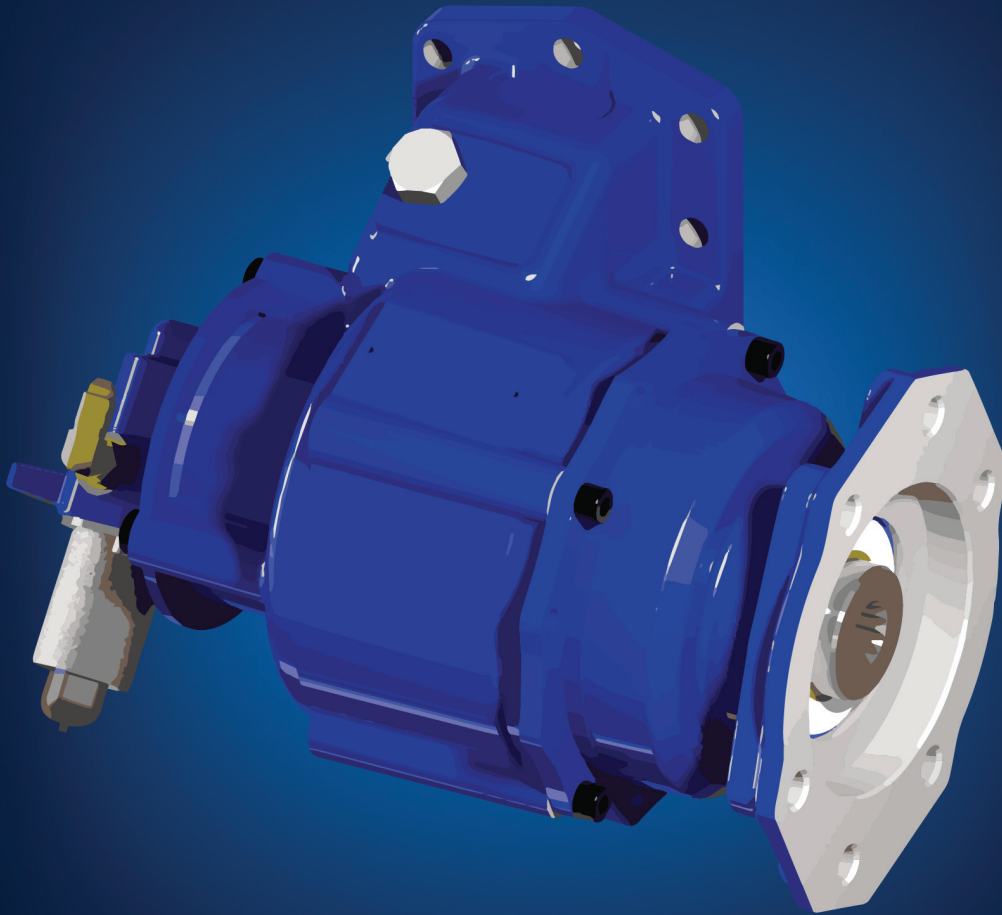


# MPQ

MUNCIE POWER QUARTERLY



## A NEW ERA

*is coming...*

**CEO'S CORNER**  
WHAT'S NOT TO LIKE?

**PRODUCT  
INTRODUCTION**  
TITAN MC1 SERIES

**BEST PRACTICE**  
MAKE YOUR CUSTOMER  
SERVICE STANDOUT

**GET TO  
KNOW US**  
THE RIGHT  
ALIGNMENT

# What's Not to Like?

## Embracing the Millennial Generation

### Ray L. Chambers

Chairman, CEO & President

Ray Chambers joined Muncie Power Products as Vice President of the Tulsa (Oklahoma) Division in 2004. He became President of the company in 2009, and was named to his current position in January 2012. He holds a bachelor's degree from Oklahoma Wesleyan University and a master's degree from Southern Nazarene University in Bethany, Oklahoma. He is a thought leader and visionary within the industry.



A few friends of mine asked me what I meant in an article published in issue three of 2016 referencing millennials. Was I talking about a concern in regards to the clothing, work ethic or overall ideology of this new generation entering the workforce? The answer to each was no. At Muncie Power Products, we are not any more concerned with this generation than those prior; we are excited for them to join us.

My point was not that a problem lies with the millennial generation and its ideology, but that not every trend nor change within society will align with our company culture and we – as leaders – need to evaluate each trend just as those leaders before us. Our company's success depends on this leadership as rarely is it a generational issue, but a leadership issue. As leaders, it is up to us to pick the right people, train them correctly, involve them, support them and encourage them.

As millennials continue to become more prevalent within the workforce, we've seen countless articles written on this generation that have instilled unnecessary concern in many leaders. The truth is, the negative stereotypes portrayed are

not representative of the entire, millennial body. Just like in every generation, not all millennials have the same personality nor can they be pigeonholed into a single box. And with defining characteristics like environmental conscientiousness and a desire to find meaningful work – what’s not to like?

A fellow executive once shared with me that one day when he was talking to his company’s HR representative, the employee mentioned that there was a problem. Millennials had been making complaints and were upset because they felt they were being worked too long. To fully ascertain the situation, the executive suggested that he and the HR representative take a walk around the office.

What the executive found was a very different story. None of the employees who were upset or making complaints were, in fact, millennials but baby boomers. It turned out that the HR representative had been so predisposed to the idea that millennials didn’t want to work traditional hours that they assumed these individuals were millennials. Often times we see what our minds are prepared to see, true or not.

And a millennial entering the workforce today is really no different than when a baby boomer or member of any other generation did the same. With millennials, they’re known for their tech savviness, but with each generation we’ve seen a similar dynamic. Senior employees share their knowledge with new employees who in turn help them to understand new tools or ways of doing things more efficiently – typewriters to computers, manual to automated machines, the list goes on and on. Continuing this dynamic with the millennial generation – what’s not to like?

Having these advancements and employees who can utilize them to their fullest, and share their knowledge with others – isn’t something we should be concerned about but excited for and embrace. The millennial generation has a lot to offer and could be the best we have ever seen, but only if we, as leaders, do our part. We need to invest in them in order to give them the knowledge, resources and direction to succeed. ■




*Our company’s success depends on this leadership as rarely is it a generational issue, but a leadership issue.”*

# THE TITAN™ CLASS

## POWER TAKE-OFFS



TITAN MC1 SERIES



## **THE FIRST OF THE TITAN CLASS**

**W**ith changes to the North American truck equipment market taking place, Muncie Power Products found itself at a crossroads – create a power take-off unlike any before with a lifespan to last that of a truck, or remain status quo and watch market share dwindle.

Rising to the challenge, the company's engineering team developed a design for not one, but an entire class of power take-offs known as Titan™. The first of these new PTOs – a medium-duty, 10-bolt clutch shift power take-off – the Titan MC1 Series is set to be released this year.

“We set a PTO life goal that far exceeds anything we’ve done before,” said engineering team member Brandon Hobbs, project engineer, regarding the Titan MC1.

According to fellow team member Senior Product Designer Dave Gormley, the team produced a scope and it was this document that served as its guide throughout the PTO’s design and development process – following good design, using proven methodology and completing product testing to ensure the best possible product for the market.

Seeing that the Titan MC1 is just the first in the Titan Class PTOs, other medium-duty models – the Titan MC 6/8, Titan MM 6/8 and Titan MD1 – and more will follow, as Hobbs noted.

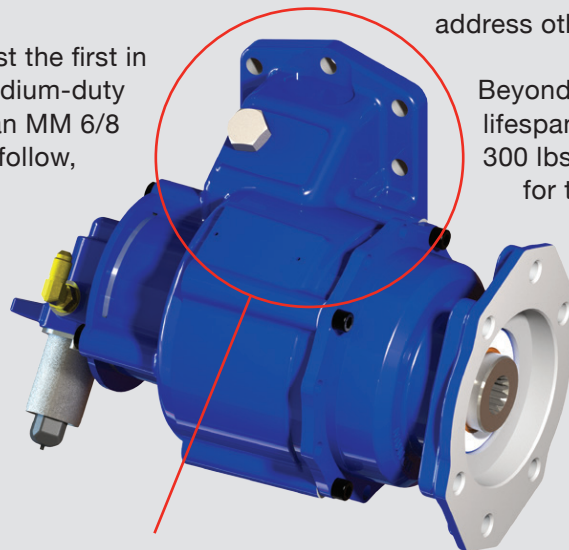
Applications for the Titan MC1 are numerous including dump, fire and rescue, utility, tow, snow and ice and bulk.

“As Brandon said, we’ve done a lot of stuff that I think and feel once the product gets

out there, there will be new applications and uses,” said Gormley.

Compatible with the same transmissions as its predecessor – the CS24/25 – the Titan MC1 also features a redesigned housing, allowing for maximum clearance for installation on tight-fitting envelopes including Hino trucks like its other predecessor – the HS24.

The Titan MC1 has been designed to fit Allison 3000/4000 transmissions; however, according to Hobbs – there will be other models that will address other transmissions.



Beyond achieving an increased lifespan and an uncompromised 300 lbs.ft. continuous-duty rating for the 10-ratio as set out in the scope, the Titan MC1 features many other advantages and product improvements.

As Gormley noted, “We have standardized on multiple pump mounting configurations

**INCREASED CLEARANCE  
FOR EASE OF INSTALLATION**



## **Dave Gormley** Senior Product Designer

Dave Gormley has been with Muncie Power Products for four years and holds an associate degree from the University of Arkansas - Fort Smith. He has received many certifications and distinctions including that of Lean Six Sigma Green Belt from the Brunswick Corporation. Dave is married to his wife, Vicki, and they have two children and four grandchildren.

# PRODUCT INTRODUCTION

and added infinite position adjustments to the shift solenoid. These improvements allow far more flexibility and installation options than other products. Our improved design of housing and internal components will provide durability and low maintenance in the Titan Series.”

The Titan MC1’s advantages result from product improvements including a robust clutch pack design; maximized gear design; an increased clearance for mounting bolts; improved tapered roller bearings; an updated shift cover allowing 360-degree rotation and reduced leak paths between the output mounting flange and cover. In addition, the bearings of the Titan MC1 are pressure lubricated internally – not with external hose and fittings.

To incorporate these features and more, the team had to get creative to overcome space constraints.

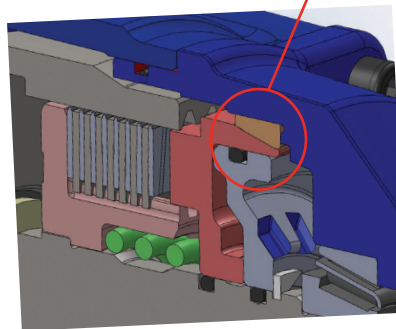
“In order to increase durability, better manufacturing techniques had to be

utilized while still fitting in the same envelope as the legacy unit,” explained Hobbs.

## PATENTS FOR THE TITAN MC1

**Patent-pending Infinitely Adjustable Valve Body:** This allows the PTO installer to position the integral cartridge valve in any orientation without having to remove it to avoid interferences with truck or transmission components and make the electrical connection easy.

**Patented Dual-direction Clutch Brake:** This invention provides for an output shaft brake that will live the life of the PTO, is much simpler than legacy designs and requires no adjustment.



The Titan MC1, as a result, will usher in a new era of product for Muncie Power Products quite unlike any preceding.

As Gormley said, “Generally we are doing a lot in this project that hasn’t been done before.”

Additionally, with the Titan MC1 the number of parts will be reduced – which for customers means quick delivery due to a set of standard parts.

“It’s like the iPhone®, you didn’t know you needed it until it was created,” said Hobbs. ■

## Brandon Hobbs Project Engineer

With a bachelor’s in industrial engineering from Kansas State University and an MBA in finance and information systems from the University of Missouri – Kansas City, Brandon Hobbs has been a member of the Muncie Power team for five years. He is married to his wife, Jill, and they have three children. In his free time, Brandon enjoys participating in family activities.



# Make Your Customer Service Standout

## Key Takeaways to Keep in Mind

**C**ustomer service plays an instrumental role in the customer experience, and at Muncie Power Products this is no different. Engrained in the company culture and its in-house team, customer service remains a top priority.

With years of experience and extensive product knowledge, Customer Service Manager Karen Alexander is a part of the company's customer service team helping to carry out these external efforts. Having learned some best practices throughout her career, she continues to implement those she has learned to best serve customers.

One of the most fundamental of these perhaps was originally shared with her by a former teammate, which is that "You control the pace of the call."

It is important to be efficient, but don't sacrifice accuracy. As she mentioned, selecting the correct product specifications the first time saves time and money – a tip which applies to those in other industries and businesses as well.

"We don't guess. If it means pulling teeth to get the info, that's what we try to do," noted Alexander.

With Muncie Power's diverse product line, each inquiry is often unique and different with its own characteristics – according to Alexander. As a result, for companies like Muncie Power Products there is really no menu to follow. Instead questions stem from both how the customer opens the conversation and from the information provided.

Consequently, finding a solution may require asking several questions. As Alexander explained, keep in mind that diagnosing a customer service call is kind of like how a doctor diagnoses a patient.

"The doctor doesn't know how you feel, you have to tell them," she said.

Having all of the information upfront then is key to reaching the most efficient resolution; however, this may not always be possible, in which case the customer may have to call back. Answering and closing a call like this, or any call, may seem simple but how one does so is important.

"Always use your name when you answer and thank them at the end; reiterate your name," she noted.

Providing a name is important so that the customer knows whom to request when they call back. Muncie



*Always use your name when you answer and thank them at the end; reiterate your name."*





### **Karen Alexander**

Customer Service Manager

Over the course of her 18 years at Muncie Power Products, Karen Alexander has served as switchboard operator and trainer – in addition to her current position as customer service manager. With a Bachelor of Arts in secondary education and a minor in German from Ball State University, Karen holds a teacher's license in both Indiana and New Mexico. She is married to her husband, Gene, and has two stepchildren and three stepgrandchildren. Karen has two pets – a yellow Labrador retriever named Puddy and red Chihuahua named Bella. In her spare time, she enjoys reading, gardening and golfing.

Power customers will not necessarily be dispatched to the same customer service manager but to whomever is available unless a request is made – as Alexander mentioned.

Like employees, products and services – customers are vital to a company. Be mindful of what is important to the customer and their time. As she has found, Muncie Power customers appreciate being able to speak with one department regarding any product and/or order questions as opposed to being transferred.

“We do it all, you don’t have to wait to go through it again,” she said. “Saves

them time not having to wait for the next available person.”

Working with customers, she notes five tips to building relationships including being friendly, courteous/respectful, caring and humorous, in addition to selling one’s knowledge so that the customer trusts one’s judgement and expertise.

In the end, customer service can be a differentiator between one organization and the next – but not without hard work and a dedication to serving customers. ■



## The Right Alignment

**F**or Muncie Power Products' new zone sales team director, Mike Rasnick, sales is not only a passion but something that has come naturally to him since he was a kid. Avid in drag racing from the time he was a teenager, Rasnick had to barter, negotiate, buy and sell parts to reach his goal – to get his race car to go faster.

Since then, his feelings toward these two interests haven't changed. Rasnick continues to enjoy drag racing and has a passion for sales, a passion that suits him well within his new role.

Starting within his new position this past November, Rasnick has already made strides toward one of his greatest priorities and goals – to



**Mike Rasnick**  
Director – Zone Sales Team

A graduate of Davenport University with a degree in business management, Mike Rasnick brings 15 years of sales experience to his new role at Muncie Power Products. Mike is married to his wife, Kristin, and they have three sons – Michael Jr., Preston and Noah. Some of his hobbies outside of work are drag racing, street cars and hobby farming. He enjoys going camping and swimming as well.

further tie the sales and marketing teams together.

“To be successful we need to be aligned and that happens through communication and a culture built on trust,” he said.

And while these teams have already been working together, Rasnick has implemented new ways to further align the teams including having members of the marketing team join sales meetings. This has provided an opportunity to shed insight on each team, its responsibilities and how it can better assist the other – while also allowing for discussion. Because as Rasnick noted, aligning teams together is where growth comes from.

It also doesn't hurt that Rasnick has what he calls the “dream team,” which consists of 11 zone sales managers. According to Rasnick, the key to creating a strong sales team like this is harmony – which he correlates to something mechanical that must be in balance to work.

While not a big fan of management styles, Rasnick does credit three things that have helped him to develop within the sales field in order to now lead this strong team including alignment to the best mentors, coaching and parenting.

“It's tricky in sales because you want to move as fast as you can but you learn over time thoroughness is more important, along with moving very fast on your customers' behalf,” he explained. “Mentors teach you one


of these many lessons, and this style of mentoring and coaching in my life is something that I continue to be very grateful to have.”

Like his mentors, Rasnick is open to sharing what he's learned and to lend his advice. For someone choosing to pursue a career in sales, Rasnick shares some guidance following a high five for selecting this field.

“Sales in North America has a bright future and we need more leaders in sales. The timing is great to be part of the heavy-duty world,” said Rasnick. “Another piece of information I would lend is that you need to be flexible and have a strong personal and family core. Sales is very demanding in that we need to deliver on our customers' expectations. They are our lifeline.”

Regardless of the potentially demanding schedule and pace that accompanies sales however, there's always time for dialog.

“The business does not move so fast that we can't stop and have a conversation,” said Rasnick. “Conversation is critical to determining how to best serve our customers' interest.” ■



*Be thorough,  
but quick and  
remember to align  
before your  
next sales trip.*



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