your knowledge
15. You're not using social media to drop breadcrumbs that lead back to your regular site/blog
16. You're not the *Mayor* of someplace in your area
17. You don't treat the Mayor of your business better than you'd treat the REAL mayor if they walked in to your office
18. You don't invite and incentivize people to check-in to your location
19. Your posts are automated or programmed instead of personalized
20. Your profile picture is a logo instead of photo of a human being
21. Your social media links aren't featured on your business cards
22. You say "Find us on Facebook" and expect people to search for you instead of simply providing the "/page-name"
23. You delete negative comments instead of replying to them both personally and publicly
24. You try to control the conversation instead of just participating in it
25. You're advertising instead of socializing
26. You're not retweeting and sharing great posts of others
27. You're not caring and sharing
28. You're judging your success based upon ROI (Return on Investment) instead of ROE (Return on Engagement)
29. You think this list will ever be complete...

...*You're Not Doing It Right!*



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NMEDA Hall of Fame Call for Nominations

continued from page 22

significance of its impact must be chronicled in the nomination form.

5. A candidate must receive a minimum affirmative vote of 60% (5 out of 7) of the members of the NMEDA Hall of Fame Committee.

Hall of Fame Criteria – Allied Categories

1. Individuals who are allied to the automotive mobility industry – specifically manufacturers, driving rehabilitation specialists, related health care fields and government personnel working with rehabilitation services, among others – can also become candidates for the NMEDA Hall of Fame.
2. An individual becomes eligible for nomination to the Hall of Fame who has been, or is currently, active in the automotive mobility industry.
3. A candidate for the NMEDA Hall of Fame must have been well known in the automotive mobility industry and would have been recognized as an industry leader.
4. A candidate for the NMEDA Hall of Fame will have been an innovator and trend setter in their respective field of endeavor and would have had a direct and significant positive impact on the automotive mobility industry. Evidence of this legacy and the significance of its impact must be chronicled in the nomination form.
5. A candidate must receive a minimum affirmative vote of 60% (5 out of 7) of the members of the NMEDA Hall of Fame Committee.

Selection Limitations

1. No more than three individuals meeting the criteria for membership in the Hall of Fame (dealer category) will be selected to the Hall of Fame in a single year with the exception of the first two years, where the maximum per year will be five. No more than one person meeting the criteria for Hall of Fame (Allied Category) will be selected per year with the exception of the first two years, where the maximum per year will be two.
2. There is no limit to the number of times a person may be considered for the Hall of Fame.
3. There is no lower limit to the number of inductees that must be selected.

Nomination Process

1. Anyone in the automotive mobility industry may submit nominations to the NMEDA Executive Director.
2. In order to be eligible for nomination, a Hall of Fame nomination form must be completed and returned to the Executive Director, or a member of the Hall of Fame Sub-Committee. These forms may be secured by request or on the NMEDA website.

Announcement and Recognition of Inductees

1. The announcement of those selected for induction into the Hall of Fame shall be made in a special release to the Mobility news media by the Executive Director.
2. All selections will be presented at the NMEDA Annual Conference.

Hall of Fame Sub-Committee

1. The NMEDA Hall of Fame Sub-Committee will be comprised of at least 7 members. These members will review nominations received until October 31 of each calendar year. Committee members will place their votes with the Executive Director by December 15 of each year. Voting will be reported by December 31 of each calendar year.
 - a. The Hall of Fame Sub-committee will be comprised of:
 - One Board Member - dealer
 - One dealer member from the Membership Committee
 - Two additional Dealer Members
 - Two Manufacturer members
 - One Associate members
 - b. Hall of Fame Sub-Committee members will serve a term of two years with 3 rotating off after the first year and 4 rotating off after the second year. This respective rotation pattern will continue every year thereafter, (3 members one year - 4 members the next).
2. The Current Hall of Fame Committee members are:
John Quandt – Chairperson
Bob Nunn – Board Member
Doug Eaton
Mark Whitehouse
Marc Sagal
Michael Dresdner
Carolyn Watts

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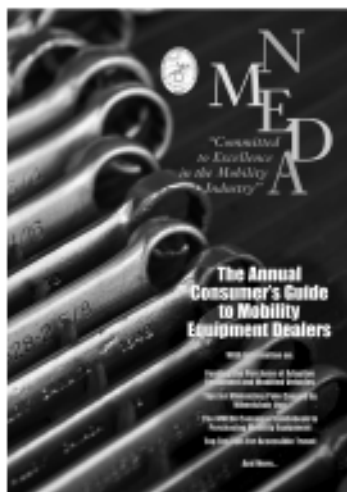
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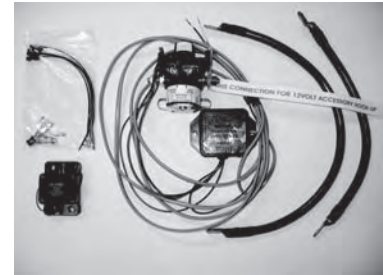
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Google Panda Update

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- **Social Media** – If you are not already using social media to your advantage, now is the time. In addition, you should make sure you're using sites like Facebook, but also developing a presence on Twitter. Tweets through Twitter can actually show up in natural search results, so this provides you with a valuable tool for building additional links back to your website at no additional cost. Of course, the increased visibility, "fan" interaction and the presence of links on your social media pages will also help.

Successfully following these tips will help maintain page rank and even boost your standings in Google search results. It will also help to ensure that you provide the utmost value to your visitors, which is the entire point of the website in the first place.

Please email bob@imedconsulting.com with any questions and/or comments.

TOYOTA AND BRAUN DONATE WHEELCHAIR ACCESSIBLE VEHICLE TO ALS GUARDIAN ANGELS FOUNDATION

WICHITA, Kansas – Toyota Motor Sales (TMS), U.S.A., Inc. and the Braun Corporation announced the donation of a 2011 Toyota Sienna with a BraunAbility Rampvan® XT wheelchair van conversion to the Amyotrophic Lateral Sclerosis (ALS) Guardian Angels Foundation. As part of his grand prize package from last year's Toyota Sponsafier 2 contest, Jeff Hallowell of Maize, Kansas will use the Rampvan on behalf of the organization.

Hallowell, who was diagnosed with ALS—commonly known as Lou Gehrig's Disease—nearly nine years ago, and his son created a dynamic online rendering of a NASCAR Sprint Cup car as part of Toyota's Sponsafier 2 contest—the quest to take one fan's masterpiece from online design to real sheet metal. Their "Lou Gehrig aka ALS" design received thousands of fan votes and a nod from the judges, earning it top honors. As a result, their inspired paint scheme was brought to life at Toyota's PitPass display during the November 2010 NASCAR Sprint Cup Series race in Phoenix. Toyota flew Hallowell and his family to Phoenix to attend the race weekend festivities and spend time with several Toyota NASCAR drivers, including Kyle Busch, Joey Logano, Todd Bodine and Mike Skinner. In addition to hosting the family, Toyota also pledged its support to the ALS Guardian Angels Foundation in the form of a Sienna wheelchair van conversion.

"Toyota has a long-standing commitment to serving the community," said Ed Laukes, corporate motorsports marketing manager for Toyota. "We're honored to support the ALS Guardian Angels Foundation and hope this vehicle will provide increased mobility and improved quality of life for Jeff and his family."

"As a company who has served the disability community for over 40 years, Braun understands the significant impact that mobility can have on your life," said Nick Gutwein, President of Braun. "The Hallowell family deserves that independence, and we're proud to be able to help bring it to them."

Toyota Advertising Manager Russ Koble and BraunAbility Area Sales Manager Lloyd Updike will present the 2011 Toyota Sienna Rampvan® XT to the ALS Guardian Angels Foundation and the Hallowell family at Eddy's Toyota of Wichita. The Sienna Rampvan was custom built specifically for Hallowell and his current wheelchair and will assist with his transportation needs.

"The Sienna mobility van will allow my family to travel out of state, do daily errands and attend my son's sports games," said Hallowell. "It will give me independence outside our home. We are so grateful for everything Toyota and Braun has done for us."

The 2011 Rampvan was introduced to the U.S. market in 2010. In partnership with Toyota Mobility, which provides financial assistance and a variety of mobility solutions that meet the transportation

needs of Americans with disabilities, Braun converts Sienna Rampvans to offer mobility to wheelchair users, either as the driver, front seat passenger, or second row passenger. The vehicle features a lowered floor which provides a 56" high door opening, an automatic door and side-entry ramp, and four wheelchair securement positions.



From left: BraunAbility Area Sales Manager Lloyd Updike, Ethan Hallowell, Jill Hallowell, Jeff Hallowell, and Toyota Advertising Manager Russ Koble.

Non-Platform Wheelchair Lifts and FMVSS 403/404

By Jacques Bolduc, P. Eng.

There are wheelchair lifts that do not have platforms that the wheelchair sits on. Some use hoists, or swing straps or fork type arms. There seems to be a growing concern over FMVSS 403 and these non-platform lifts. Non-platform lifts are not required to meet FMVSS 403.

By definition (refer to FMVSS 403 S4): "Platform means that portion of a platform lift on which the mobility aid or passenger rests while being raised or lowered." Then, S3 of FMVSS 403 states: "Application. This standard applies to platform lifts manufactured on and after April 1, 2005, that are designed to carry passengers into and out of motor vehicles." It would seem reasonable to deduct that a wheelchair does not "rest" on a non-platform type lift and they are therefore not required to be compliant to FMVSS 403.

Since the FMVSS 404, which regulates the installation of platform lifts, use the same definitions found in FMVSS 403, hoist or fork type wheelchair lifts do not have to be compliant to FMVSS 404.

Braun Partners with Bruno in Europe; Acquires Stake in Autoadapt

Winamac, IN – The Braun Corporation and Bruno Independent Living Aids, two leaders in the mobility industry, jointly announced a partnership that will result in global expansion of mobility solutions for persons with physical disabilities. Braun has acquired partial ownership in Autoadapt AB, which is a leading mobility products manufacturer based in Stenkullen, Sweden, with operations in both Sweden and the UK and an established global mobility products network. Bruno had previously held an ownership position in Autoadapt, and the ownership will now be shared with Braun.

The Braun Corporation is a well-known manufacturer of wheelchair lifts and wheelchair accessible vehicles based in Winamac, Indiana. Bruno Independent Living Aids, located in Oconomowoc, Wisconsin is North America's leading producer of home accessibility products including stairlifts and vertical platform lifts in addition to being the leading manufacturer of automotive stowage lifts for scooters, wheelchairs and power wheelchairs. The ownership of Autoadapt now consists of the majority of shares being held equally by Braun and Bruno, with

minority ownership by Autoadapt owners Håkan Sandberg and Peter Wahlsten.

“We are enthused about this opportunity to partner with Bruno in Europe and offer a full line of mobility products to customer throughout Europe and the Middle East,” stated Braun president Nick Gutwein. “Autoadapt has strong leadership, a great customer-focused culture and an established infrastructure which will enable growth and improve service for mobility customers. We are delighted to be a part of the Autoadapt team and work together to further improve the lives of persons with physical challenges.”

“Since acquiring Autoadapt in 2002, we have worked to become the best supplier of automotive mobility equipment in Europe,” President and CEO of Bruno Independent Living Aids, Mike Bruno stated. “With the addition of the Braun line of products, Autoadapt will have the most comprehensive offering in the industry. This new partnership allows us to serve an even greater range of people with mobility challenges with the best products in the world.”



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The advertisement features three photographs: the top one shows a complex mechanical testing rig; the middle one shows a person operating a vehicle-mounted testing device; the bottom one shows the interior of a vehicle with a wheelchair and testing equipment.

Canadian Regional Report

From the NMEDA Canadian President

As we move further into 2011, we have established committees to do the work that you require us to do, and these committees are in full swing.

The Transport Canada committee has re-joined to send correspondence regarding the issue of moving pre-owned vehicles across the border for conversion. The Membership committee has found cost-effective means of translating the documents that NMEDA uses into French and has also started a list of members that have left NMEDA to contact and explain the new benefits of NMEDA. The Public Relations committee has met and will be communicating with you shortly. We have allocated the task of reviewing the Bylaws thoroughly to ensure that our mandate is being followed correctly. Initial conversation regarding a direction to travel with the SAAQ has been had and goals have been set.

This year will be a year of sweeping change for our membership. I look forward to the challenge that we have in front of us, and I hope that you are embracing the challenge in front of you.

I know that this is a short update, but with so many things in their infancy, there is little that I have to report that is concrete. Please read my next update to see what progress we have made with the forward movement of the QAP, Transport Canada and Membership committees, as there is much in the air in those committees.

I remain committed to NMEDA and to the Canadian membership. Please let your concerns be heard!

Enjoy your summer.

2011 Canadian Board of Directors

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BRUNO SELLS ITS POWER TILT CAP (A.K.A. POW'R TOPPER[™]) TO CLOCK CONVERSIONS OF GRAND RAPIDS, MI

Bruno Independent Livings Aids has announced that it has sold its power tilt cap product line to Clock Conversions of Grand Rapids, MI. Bruno's trademarked name for the product – Pow'r Topper[™] - was not part of the transaction. This name is being retired.

Under terms of the agreement, Clock acquired all existing inventory, names of key suppliers, Bruno demo equipment stands, manufacturing and assembly fixtures, and engineering and application drawings.

In announcing the sale, Bruno Automotive Product Manager, Andrew Bayer stated, "We are happy that this product could continue to be available, as a solution to protect the mobility device in pickup truck applications." He further said, "Bruno is continuing to streamline our product mix to focus on our core product offerings. We decided to work with Clock as they are a respected 'van converter' in the mobility industry and have the ability to provide power tilt cap dealers installations.

According to a source at Clock, they anticipate to be up and running by mid-June. Any dealers interested in marketing the Clock device are encouraged to contact Brandon Cavagnaro at 800-732-5625 Ext. 309. His e-mail address is bsc@clockconversions.com.

Bruno will continue to handle all warranty support for Pow'r Toppers it sold. Clock will offer full factory installations for any dealers who wish to avail themselves of this service.

JUST IN CASE YOU MISSED IT!

Here's a recap of the information covered in last quarter's webinar on Social Media.

What Is Social Media



Social Media is where advertising and public relations shake hands with your customer in the interactive medium. While some may view it as complicated and time consuming, it can be exciting because of the potential it offers when used in the right way. Social media allows you to listen, if you can hear your audience and know when they're talking, this makes damage control easier, faster and more effective. Social media increases brand awareness and can crusade for causes more effectively than any other medium.

The top three social media sites for business are Facebook, Twitter and LinkedIn. When you participate in social media you can generate exposure for your business, increase traffic to your website, build new business partnerships and bring in new sales leads. Rather than give you a long laundry list of reasons why you should be using social media to promote your business, we'll let the numbers speak for themselves.

- 33% of buyers visit social media sites to engage in product research before making a purchasing decision.
- 47% say social media sites influence their decisions to purchase a particular brand or service.

Facebook Fan Page

It's not enough to just have a Facebook page for your company you have to make sure you get people to go there. Some creative ways to increase your fan base are:

- Embed widgets on your website and blog
- If you have an opt-in email list, send out an invitation to your subscribers. Make sure the Facebook logo or badge appears in HTML newsletters
- Add a link to your Fan page in your emails
- If you host an event, have Fans tag photos of themselves – this pushes it out to their friends
- Load videos and embed on your site

- Geo-target and place Facebook ads – it's the most targeted traffic your money can buy
- Automatically post your Facebook content on Twitter or vice versa
- Use on print media – brochures, orders, print ads
- Put a placard at the front desk, incentivize your customers to join right away via their phones

Keep in mind that:

- You need to have a Facebook page before you can start a Fan page
- Fan pages are public; anyone can view them
- All content posted gets indexed by Google
- You can target your posts by location and language
- We recommend adding additional Admins to your page
- All Admins have equal rights to administer your page
- Select your business name/title carefully, once it is set, it is nearly impossible to get it changed
- You can have customized tabs
- If you have problems with the page, there isn't a phone number on Facebook to call for help

Twitter



Twitter is more focused than Facebook making it easier to combine social and business together. Here are some Twitter tips to help grow your business:

- Do some research and formulate a communication plan. This will help drive consistent messaging.
- Determine your goal. Are you trying to build your awareness/drive customer loyalty?
- Set up a customized background that retains the look and feel of your website. Push out marketing messages, ask and answer questions, engage with people in your community.
- Track and Measure. This will help you identify trends. You can use a tracking code or a coupon code that will help measure conversions. There are also companies out there like Radian6 that are paid tracking services.



Driving Independence

LinkedIn Tips

LinkedIn is considered the “Business Network”. It has more than 90 million registered users spanning more than 200 countries around the globe. As a professional networking site it has 21.4 million monthly unique U.S. visitors and 47.6 million globally.

- Did you know that LinkedIn has a business page similar to Facebook with over 85 million businesses? If you haven't created a page, click on Companies on the top navigation and “Add a Company” on the right hand side.
- Recommendations from customers can help you sell your product.
- Add a “Recommend” button on your website.
- You can bring your blogs into LinkedIn with applications such as Blog links or WordPress
- Videos can be embedded on a page through YouTube.
- LinkedIn allows you to target ads by geography, job function, age and gender.
- Ads can be set up by PPC or Impressions.

Why Should You Care?

Social media is not for all businesses, but it is utilized by a lot of people. Recent NMEDA studies indicate 2/3 of people with disabilities are active on social networking sites. If you are going to participate in social media you will want to define your social media strategy and utilize best practices. Plan on posting a minimum of at least two to three times a week on your social media sites. This way you keep the audience engaged on a



regular basis. Also expand the topics you blog, post or tweet about. For example, not only does NMEDA talk about adapted vehicles, we also tie in tips on travel, caregivers, service animals, etc. Nurture your relationships and properly maintain your presence. Every company should have a social media policy in place so employees have clear guidelines and parameters to follow.



Mark your calendar and plan to join us for our next webinar on July 18 and 21, where we'll take an in-depth look at email marketing.

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REGIONAL REPORTS

Who Represents You?

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representatives also write a quarterly article about things that are happening in your region. If you have any information that you would like to share with them, please feel free to do so.

Northern Region

Mark DiRosa
M.C. Mobility Systems
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Mentor, OH 44060
Ph: (800) 951-6238
Fax: (440) 942-8028
Email: mdirosa@mcmobilitysystems.com

States Include:

Connecticut, Delaware, Indiana, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island and Vermont.

Southern Region

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2165 Hillshire Circle
Memphis, TN 38133
Ph: (901) 888-1010
Fax: (901) 888-1009
Email: richard@unitedaccess.com

States Include:

Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

MidWest Region

Bob Lundin
IMED Mobility
200 East 1st St.
Tea, SD 57064
Phone: (605) 498-1601
Fax: (605) 498-2202
bob@mobilitysales.com

States Include:

Arkansas, Illinois, Iowa, Kansas, Louisiana, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Texas and Wisconsin.

Western Region

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3219 Candelaria, NE
Albuquerque, NM 87107
Phone (505) 884-2492
Fax (505) 884-8007
dan@newhorizonvans.com

States Include:

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

Canadian Region

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REGIONAL REPORTS

Western Region

Hello everyone in the Western Region. First, I want to thank all of you who have contributed your time and talents to make our industry better at meeting customers' needs and expectations. I can't remember a time when dealer participation has been higher in this region. Western Dealers have stepped up and joined the work of several NMEDA committees and are taking on leadership roles in several dealer advisory groups formed by our manufacturers. Ours is a rapidly changing and improving industry and thanks to you the Western Region has a voice in directing and facilitating that process. Thank you again.

This is also a busy time for most of us. I've spoken to very few mobility dealers who are not experiencing a positive turn around in business. Over the past couple of years we have learned to operate leaner stores. Now many are scrambling to hire and train new employees. Don't forget, you now have more resources than ever before to get new hires up to speed and to update training for those who have been with you for a while. NMEDA has a whole menu of training opportunities for members to use, both online and at regional sites. Almost all of the manufacturers now host training classes for technical personnel, as well as sales personnel. NMEDA even has a training calendar to keep track of all completed or needed classes. This is a great tool to keep track of required training for both QAP and manufacturers.

Speaking of QAP; congratulations to those of you who are new to the program and process! Your companies will benefit greatly through your participation. For those of you who are still deciding, I strongly urge you to review all the benefits you receive through NMEDA membership. All NMEDA members have benefited from the work of various committees. If you are unclear on the require-

ments of QAP participation please visit the NMEDA website and take the QAP I and QAP II classes (available at <http://members.nmeda.org/members/training/>). You can always call the NMEDA office for assistance.

One NMEDA benefit that is gaining momentum is the Cooperative Awareness Program. This awareness campaign is increasing our organization's visibility among Occupational Therapists, Physical Therapists and other medical referral sources. I am concerned that many members are not taking full advantage of this program. In order to reap maximum gain from CAP you must have a marketing plan of your own. Several people have mentioned they are "too busy" to work on marketing, which is actually the most reliable way to make sure you are "not busy" in the near future.

This time of year offers the most opportunities to market your business. You can create positive community relationships by participating in fundraising and other cause-related events hosted by MDA, MS Society, ALS and Veteran's groups. Each time you and your employees show up to help the communities you serve you are marketing your company and your services. If you always let them know you are NMEDA it will put a local face on a national campaign. The same is true for your local print advertising and company brochures. Place the NMEDA logo on all of it. It's an asset you have paid for; you should use it as often as possible.

If you have any news worthy events coming up please let me know. It's always exciting to hear about dealers winning awards or expanding or moving. Let me know about these types of things so we can all celebrate with you. As always, you can contact me with any NMEDA concerns you may have. I hope you all had a productive spring and that it continues into the summer.

Dan Drury
505-884-2492
dan@newhorizonvans.com

Midwest Region

I hope you are having a great summer!! I have been really busy with NMEDA. Being in the trenches sheds new light on how much takes place behind the curtain! There are several things being worked on that make NMEDA and its members stronger.

NMEDA QAP – It's already mandatory. But, as you can imagine, there are several dealers working through the application process and this will take time. The Membership committee will be calling Non-QAP dealers over the coming weeks to talk with these dealers about becoming QAP. If you are NON-QAP be open minded about making our organization and industry better. QAP is a minimum standard by which your dealership should comply.

Manufacture's Compliance Review Program – The manufacturer reviews are now posted on the NMEDA website and are visible to the public. This is great information that provides peace of mind.

Veterans Affairs Initiative – The committee of Dave Hubbard, Sam Cook and Bill Siebert continues to meet on a regular basis with the VA. The relationship continues to get stronger. There is some talk of the PVA assigning someone to this committee.

Cooperative Awareness Program – I also sit on the IPR committee, which oversees the Cooperative Awareness Program. It's hard to believe it has been a year. We recently reviewed the awareness benchmark data. NMEDA has made progress in several areas. Bill Koebnitz, Claudia Obertreis and I have been assigned to a subcommittee that plans to dig deeper into the results and provide the committee with our findings and possible recommendations.

If you have questions or comments please email bob@imedmobility.com
Bob Lundin, Midwest Rep

REGIONAL REPORTS

Northern Region

Greetings Northern Dealers,

One of the most difficult things a regional representative has to do is write their quarterly report. We don't hear much feedback from the dealers directly. I would ask that you drop me a line each month telling me what's happening in your markets. I'll compile this and pass it along to all.

Many things that you're doing may help another dealer in the Northern region. With that said, communication has become one of the top priorities at NMEDA over the last two years. Be it through the quarterly *Circuit Breaker* or Short Circuits to the dealers, NMEDA has taken an outstanding approach to getting the word out to all its dealers. And the dealers have responded back to the office each and every time we've asked for much needed information.

When NMEDA committees meet, many times they ask for more information from the membership and the NMEDA office sends out a simple Short Circuit asking for your input. This information is critical to both you as a dealer and to the NMEDA Board as they make informed decisions that affect the entire membership. Without your input many times it appears

things may be one-sided. This is not the case. Each and every decision is based on the feedback we receive. As any organization grows it is very easy to overlook the need to pass on shared information. From the technician in the shop to the salesman on the floor, each of your employees is an important part of the communication process. This is important to NMEDA as we strive to make the industry better. So tell us by emailing NMEDA at info@nmeda.org or directly to me at mdirosa@mcmobilitysystems.com.

NMEDA has also recently launched a new website with many new and improved features that allow dealers to follow the 'happenings' at NMEDA. Committee information is posted for all to see. If you see something that affects your business please give us your input. Feedback is especially needed for the VA Committee and is critical to its success. The Guidelines Committee is working bi-weekly to revise the current Guidelines for approval for 2012. The Conference Committee is working on the 2012 Annual Conference in Phoenix, Arizona and is also currently looking at venues for the 2016 Conference. The Education & Training Committee is busier than ever working on both location training and online training for all dealers. These are just a few highlights of the things going on at NMEDA.

Log on to <http://members.nmeda.com/> and follow us as we grow into the future.

Mark DiRosa (NMEDA Northern Representative)

Southern Region

An excerpt... 'Responsibility is the Difference' by David Miles and Jay Siemer

"Do you claim responsibility for your actions? For years our industry has been compared to automotive dealerships. In many ways we parallel the car business, but I think there is one key thing that sets us apart, Responsibility. When our customers come to us we have a duty that far exceeds just selling them a van. Through education, guidance on funding, presenting all the options, and service after the sale we create a complete buying experience that gives the customer the comfort they need.

Education is one of the biggest parts of our industry. Understand your customer and their goals. Each of our customers is different and we have to learn about each of them on a personal level. What type of injury do they have? How is their mobility limited? What can we do to overcome those limitations? Many of our customers come to us knowing nothing about our products. We have to get an understanding of not only their present level of function, but how they will progress in the future. We get a complete understanding of who our customer is before we even start trying to sell them a product.

Our customers have to live with these vehicles. A typical car loan will last for up to five years; our customers typically take out loans twice as long. The added cost associated with the vehicles we sell means that our customers will be driving these vans for a long time. We only get one chance to get it right, so we need to take extra care to get them in the best vehicle for them.

We have the unique opportunity to help our customers get funding for their vehicles. The resources available to our customers are much different than a typical car dealer. It is our responsibility to make sure our customer is aware of everything that is available to them. State funding through vocational rehabilitation and veterans associations will completely offset the extra vehicle costs associated with disabilities. There are also endless society and non-profit organizations that can help. We owe it to our customers to make the financial burden of the sale as light as possible.

The different options our industry has available are endless and can be overwhelming. Full size versus minivan, a folding ramp versus an in floor ramp, entry height, tie down style, the options to consider seem endless. The correct choice can come down to a game of inches. From the angle of each ramp and its transition plate down to the dimensions of the doors and interior compartment, every aspect of our products will improve a person's life or serve as a daily reminder that we didn't do our job.

With an expression of frustration and embarrassment my coworker recalls, "When my son was first injured years ago we ended up buying the wrong van. It wasn't what we needed but we didn't know that at the time. After that we were stuck. It set me back for years." As I listened to his story I could not help thinking that they didn't buy the wrong van, someone sold them the wrong van. Someone didn't take the responsibility of explaining the choices; they only took responsibility for making a sale and made the lives of an entire family more difficult in the process. This needs to be eliminated.

The sale does not end when our customer walks out the door. A typical consumer literally has millions of options when they need service on their automobile. For our customers the choices are far more limited. A person needing service on their vehicle conversion faces a number of challenges unique to their situation. We build relationships with our customers. If they get stuck on the side of the road on Christmas Eve with a broken ramp, they will call us first, and we need to be there to pick up the phone.

These vans are our customers' mobility. If your car breaks down you call a coworker and get a ride to work or rent a car. For many of our customers this is not an option. If you take away their vehicle, you are taking their freedom. Keep that in mind and make sure you do everything you can to avoid putting them through this.

Responsibility is the difference. The discipline to look beyond the business of our business and see the lives we are a part of. The resolve to remember you are an adviser and a guide first and foremost. The discipline to remember a stranger is going to put their trust in you and what you do with that trust will be a daily part of someone's life for years to come.

We hold ourselves responsible, and that responsibility is the difference."

Thank you,
Richard May (Southern Rep.)

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MEDICHAIR 902-453-6900
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Creative Carriage, Ltd. 519-740-4801
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Q Denotes Quality Assurance Program accredited dealer.

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Ken Godwin 1436-B West I-65 Service, Mobile 36693

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ALASKA

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TrailerCraft Inc. 907-563-3631
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Q **Dignified Motors, LLC** 877-344-6686
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Quality Vans 480-464-7007
Kathy Steele 1865 S. Indianbend Road, Tempe 85281

Southwest Mobility, Inc. 480-654-2292
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Q **Presidential Conversions East** 870-933-7270
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Q **Classic Vans dba Mobility Vans USA** 510-538-3150
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Q **Driving Specialties of Sacramento** 916-635-2765
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New West Medical, Inc. 530-221-5864
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A & J Mobility Inc. dba Mobility Express Alan Daoud 729 Cypress Villiage Blvd., Ruskin 33573	813-642-0322	R & M Mobility Roy Griewisch 9580 Nims Lane, Pensacola 32534	850-479-1766
Q Access by Skip LLC Skip Lister 1731 Fern Palm Dr. 1A, Edgewater 32132	386-428-6677	Q Ride-Away James Scruggs 8706D East Broadway Avenue, Tampa 33619	888-RIDE-AWAY
Active Mobility Innovations (AMI) Ruben Jones, MS, ATP 8100 Ulmerton Rd., Largo 33771	727-738-1375	Sir Thomas Inc. dba Access Able Mobility Thomas D'Aprile 19800 Veterans Blvd., Unit A-1 Port Charlotte 33954	941-743-7500
Q Advanced Driving Systems, Inc. Scott Poore 662 Capital Circle N.E., Tallahassee 32301	850-671-2300	Specialty Vehicle Inc. John Briscione 685 Broad St., Pensacola 32534	850-477-7645
Q Advanced Vehicle Modification, Inc. Nancy McGuckin 2520 N.W. 6th Street, Ocala, 34475	352-622-4467	Q Specialty Vehicle of Central Florida, Inc. Delvia Gutierrez 4685 Old Winter Garden Rd., Orlando 32811	407-299-0299
America's Mobility Solution, LLC Werner Scharf 1873 Nova Road, Daytona Beach 32117	386-672-1990	Q Sunset Mobility Dave Ferguson 8415 S.W. 129 Terrace, Miami 33156	305-234-0071
Auto Mobility Sales Aaron Gardner 590 S.W. 9th Terrace, Pompano Beach 33069	954-974-7028	The Mobility Store LLC dba Mobility Express Renee Rached Nakhoul 915 N. Florida Ave., Lakeland 33801	863-688-3900
Q Auto Mobility Sales Aaron Gardner 1925 10th Ave. N. Unit 1, Lake Worth, 33461	561-586-1997	Triple S Mobility Shawn D. Bayes 7350 Park Blvd., Pinellas Park 33781	727-230-9448
Blue Ribbon Health Services, Inc. Russell A. Nichols, Jr. 6909 E. Hwy 22, Panama City 32404	850-874-8280	Wheelchair Vans of Florida Shelby Curtsinger 1275 US 41 Bypass South, Venice 34285	941-451-8194
Certified Medical Auto Division Tom Dorsey 7265 S.W. 62 Ave. Unit 1, Ocala 34476	352-237-4146	GEORGIA	
East Florida Motor Sales, Inc. Michael H. Erdman 1545 E. Merritt Island Cswy., Merritt Island 32952	321-454-4430	Q Adaptive Driving Solutions Melanie Zerbel 3027 Riverwatch Lane, Augusta 30907	706-364-2688
Q HDS VANS & Mobility Jack Colnaghi 2727 St. Johns Bluff Rd., Jacksonville, 32246	904-281-0111	Q AMS Vans, Inc. Diana Conte 5555 Oakbrook Pkwy, Suite 500, Norcross 30093	770-729-9400
Homecare America Joseph Savalese 17380 N. Hwy A1A Alt. Ste 301A, Jupiter 33477	561-741-0444	Q Custom Mobility Van & Lift Sales & Services, LLC Curt Bennett 315 Whitehead Rd., Athens 30606	706-353-1099
KEMPf Inc. Martine Kempf 225 S. 78th St., Tampa 33619	813-630-0409	Q HDS VANS & Mobility Scott Sorenson 1310 Kennestone Circle, Suite 2, Marietta 30066	800-444-9100
Med Repairs, Inc. Nancy Yates 3120 Aviation Blvd., Vero Beach 32960	772-569-2901	Home Medical Professionals, Inc. Sam Robinson 1643 Oakbrook Dr., Gainesville 30507	678-313-7006
Q MITS at Custom Mobility Kevin Barry 7199 Bryan Dairy Rd., Largo 33777	727-524-1300	Mobility Concepts of Savannah Robert Conner 3938 Ogeechee Rd., Savannah 31405	912-233-1050
Q Mobilty America Bridget Becker 5181 Hwy 98 N., Lakeland 33809	863-816-1513	Q Quail Country Customs Joe Butler 731 S. Westover Blvd., Albany 31707	229-432-7258
Q Mobility Express Fares Rached 4320 US Highway 19, New Port Richey 34652	727-849-0262	Q Quail County Customs, Inc. Joe Butler 2635 Hwy 247 Connector, Byron 31008	478-956-1225
Mobility Express Vans, LLC Ron Sexton 1603 NW Federal Hwy., Stuart 34994	772-692-4243	Q R & R Van Lift Sales & Service Inc. Rodney Wilson 2130 Sigman Rd., Conyers 30012	770-483-0767
IDAHO			
		Access Vans of Idaho Chris Thomas 6893 Supply Way, Boise 83716	208-385-7647
ILLINOIS			
		Custom Van Conversions & Mobility Marilyn Kordou 3720 Oakton St., Skokie 60076	847-679-8261

NATIONAL MOBILITY EQUIPMENT DEALERS ASSOCIATION

U.S. DEALER MEMBERS

Drake-Scruggs Equipment Inc.	217-753-3871	Pennyrile Home Medical, Inc.	270-522-8002
David Quattrin 2000 S. Dirksen Pkwy., Springfield 62703		David Chestnut 307 E. Main St., Cadiz 42211	
Mobility Masters, Inc.	630-690-1420	Q Superior Van & Mobility	877-405-9929
William Karras 200 Easy St., Carol Stream 60188		Patrick Bowen 1180 E. New Circle Rd., Lexington 40505	
Q MobilityWorks	630-782-1900	Q Superior Van & Mobility	877-405-9929
Todd Navarrete 155 E. North Ave., Villa Park, 60181		Sam Cook 4734 Rockford Pl., Louisville 40216	
Q MobilityWorks	815-254-2000	Thomas Medical Equipment, LLC	502-459-6006
Gary Holstead 23855 W. Andrew Rd., Plainfield 60585		Jesse Thomas P.O. Box 18010, Louisville 40213	
Morton Body & Equipment Co.	309-694-3222	Wilkerson Auto & Mobility Sales, LLC	270-432-3210
Gerald Kreiling 4001 W. Jackson St., Morton 61550		Rob Wilkerson 2655 Glasgow Rd., Edmonton 42129	
New Ability, Inc.	708-345-3939	LOUISIANA	
Jerry Slingerland 6 N. Ninth Ave., Melrose Park 60160		Acadiana Handicap Solutions	337-289-3004
Q Southern Bus and Mobility	618-526-4131	Lee Carricut 224 East Pinhook Rd., Lafayette 70501	
Alan Gerdes 12950 Koch Lane, Breese 62230		Q Access Vans of LA, Inc	225-648-2647
Q United Access	217-398-1053	Marcus Smith, P.O. Box 188-17300 Hwy. 77, Grosse Tete 70740	
Gary Wilson 706 W. Bradley, Champaign 61820		Q Access Vans of Louisiana-New Orleans, LLC	504-362-9491
Q United Access, LLC	217-544-2699	Marcus Smith, 1901 West Bank Expressway, Ste 500, Harvey 70058	
Gerry Davis 2924 N. Dirksen Parkway, Springfield 62702		ALLMED Mobility	318-222-2860
INDIANA			
Q ADM Mobility Solutions, Inc.	317-481-8707	Robert Robinson 303 N. Market Street Suite 5, Shreveport 71107	
Bruce Ahnafield 8360 W. Washington St., Indianapolis 46231		Beracah Healthcare Solutions, LLC	318-487-2055
Champion CJD Mobility	317-872-6200	Lynet Cutts, 5302 Jacquella Drive, Alexandria 71301	
Tim Roberts 4505 W. 96th Street, Indianapolis 46228		Q Crescent Vans, Inc.	504-738-2634
Custom Cycle & Mobility Supply	812-422-2605	Gina Scott 2424 Hickory Ave., Metairie 70003	
Phillip Smith 2131 S. Kentucky Ave., Evansville 47714		Q Fastserv Medical Monroe	318-396-3366
Q McCrocklin Ford Sales, Inc.	765-354-2261	Chris Mayfield 112 Summer Lane, West Monroe 71291	
Judy Wiley 810 W. Mill Street, Middletown 47356		Handicap Equipment, LLC	337-855-6888
Q Superior Van & Mobility	877-405-9929	Travis McManemim P.O. Box 12541, Lake Charles 70612	
Jan Jordan 3414 Interstate Drive, Evansville 47715		Kenny's Accessible Vans LLC	225-926-2403
Q Superior Van & Mobility	877-405-9929	Kenneth Webre 2001 Wooddale Blvd., Baton Rouge 70806	
Mike Murphy, 3725 W. Cleveland Rd., Suite 400, South Bend 46628		Mayfield Inc. dba FastServ	318-741-9586
Q Superior Van & Mobility	877-405-9929	Mike Mayfield 3050 Knolin Dr. #1, Bossier City 71112	
George Schultz 5410 S. Madison Ave., Indianapolis 46227		Regional Medical Rental & Sales	318-443-6522
Q Superior Van and Mobility	877-405-9929	Teresa Jones 3003 N Macarthur Drive, Alexandria 71303	
Traci Garman 2218 Contractors Drive, Fort Wayne 46818		Regional Medical Rental & Sales	318-686-5277
IOWA			
Q Siebert Mobility, Inc.	515-986-3010	John Yeary 9422 Kingston Road, Shreveport 71118	
Sherry Mattson 3450 SE Miede Drive, Suite 1, Grimes 50111		MAINE	
Q Siebert Mobility, Inc.	319-351-3159	Q Ride-Away	888-RIDE-AWAY
Rod Siebert 3554 Dolphin Dr., Iowa City 52240		Connie Adams 32 Lewiston Road, Unit 2B, Gray 04039	
Q Siebert Mobility, Inc.	712-527-3888	MARYLAND	
Michael Patterson 405 Coolidge St., Glenwood 51534		AA Eastern Mobility, Inc.	301-845-4188
Q Total Mobility	515-961-0575	Ronald Laneve 4 Council Dr., Woodsboro, 21798	
Lori Weaver 2406 W. 2nd Avenue, Indianola 50125		Auto Assist, Inc.	301-699-2238
KANSAS			
Banner Mobility Resource	785-235-3070	Robert Kitts 5002 Lehigh Ave., College Park 20740	
Rex Fox 231 SE 53rd St., Ste C, Topeka 66609		BEDCO Mobility	410-825-1440
Howard Distribution	316-648-1694	Chris Cromwell 6300 Falls Rd., Baltimore 21209	
Stan Howard 1401 Sunnydale, Valley Center 67147		Customizers	301-797-7727
Q Jay Hatfield Mobility, LLC	800-545-4227	Cindy Cordell 14133 Pennsylvania Avenue, Hagerstown 21742	
Jerry Spencer 200 S. East Avenue, Columbus 66725		Koons Ford of Annapolis	410-224-2100
Jay Hatfield Mobility, LLC	620-429-2636	Bobby Baker 2540 Riva Rd., Annapolis 21401	
Jerry J. Spencer 11922 E. Kellogg, Wichita 67209		Q Oneness Mobility Service	301-568-6686
Kansas Truck Equipment Co., Inc.	316-722-4291	Bob Alford, Jr. 7620 A Penn Belt Dr., Forestville 20747	
M.R. Linnens 1521 S. Tyler Road, Wichita 67209		Q Ride-Away	888-RIDE-AWAY
Q United Access of Kansas City, LLC.	913-894-8080	Mark Lore 11409 Maryland Ave., Beltsville 20705	
Tony Cruise 7921 Bond Street, Lenexa 66214		Truck'n America Mobility Equipment	301-932-4510
KENTUCKY			
C & C Ford - Mercury	800-332-6696	Charles Morrison 2130 Old Washington Rd., Waldorf 20601	
Tom Stevenson P.O. Box 249, Sturgis 42459		TTI Mobility Products	800-576-4323
Q Marilyn's Medical Freedom, Inc.	270-534-9713	Deborah Biggs 404-D Irl Lane, Fruitland, 21826	
Steve Hattton 4860 Old Mayfield Rd., Paducah 42003		MASSACHUSETTS	
Mobile Rehab, LLC	859-881-4444	Q Adaptive Mobility Equipment Inc.	508-336-2556
Tim McGuire 1060 Elizabeth St., Ste #1, Nicholasville 40356		Susan Kochanek 1551 Fall River Ave. Route 6, Seekonk 02771	
Q Movin On Mobility Mid America, LLC	502-964-3556	Q Automotive Innovations, Inc.	508-697-8324
Joe Shroat 3301 Fern Valley Road, Louisville 40213		Jim Sanders P.O. Box 474, Bridgewater 02324-0474	
		Handicap Conversion Vans, Inc.	508-865-9973
		Gary Redding 148 Worc, Prov Turnpike, Millbury 01527	
		National Van Builders, Inc.	508-222-2272
		Glen Perlman 80 Pine St., Attleboro 02703	

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Q	New England Wheels, Inc. Paul LaRose 33 Manning Road, Billerica 01821	978-663-9724	Q	United Access Richard May 9389 Natural Bridge Rd., St. Louis 63134	314-426-1010
	Quality Van Sales, Inc. Brian Duffy 349 Old Colony Rd., Norton 02766	800-408-8550	Q	United Access LLC Nicole Rudkin 618 Jackson St., Columbia, 65203	573-874-2214
Q	Ride-Away Charlie Robillard 249 E. Washington St., N. Attleboro 02760	888-RIDE-AWAY	MONTANA		
Q	Ride-Away Handicap Equipment Corporation Mary Murphy 333 Boston Providence Highway, Bldg C, Norwood 02062	781-278-8885	G & J Enterprises Carlotta Hecker 3353 Old Hardin Rd., Billings 59101	406-248-5767	
MICHIGAN					
Q	Access Mobility Center Philip Schempp 7620 Eastman Avenue, Midland 48642	989-633-6100	NEBRASKA		
Q	Advantage Mobility Outfitters, Inc. Jeff Stys 3990 Second St., Wayne 48184	734-595-4400	Q	Kohl's Mobility & Rehab Equipment Joe Pepitone 12729 Q Street, Omaha 68137	402-408-1330
Q	Clock Conversions Ron Mohr 6700 Clay Ave., Grand Rapids 49548	616-698-9400		Mobility Motoring, LLC Mark Zach 14450 Meadows Blvd., Suite 2, Omaha 68138	402-884-3333
Q	Clock Conversions Roy Pechler 587 W. Blue Star Drive, Traverse City 49684	231-943-9890	NEVADA		
Q	Clock Conversions - Lansing Gary Hams 5540 S. Pennsylvania Ave., Ste #11, Lansing 48911-4012	517-272-4488	Q	Ability Center-NV Scott Santos 6001 S. Decatur Blvd., Suite N, Las Vegas 89118	702-434-3030
	Creative Controls, Inc. Tom Stowers 32217 Stephenson Hwy., Madison Heights 48071	800-539-7237	Q	Better Life Mobility Center Mo Abusham 2695 S. Decatur Blvd. Ste. 100, Las Vegas 89102	877-876-9606
	Freedom Motors Patrick Brent 740 Watkins Road, Battle Creek 49015	888-625-6335		Nevada Seating & Mobility, Inc. Wayne Bachand 7875 N. Virginia Unit E, Reno 89506	775-887-1955
	Gresham Driving Aids William Dillon P.O. Box 930334, Wixom 48393	248-624-1533	NEW HAMPSHIRE		
Q	MobilityWorks Eric Mansfield 8175 Gratiot Rd., Saginaw 48609	989-781-8267	Callahan Motors, Inc. Don Main 108 Lafayette Rd., North Hampton 03862	603-964-1400	
Q	MobilityWorks Mark Hondzinski 1965 East Avis, Madison Heights 48071	248-616-3004	Q	Ride-Away Matthew Laughlin 54 Wentworth Ave., Londonderry 03053	888-RIDE-AWAY
MINNESOTA					
	Bert's Truck Equipment, Inc. Jay Bohlman 3804 Hwy 75 North, Moorhead 56561	218-233-8681	NEW JERSEY		
Q	Cummings Mobility Dave Ohrt 1755 W Country Road C., Roseville 55113	651-633-7887	Q	Accessible Vans and Mobility Susan Locklear 2303 Wallace Blvd., Cinnaminson 08077	856-829-9449
Q	Cummings Mobility Conversions & Supply Inc. Dave Cummings 6540 Jansen Ave., Albertville 55301	763-497-0103	Q	Brunswick Automotive & Mobility Professionals Robert Schickler 1500 US 1 North, North Brunswick 08902	732-545-6300
Q	IMED Mobility, Inc. Ron Iverson, 1915 County Road C, Roseville 55113	651-635-0655	Q	Drive-Master Corporation Peter Ruprecht 37 Daniel Road West, Fairfield 07004	973-808-9709
Q	Rollx Vans Scott Andrews 6591 W. Highway 13, Savage 55378	800-956-6668	Q	Fun Truck'n Mobility Helen Guinaraes 255 Route 46 West, Saddle Brook 07663	973-546-1900
	Wheelchairs Plus, Inc. John Hoskins 502 SE 10th Street, Grand Rapids 55744	218-326-1833	Q	Monmouth Vans, Access and Mobility Gene Morton 5105 Rts. 33/34, Farmingdale 07727	732-919-1444
MISSISSIPPI					
	Auto Spa Inc. Nathan E. Chisolm 220 North Gloster Street, Tupelo 38804	662-871-6395	Q	Performance Van Shop, Inc. Ed Herd 1549 Gateway Blvd., Woodbury 08096	856-848-3470
Q	Grace Healthcare, Inc. David Wolf 1120 Broad Ave., Gulfport 39501	228-863-3331	NEW MEXICO		
Q	Handicapable Vans, Inc. Daryel Dunaway 5516 North State Street, Jackson 39206	601-981-0042	Highland Conversions LLC Bryan Arndt 417 Adams St. S.E., Albuquerque 87108	505-232-8629	
Q	J's Mobility Unlimited, Inc. Alex Hunt 3880 Flowood Dr., Flowood 39232	601-939-2112	Q	New Horizon Vans, Inc. Dan Drury 3219 Candelaria, NE, Albuquerque 87107	505-884-2492
Q	Mobility Systems, Inc. Paul Blackwell 2857 Oak Grove Road, Hattiesburg 39402	601-264-0609		Southwest Lift Installation, LLC Renee Kirkland 315 B Juan Tabo Blvd., NE, Albuquerque 87123	505-891-3346
	Team Adaptive, Inc. Scotty Schonewitz 978 Tommy Munro Drive, Biloxi 39532	228-388-5700	NEW YORK		
MISSOURI					
Q	D.W. Auto & Home Mobility Specialties Brian Lutz 1208 N. Garth Ave., Columbia 65203	800-568-2271	Q	Abilities Unlimited of NY, Inc. John Holuczak 90 E. Jefryn Blvd., Deer Park 11729	800-664-8434
Q	Handicap Conversions, Inc. Larry Wenger 8200 NW 97th Terrace, Kansas City 64153	816-471-0305		Accessible Mobility, LLC Chris Canavan 11 Hillside Avenue, Port Chester 10573	203-869-4038
	Mid America Coach, Inc. Peter Beren 8809 East State Rd. 350, Kansas City 64133	816-734-5000	Q	Advance Mobility Jeff Grobman 4214 Glenwood Road, Brooklyn 11210	718-253-1212
Q	Southern Bus & Mobility, Inc. Marcel Huels 80 South Highway Dr., Valley Park 63088	636-825-0700	Q	Agor Enterprises Warren Agor 1241 Erie Blvd. W., Syracuse 13204	315-510-4272
Q	United Access Jim Pearcy 1389 N. Cedarbrook, Springfield 65802	417-890-1043	Q	Agor Enterprises, Inc. Warren Agor 951 Panorama Trail South, Rochester 14625	585-385-2556
			Q	Autocrafting Mobility Solutions of Rochester LLC Jeff Curts 997 Beahan Road, Rochester 14624	585-427-7220
			Q	Boulevard Van City Frank Southerland 2708 Niagara Falls Blvd., Wheatfield 14304	716-731-4335
			Q	Bussani Mobility John Bussani 500 Central Ave., Bethpage 11714	516-938-5207
			Q	Bussani Mobility Daniel Bussani 501 Concord Avenue, Mamaroneck 10543	914-835-8267
			Q	Craftsmen Mobility Systems Tom Egan 570 Hance Rd., Binghamton 13903	607-669-4530

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- Q **Fenton Mobility Products** 716-484-7014
Mary Gabalski 1209 East Second Street, Jamestown 14701
- Q **Main Mobility** 716-759-6811
Tom Lorentz 9580 Main Street, Clarence 14031
- Q **Mobility Services, Inc** 718-267-2921
Joseph Balaban 19-57 Steinway St., Astoria 11105
- Q **MobilityWorks** 800-841-3150
Bill Koebnitz 165 Freemans Bridge Rd., Scotia 12302
- Q **Penn York Mobility** 607-773-3622
Rex Maxey 69 Main St., Binghamton 13905
- Priority Van Sales, Inc.** 518-654-8308
Vincent Inzerilli 732 County Route 24, Corinth 12822
- Q **Specialty Conversions, Inc.** 631-321-4196
Daniel Rolland 615 Sunrise Hwy., West Babylon 11704
- Q **Tim's Trim, Inc.** 585-429-6270
Timothy Miller 25 Bermar Pk., Rochester 14624

NORTH CAROLINA

- 101 Mobility, LLC** 910-350-2755
Joseph L. Sampson 2234 S. 17th Street, Wilmington 28401
- Care Solutions** 828-698-9844
Kaye Tefel 700 Ray St., Hendersonville 28792
- Q **Carolina Mobility Sales, LLC** 704-399-0900
Jim Branning 4025 Queen City Dr., Charlotte 28208
- Freedom Mobility Aids** 336-766-8520
James May 205 Cedar Lane, Clemmons 27012
- Helping Wheels Inc.** 704-543-3101
Stephen Williamson 37 Rodeo Road, Leicester 28748
- Q **Ilderton Conversion of Charlotte** 704-523-2022
Catherine Martin 5518 Westpark Dr., Charlotte 28217
- Q **Mountain Adaptive/The Van Shop** 828-670-1111
Brett Ferguson 35 Dogwood Rd., Asheville 28806
- Stalls Medical, Inc. dba Adaptive Vans Inc.** 919-233-0732
Tim Alberts 5995-119 Chapel Hill Rd., Raleigh 27607
- Q **Van Products, Inc.** 919-878-7110
Bill Miller 2521 Noblin Road, Raleigh 27604

OHIO

- Q **Columbus Mobility Specialists, LLC** 614-825-8996
Scott Grassetto 6330 Proprietors Rd., Suite C, Worthington 43085
- Q **Key Mobility Services** 800-539-5438
Cecil Patrick 1944 U.S. St. Rt. 68 N., Xenia 45385
- Q **M.C. Mobility Systems** 937-222-5001
Nelson King 214 Valley St., Dayton 45404
- Q **M.C. Mobility Systems** 800-951-6238
Carmen Paterniti 7588 Tyler Blvd., Mentor 44060
- Q **M.C. Mobility Systems, Inc.** 800-834-8301
Jim Hammer 7233 Industrial Pkwy. Plain City 43064
- Q **M.C. Mobility Systems, Inc.** 513-469-8220
Cassy Bell 10691 Reading Rd., Evendale 45241
- Q **Marietta Mobility (Steve's Vans & Accessories Unl.)** 800-690-4950
Steve Hesson 211 South 8th Street, Marietta 45750
- Q **MobilityWorks** 800-345-3150
Bill Koebnitz 1020 Laskey Rd., Toledo 43612
- Q **MobilityWorks** 800-638-8267
Brian Austin 810 Moe Dr., Akron 44310
- Q **MobilityWorks** 513-791-4000
Jeffrey S. Whitt 12117 Princeton Pike, Cincinnati 45246
- Q **Modified Vehicle Specialists, Ltd.** 419-535-1850
Christopher Sullivan 2705 Nebraska Ave., Toledo 43607

OKLAHOMA

- Q **HandiCap Aids Company** 405-842-0511
Pat Bradshaw 730 Hefner Rd., Oklahoma City 73114
- Handicapped Vehicle Services Unlimited** 918-622-8400
Saxon Moore 7215 E. 46th St., Tulsa 74145
- Q **Newby-Vance Mobility** 405-282-2113
Marcus Seeger-Newby 5632 S. Division Street, Guthrie 73044

OREGON

- Advanced Mobility of Bend, LLC** 541-382-6016
Dan Cummins 1045 NE 3rd St., Bend 97701
- Q **All in One Mobility** 503-255-5005
Paul Robin 12833 NE Airport Way, Portland 97230
- Auto Mobility, LLC** 541-672-8812
Justin Shoptaw 729 SE Spruce St., Roseburg 97470
- Mobility Access Options, Inc.** 541-245-4846
Rodger McKeehan 4822 Industry Drive, Central Point 97502-3286
- Q **MPJ, Inc.** 541-726-4001
David Jennings 3574 Marcola Road, Springfield 97477
- Q **Performance Mobility, Inc.** 503-243-2940
Vicky Aubry-Rayburn 4347 NW Yeon Ave., Portland 97210
- Q **R&J Mobility Services, Inc.** 503-838-5520
Gayle Rowland 155 "E" Street PO Box 128, Independence 97351

PENNSYLVANIA

- Adaptive Driving Systems** 610-777-2273
Richard Webb 6 A Parkside Avenue, Shillington 19607
- Q **American Mobility, Inc.** 215-244-6600
Brian Mraz 3494 Progress Dr., Unit H, Bensalem 19020
- Q **Garnon Mobility Vehicles** 814-833-6000
Robert Link 1617 Peninsula Dr., Erie 16505
- Q **Keller Wheelchair Lifts** 570-288-1004
James Keller 197 Main St., Luzerne 18709
- Q **Keystone Coach Works** 412-833-1900
David Knaus 4786 Library Rd., Bethel Park 15102
- Q **Keystone Mobility** 717-901-3090
Andrew Sterling. CEO 5409 Locust Lane, Harrisburg 17109
- Q **M.I.T.S. Corporation** 717-235-5899
Judy Boyce 11448 N. Main St. Extended, Glen Rock 17327
- Q **MobilityWorks** 412-824-8091
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- Q **Ride-Away** 888-RIDE-AWAY
Jon Kulesa 2460 General Armistead Ave., Ste 100-150, Norristown 19403
- Total Mobility Services** 800-558-7408
Greg Seitz 7917 Derry St. Suite 124, Harrisburg 17111
- Q **Total Mobility Services, Inc.** 814-629-9935
Raymond Dallape, Jr. 4785 Penn Ave. Box 7, Boswell 15531
- Q **VCI Mobility** 610-666-9100
Jack Donovan 925 S. Trooper Rd., Norristown 19403
- Q **VCI Mobility** 610-837-0707
Heather Roche 6475 Ruch Road, Bethlehem 18017

PUERTO RICO

- Equipos Pro Impedidos De P.R., Inc.** 787-746-7667
Jaime Rivera GPO Box 9734, Caguas 00725

RHODE ISLAND

- Comprehensive Home Medical Equipment, Inc.** 401-463-9400
David J. Mignacca, Sr. 1150 Oaklawn Ave., Cranston 02920

SOUTH CAROLINA

- Abacare Home Medical** 843-797-5700
Travis Hayes 8410 Rivers Avenue Suite E, Charleston 29406
- Bryant Pharmacy & Supply** 864-224-0711
Giles Canter, 1901 N. Main Street, Anderson 29621
- Q **Carolina Mobility Sales, LLC** 803-791-7791
Tim Peterson 3624 Fernandina Rd., Columbia 29210
- Free Spirit Mobility & Home Medical** 864-877-8566
Tom Conway 107 W. Wade Hampton Blvd., Greer 29650
- Q **Ilderton Conversions of Charleston, LLC** 843-576-0414
Joe Tuten 1033 Wappoo Rd., Unitt D, Charleston 29407
- Q **Southeastern Health Plus, Inc.** 843-651-5795
Troup Bower 11816 Hwy 17 Bypass, Murrells Inlet 29576

SOUTH DAKOTA

- Black Hawk Vans** 605-342-2104
Paul J. Bettmeng 3156 Haines Rd., Rapid City 57701
- Q **IMED Mobility** 605-498-2200
Rich Struss 200 East 1st Street, Tea 57064

NATIONAL MOBILITY EQUIPMENT DEALERS ASSOCIATION U.S. DEALER MEMBERS

R&R Mobility Conversions, Inc Roger Mofle 400 S. Marion Rd. Sioux Falls 57106	605-335-8646	Q Mobility Plus Trey Morris 1789 Upland Dr., Houston 77043	713-468-4683
 TENNESSEE			
Q Apple Independence Mobility Jeff Apple 306 N. Willow Ave, Cookeville 38501	877-528-5788	Mobility Products Jose Rivera 8409 Lockheed Drive, Suite 23, El Paso 79925	915-779-2200
Apple Independence Mobility, LLC Jeff T. Apple 1152 Pine St., Lebanon 37087	931-528-7888	Mobility Unlimited Lara Niemann P.O. Box 4534, Odessa 79760	432-570-5079
Handicap of Jackson LLC Ty Jones 623 C. Old Hickory Blvd., Jackson 38305	731-660-6116	Q Open Road Mobility Jerry Beck 6103 Star Lane, Amarillo 79109	806-353-2747
Q HDS VANS & Mobility Cindy Shaffer 173 Industrial Dr., Lavergne 37086	615-280-5058	Q Open Road Mobility Jaime Jimenez 7411 – 82nd St., Lubbock 79424	806-771-5873
Q HDS Vans & Mobility Michael Dresdner 1325 Mackey Branch Drive, Chattanooga 37421	423-308-8267	Para Driving Aids Robert Allejos 10624 N. IH35, San Antonio 78233	210-655-5438
Jackson Medical Supply-Scooters Unlimited Phillip Dennison 110 Carriage House Dr., Jackson 38305	731-664-7879	Pitifer ACE Medical Equipment dba Ace Med Equip Michael Pitifer 7405 W. 82nd, Suite A, Lubbock 79424	806-771-4976
Q Mountain Adaptive John Eslinger 3705 Bristol Hwy., Johnson City 37601	423-283-9111	Texas Medical Leonard M. Garcia 4202 Santiago #9 St., Austin 78745	512-740-2095
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Adaptive Driving Specialists, Inc. Ph: (414) 721-8636
Paul Schmidt, OTR/C 4737 N. Elkhart Ave., Whitefish Bay 53211

ISP Associates Ph: (608) 835-0015
Dick R. Parkin, TSE, DRS 150 Dale Drive, Oregon 53575-1202

Stout Vocational Rehab Institute Ph: (715) 232-2150
James Gensch 221 10th Avenue, Menomonie 54751

The Master's Driving School Ph: (715) 532-0327
Tim Schermetzler, W 7366 Flambeau Point Road, Ladysmith 54848

ASSOCIATE MEMBERS CANADIAN MEMBERS

British Columbia

FIT Consultants Ph: (604) 263-5286
Dianna Robertson 3405 W. 31 Ave., Vancouver V6S 1X6

Larry Bowen Driver Rehab, Inc. Ph: (604) 996-4893
Larry Bowen 1029 Spruce Avenue, Port Coquitlam V3B VX5

Vancouver Hospital - Driver Rehab Ph: (604) 734-1313
Dean Robertson 4255 Laurel Street, Vancouver V5Z 2G9

New Brunswick

Stan Cassidy Centre for Rehabilitation Ph: (506) 452-5876
Carol Morrison 800 Priestman St., Fredericton E3B 0C7

Ontario

Angela Prosdocimo Ph: (807) 343-2431
Angela Prosdocimo 335 Caribou Cres., Thunder Bay P7C 5Z6

F. Lortie Ph: (519) 495-9541
F. Lortie 68 Bloomfield, London N6G 1P3

Grande National Leasing Inc. Ph: (905) 738-3800
Peter Grande 14 Connie Cres. Unit #6, Concord L4K 2W8

Medichair Ltd. Ph: (416) 233-3595
Harry Hignett 72 Six Point Road, Etobicoke M8Z 2V8

Parkwood Hospital Ph: (519) 685-4070
Monique MacDonald 801 Commissioners Road, London N6C 5J1

Transport Canada - Road Safety & Motor Veh. Reg. Ph: (613) 998-2320
Harry Baergen 330 Sparks St., Ottawa K1A 0N5

Quebec

Autonomy Community Therapy Ph: (514) 733-1414
Susan Sofer 6900 Boul Decarie Suite 109B Cote St-Luc, QC H3X 2T8

Centre De readaptation Estrie Ph: (819) 346-8411
Marie-Eve Langlais 300 rue King Est. Bureau 200, Sherbrooke, J1G 1B1

Constance Lethbridge Rehab Centre Ph: (514) 487-1891
Dana Benoit 7005 Bolu, De Maisonneuve Quest, Montreal H4B 1T3

Constance-Lethbridge Rehab Ctr Ph: (514) 487-1891
Nathalie Maertens 7005 boul de Maisonneuve Quest, Montreal H4B 1T3

CRDP Le Bouclier Ph: (450) 560-9898
Johanne Faucher 225 Du Palais, St-Jerome J7Z 1X7N8

Ministere des transports du Quebec Ph: (418) 644-9140
Mohamado Sissoko 700, boulevard Rene-Levesque est, 25 estaye, Quebec G1R 5H1

Mobility Consulting Services, Inc. Ph: (450) 508-6625
Terry Miller 1 De Lisieux, Blainville J7C 4Z2

Programme Adaptation Vehicule (SAAQ) Ph: (418) 528-3310
Pierre Beaulieu 333, boul. Jean-Lesage E-M-27, Quebec City G1K 8J6

S.A.A.Q. Ph: (418) 528-3597
Michel Moreucy 333 Boul Jean-Lesage, Quebec City G1K 8J6

S.A.A.Q. Ph: (418) 528-4523
Frederic Brunet 333 Boul Jean-Lesage, Quebec City G1K 8J6

SRD Bolduc, Inc. Ph: (813) 410-4884
Jacques Bolduc 32 Duquet, Ste-Therese J7E 3B4

WAV-ES Ph: (514) 332-8569
Brian Barnoff 12598 Avenue De Rivoli, Montreal H4J 2L9

International

Guidosimplex SNC Ph: 066-152-8005
Amando Ruiz Via Podere S. Giusto 29-00166 Roma, Italy
aruiz@guidosimplex.it

T.M.N. Devices Ltd. Ph: 3903-9036
Martin Ellenbogen Industrial Zone Park AFEQ 18H, Rosh Ha'ayin Isreal
48091 tmndov@netvision.net.il

AU

Automobility Ph: 03-9762-2277
Jeff Watters P.O. Box 828 Bayswater, BC Vic 3153 automob@hotmail.com.au



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DUES STRUCTURE

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- QAP Dealer Member \$1 million to \$2,999,999 in gross sales \$1,575*
- QAP Dealer Member \$3 million and over in gross sales \$2,100*
- Associate Member (Previously Professional Member) \$52.50
- Manufacturer Member \$0 to \$999,999 in gross sales \$1,050
- Manufacturer Member \$1 million to \$2,999,999 in gross sales \$1,575
- Manufacturer Member \$3 million and over in gross sales \$2,100
- Circuit Breaker (Quarterly) Subscription Only \$16.50;

Dealer, Associate, and Manufacturer Members receive *Circuit Breaker* with membership.

* See <http://members.nmeda.org/quality-assurance-program/join-qap/> for complete QAP Dealer application process.

**Transportation is the
key to freedom,
NMEDA is the key to
quality transportation.**

CONTACT INFORMATION

Company Name: _____

Type of Business: _____

(Example: Manufacturer, Supplier of Equipment, Conversion Dealer, etc.)

Representative's Name and Title: _____

Street Address: _____

City, State, Zip: _____

Mailing Address (if different from above): _____

Telephone #: _____ Fax #: _____

Technician Name: _____ E-mail Address: _____ Telephone #: _____

Website Address: _____

Permission to link from the NMEDA website to your website Yes or No (circle one)

E-mail Address: _____

Principal(s): _____

Upon joining the National Mobility Equipment Dealers Association, we agree to follow the association's Guidelines, Bylaws and Mediation Committee decisions.

Signature: _____

Send payment and
information to:

NMEDA
3327 W. Bearss Ave.
Tampa, FL 33618

PH 800-833-0427
FAX: 813 962-8970

www.nmeda.org

CARD TOTAL: \$ _____ EXP. DATE _____ V-CODE: _____

Card type (circle one) VISA Master Card AMEX

CARD # _____

CARDHOLDER NAME (PRINT) _____

SIGNATURE

NMEDA dues payments are not deductible as charitable contributions for federal income tax purposes. For check payment make check payable to NMEDA.

Document revised March 22, 2011.

Dates To Remember..

The calendar of upcoming events is provided as a service to NMEDA members. The *Circuit Breaker* cannot guarantee the accuracy of the information provided. Please verify dates and locations with the organizations listed.

June 3 – 4, 2011 – Toronto, Ontario, Canada: People in Motion. Queen Elizabeth Building Exhibition Place. Visit www.people-in-motion.com for more information.

July 8 – 10, 2011 – Chicago, Illinois: Abilities Expo Chicago. Schaumburg Convention Center. Visit www.abilitiesexpo.com/chicago/ for more information.

August 6 – 9, 2011 – New Orleans, Louisiana: National Convention for Disabled American Veterans (DAV). Hilton new Orleans Riverside. Visit www.dav.org for more information.

August 12 – 16, 2011 – Jacksonville, Florida: ADED 35th Annual Conference. Hyatt Regency Riverfront. Visit www.driver-ed.org for more information.

August 26 – 28, 2011 – Houston, Texas: Abilities Expo Houston. Reliant Park Expo Center. Visit www.abilitiesexpo.com/houston/ for more information.

September 23 – 24, 2011 – Atlantic City, New Jersey: World Congress & Expo on Disabilities. Atlantic City Convention Center. Visit www.wcdexpo.com for more information.

October 12 – 14, 2011 – Bloomington, Minnesota: Closing the Gap – 29th Annual Conference. Sheraton Bloomington Hotel. Visit www.closingthegap.com for more information.

November 1 – 4, 2011 – Las Vegas, Nevada: 2011 SEMA Show. Las Vegas Convention Center. Visit www.semashow.com for more information.

November 3 – 5, 2011 – Schaumburg, Illinois: 2011 ATIA Conference - Chicago. Renaissance Schaumburg Hotel and Convention Center. Visit www.atia.org for more information.

February 22 – 24, 2012 – Phoenix, Arizona: 21st Annual NMEDA Conference. Hyatt Regency and Phoenix Convention Center. Visit www.nmeda.org for more information.

April 24 – 26, 2012 – Detroit, Michigan: 2012 SAE World Congress. Cobo Center. Visit www.sae.org/congress/ for more information.

April 26 – 29, 2012 – Indianapolis, Indiana: AOTA's 92nd Annual Conference & Expo. Visit www.aota.org for the latest information.

To have your information included in Dates to Remember, mail or fax the information at least twelve weeks before the event to *Circuit Breaker*, 3327 W. Bearss Ave., Tampa, Florida 33618 or fax (813) 962-8970.

National Mobility Equipment Dealers Association
3327 W. Bearss Ave., Tampa, FL 33618

Application for Advertisement in *Circuit Breaker* Newsletter

Company Name _____

Contact Person _____

Address _____

City, State, Zip/Postal Code _____

Phone _____ Fax _____

Size of Ad _____ Annual Amount _____

Signature of Contact Person _____ Date _____

The advantage of advertising with NMEDA is that our newsletter is circulated primarily to dealers, manufacturers, driver rehabilitation specialists, VA and VR agencies, insurance companies, rehabilitation centers and those interested in the mobility equipment industry.

	<u>ANNUAL FEE- MEMBER</u>		<u>ANNUAL FEE - NON-MEMBER</u>	
<u>Size of Ad</u>	<u>Color</u>	<u>Black & White</u>	<u>Color</u>	<u>Black & White</u>
Back Cover	\$4042.00	N/A	\$5457.00	N/A
Full Color Center	\$3638.00	N/A	\$5053.00	N/A
Inside Cover	\$3234.00	\$2183.00	\$4470.00	\$2991.00
Full Page	\$2830.00	\$1779.00	\$3840.00	\$2400.00
Half Page	N/A	\$970.00	N/A	\$1334.00
¼ Page	N/A	\$525.00	N/A	\$728.00
1/8 Page	N/A	\$284.00	N/A	\$525.00
Business Card (3.5x2)	N/A	\$97.00	N/A	\$137.00
Classified (2x2)	N/A	\$57.00	N/A	\$81.00

All prices quoted are for camera-ready advertising. Advertising requiring typesetting is priced at published rates plus an additional 15% typesetting fee. Payment of all advertising fees must be made thirty (30) days prior to the date the *Circuit Breaker* is mailed. **The annual fee covers advertising in four issues of the *Circuit Breaker*. The annual fee is billed in quarterly installments.** Color ads are limited.

CIRCUIT BREAKER DEADLINES

Editorial and advertising deadlines for Circuit Breaker 2011 are:
(Please circle the issue(s) below for placement of your ad)

Spring Issue: February 1, 2011

Fall Issue: August 1, 2011

Summer Issue: May 1, 2011

Winter Issue: December 1, 2011

All submissions are subject to editing for space and content.

Submissions may be mailed to: *Circuit Breaker*, NMEDA, 3327 W. Bearss Ave., Tampa, FL 33618
or faxed to (813) 962-8970



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