



The American Weigh

American Scale Corporation

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It is hard to believe that 30 years ago American Scale opened its doors in Louisville, Ky. Our modest beginnings were in a borrowed office from Marrs Electric with a place to park our service vehicle, two technicians, and me. We represented one manufacturer and had two customers. What a challenge!

As President and founder, I am very proud to see all we have accomplished in the last 30 years. It's been a wild ride at times, with the inevitable highs and lows that any startup company experiences. We even survived a fire that completely destroyed our offices, and we never missed a single service call or inspection.

Our company has countless achievements and accomplishments, not the least of which is qualifying for our ISO 9000 Certification in 1999 and then our ISO/IEC 17025 Certification in 2000. From those early days, we have greatly expanded our product lines and services. We now represent more than 25 manufacturers, have more than 1000 customers, have two locations, 17 employees and a fleet of 19 vehicles.

More than anything else, I would like to thank our employees. You have provided the support needed to grow the business and maintain our quality reputation. Every one of you plays an important role in the development of our company. It is your enthusiasm, support and dedication that have brought us to this milestone. American Scale shall always remain indebted to the contributions of its employees.

Aside from our staying power, my greatest gratification has been the personal relationships I have developed over the years. We are very grateful to our customers, for without your confidence in our products and services through the years, our story may not have been as successful. You've bought our products, shared your concerns and needs, and passed our name on to your friends and colleagues. Because they respect you and your opinions, they have bought from us; and for that we are truly thankful.

Thank you for helping make us great for 30 years! We plan to continue our efforts, to listen to what our customers have to say and to educate ourselves on the changing needs of our world.

Thank you—Daniel K Coyle, President

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GET TO KNOW US...

It's always nice to know a little about the people with whom you do business. To help everyone know just who we are, we will introduce and profile a staff member in each newsletter.

Janet Conway
Manager, Finance & Administration

Birthplace:
Englewood, NJ
Currently:
Louisville, KY

Education:
Doss HS, Louisville KY
Sullivan Business College,
Louisville KY — Associate Degree Office Administration
Northwood University, Midland MI — Bachelor of
Business Administration

Family:
Janet and her husband Gene have one married daughter who lives with her husband Chris in Denver, CO. Shannon is an elementary technology instructor. Gene is a teller at Stock Yards Bank & Trust.

What do you do when you're not working?
I've been working on my family tree with my sister and we have managed to trace my father's family back to a signer of the Mayflower Compact in the 1600s. When time and energy permit, scrapbooking and gardening.



When did you become involved with American Scale?

I was originally hired in April 2004 as the bookkeeper, however with the growth of the company my position has expanded as well.

Where else have you worked?

My entire career has been in the fields of accounting and office administration. I have worked for a state licensing agency, electrical contractor, law firm, food service distributor, CPA firm and a state professional association. Needless to say, I have been exposed to most every type business.

What do you like most about your job?

We are a small office so I wear many hats; including Accounting, Human Relations, Marketing, IT, Quality Assurance, and whatever else comes along. As a result, every day is different which keeps me on my toes. It also gives me the opportunity to interact with every staff member, as well as customers and vendors. I am constantly learning new things and I NEVER run out of work to do.

What do you find most challenging about your position?

Keeping up with new technologies, which change almost weekly, and determining what would be really "Cool" to have and what is actually necessary and to save time/money.

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Moving from Paper to Tablet

There's a revolution taking place in industries across the globe. It's driven by the emergence of widely-available wireless internet access combined with the rise of inexpensive smart-phones. Companies are rewriting long-standing processes to create greater efficiencies with technology instead of paper. This revolution is now impacting the scale service industry. We have been searching for a solution to paper certificates and a way to dispatch our technicians more efficiently with all the information needed. Most systems were designed for basic service providers, adapted to the scale industry and tied to a PC or a laptop, which are not feasible for use in the field. We needed something designed for the scale service industry and didn't require technicians to carry another piece of equipment. We finally discovered **SmarterCerts**.

About SmarterCerts

- Designed by a scale service company for the scale service industry.
- Web-based software tool for managing scale certificates through mobile devices.
- Application captures information and data directly from the mobile device and synchs it to the centralized web service.
- ISO compliant solution which makes us more efficient and improves customer support.
- Real-time updates make inspection and repair certificates available to customers within hours instead of days.

How it Works

- Service Manager clicks on scales to be calibrated, assigns them to a tech and the system automatically sends all the scale information including test points and tolerances to the tech's mobile device.
- The tech uses the app on the device to capture the calibration results and create the certificate.
- Weight tolerances are built-in to instantly let the tech know if a scale is in tolerance.
- No more paper fumbling and illegible notes.

Sample SmarterCerts Certificate

AMERICAN SCALE CALIBRATION CERTIFICATE

Customer: _____ Department: 102A Service Performed by: AMERICAN SCALE CORP
 3842 B&B/FSD AVE
 LOUISVILLE, KY 40218
 502-451-5840
 502-451-5535

Technician: BRYANT GOOSEY REG# 10214 Date of Calibration: 1/5/2015

Reviewed By: ANGELA SCHROEDER Certificate Review Date: 1/5/2015

Customer Used	Capacity	Division	Location	Class	Class #	Manufacturer Model	Serial Number	Programmed Capacity	Manufacturer Model	Serial Number	Programmed Capacity
50,000 lb	0.005 lb	N/A	N/A	10	10	High-Torque	M18E0298B	50,000 lb	N/A	N/A	N/A

Temperature: N/A °F Humidity: N/A % Relative Work Instruction Used: 30 DAY INSPECTION

Serial Number(s) of test weight(s) used:	Shift Test		Strain Test	
	Weight Applied	Actual Error	Deviation %	Max Force Reading
0.005 lb	0.005 lb	0.000	0.000	0.000
0.010 lb	0.010 lb	0.000	0.000	0.000
0.020 lb	0.020 lb	0.000	0.000	0.000
0.050 lb	0.050 lb	0.000	0.000	0.000
0.100 lb	0.100 lb	0.000	0.000	0.000
0.200 lb	0.200 lb	0.000	0.000	0.000
0.500 lb	0.500 lb	0.000	0.000	0.000
1.000 lb	1.000 lb	0.000	0.000	0.000
2.000 lb	2.000 lb	0.000	0.000	0.000
5.000 lb	5.000 lb	0.000	0.000	0.000
10.000 lb	10.000 lb	0.000	0.000	0.000
20.000 lb	20.000 lb	0.000	0.000	0.000
50.000 lb	50.000 lb	0.000	0.000	0.000

Adjusted: Yes Yes No No No No

PLC Test: N/A

Comments:

CALIBRATED SCALE

Serial Number(s) of test weight(s) used: 0502 KY134043 Date of Calibration: 1/5/2015
 Technician Name(s): BRYANT GOOSEY REG# 10214 Certificate Review Date: 1/5/2015
 Reviewed By: ANGELA SCHROEDER

Form Used: CAL-CERT-GENERAL - Rev Date 03/2014 Equipment Tested on Location: N/A
 Page Number: 1/1
 Enclosure Key: 436000de-7090-4780-86ca-505ea488820e7
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GET TO KNOW US... (Continued)

If you could visit anywhere in the world, all expenses paid, where would it be and why?

No question—Australia! The “Land Down Under” seems to mimic the US in many ways, but they have their own unique ways of doing things. The landscape, plants and animals are all unusual and interesting. The people appear to be very vibrant, engaged and happy. This would be the opportunity and experience of a lifetime.

If you could live in any other time, when might that be and why?

I think I would like to experience the early 1900s. The United States was becoming the innovative nation we are today. The industrial age was in full swing, with automobiles, airplanes, and new manufacturing processes. Entertainment advanced with radio and movies. Communications were improved greatly with the telephone. Several new states were admitted to the union.

Social changes were happening as well with the introduction of Women's Rights, the formation of the United Nations, the FBI and the Federal Trade Commission. My favorite is the formation of the Girl Scouts of America. Changes were big and obvious. I think about my grandmother, born in 1896 and who lived to be 98, and what she saw and experienced during her lifetime. She experienced everything from traveling by horse and buggy to men traveling to and walking on the moon.

If you could have dinner with two famous people from history (alive or dead), who would they be, and why?

Walt Disney—He was a visionary in family entertainment. His name is synonymous with imagination, optimism, creativity and with becoming a self-made success in the American tradition. "I am interested in entertaining people, in bringing pleasure, particularly laughter, to others, rather than being concerned with 'expressing' myself with obscure creative impressions." Walt Disney

The Dalai Lama—His teachings, books and public appearances show a man who has lived through great adversity and kept a positive attitude. I would love the opportunity to discuss his beliefs, concepts for living, his experiences and his ability to stay positive through it all. This quote says it all—
 "Interdependence is a fundamental law of nature. Even tiny insects survive by cooperating with each other. Our own survival is so dependent on the help of others that a need for love lies at the very core of our existence. This is why we need to cultivate a genuine sense of responsibility and a sincere concern for the welfare of others." Dalai Lama

What are you most proud of?

My family. Especially my daughter, Shannon. She has become an amazing woman who is helping to shape our future by teaching young students and adults about our ever-changing world of technology.

"All you need is love, but a little chocolate now and then doesn't hurt."

Charles M Schulz

Advantages for Customers

- SmarterCerts creates a unique portal for each customer to access their certificates and service history.
- Adds level of convenience to access certificates online 24/7.
- Improved certificate quality and accuracy.
- Safe and redundant hosting environment with secure nightly backup.
- Enforcement of strong passwords for all accounts and users.
- Reduces time spent on customer sites.
- Follow-up process streamlined.
- Detailed job information.

Brave New Future

- We are in the process of entering everyone's information into the system. Please be patient as there is a lot of data.
- Some of you may have noticed our technicians performing your inspection using their phone or tablet.
- We are starting with inspections and will add the repair service area soon.
- The mobile technology revolution is here to stay. There are so many benefits for all involved, it's a revolution that will create many winners.