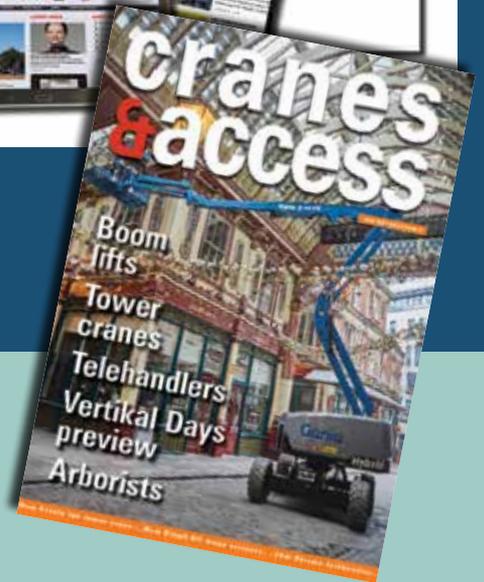


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Readers Letters

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letters



The following letter came as response to the editorial/comment in the last issue of Cranes & Access talking about resistance to trying new things and new ways of working - even when they are safer and more efficient.

Dear Sir,

"We've never done it that way" has been an evil response I often heard in management to changing ways of doing something. Now we call it thinking outside the box. I truly enjoyed your article, sir.

In my work as an arborist the phone calls I get for an estimate often start with the prospect asking if I have a bucket truck. Their assumption is if I have a bucket truck I am automatically or assuredly qualified to work on trees. When I answer that I own a Niftylift trailer lift, it yields dead silence. Similar to your daughter's preference for spaghetti sauce. Then comes the challenge to get a service call commitment for the estimate when the caller expects this to be free. I answer that request by asking where can I get free gas to come to their home.

Another case about making changes happened this way. 15 years ago, I commenced to make and sell a gyroscope spinning top of which Sir Malcolm North and wife Sylvia have a pair called "Zorro". In the Spanish language the word Zorro means foxy or sly. Approval to make that toy top was required at the Ozark Folk Center state park where I worked for 15 seasons operating a spring pole lathe in the craft village. The Craft Director at that time approved adding that item to my product line. She asked how much I would sell it for, to which I answered \$19.95 US. She said "Oh, we have never sold a toy for \$20 here". I responded, "I need \$20 to make a profit and you'd better get ready for the commission income". I really didn't know how many would sell but the fact is 1,900 units have generated \$38,000. She is retired and living here and when we cross paths, she beams a broad smile. Your daughter might enjoy this story.

Regards,

Sherm Anderson
Best Tree Service

Trailer Lifts

Your article on trailer lifts in this month's magazine came at a perfect time for me looking at exactly this type of equipment. I have found it hard to obtain all the information I wanted and felt I needed. For someone whose day job is not access equipment its not easy - if I had wanted a scissor lift or a boom machine no bother but no one is pushing new trailers - no wonder second hand prices are sky high finding them was easy. So just wanted to say thank you and to suggest that maybe you let the powers that be know that for people like me it's not easy to find enough information so that you feel you have had a good shop around before deciding.

Vincent Hudson

The following letter crossed in the mail with our last issue which included an obituary to crane veteran John Rome.

Hi Leigh

I wanted to say a few words on the sad passing of John Rome, we did an enormous amount of business with him over the last 40 years buying Grove and then Kato cranes from him. He also worked with us selling our used equipment.

The following is the Eulogy I read at his funeral.

Martin Ainscough



John Rome

John Rome Funeral Monday 24 May 2021

I first met John in the late 1970's. He was a young fresh faced crane salesman and we instantly hit it off. John was working for Fords at Halewood as a tool maker, and he saw an advert for a sales role with Cole's Cranes. Before his interview, in true John style, he swatted up on anything to do with cranes and, with his technical background, he landed his first sales role !

He was interviewed by a Cole's veteran named Ted Tart who was obviously impressed with John's ability to quickly learn sufficient knowledge to go out and sell cranes.

We had only recently started Ainscough Crane Hire and John was already selling cranes to our cousin Sam Ainscough. Another customer of John's was Fox Brothers in Blackpool where he met George Davis who also became a good friend and is here today.

Unfortunately for John's wife, the combination of Sam, George and myself as customers were a bad example as we encouraged John to spend more time in the local pubs than was good for him !! We spent many happy hours together and this is when we became firm friends.

Fortunately, in the early 80's we all grew up and started to take our family responsibility much more seriously. Around this time Cole's Cranes were taken over by American manufacturer Grove. John flourished with this forward thinking company, and he established himself as the Northwest's premier salesman.

We spent many happy times at the annual Haydock Plant Show, and we even went as far afield to crane shows in Sweden, Germany and the USA.

In the late 80's John was recruited by Kato of Japan to take on a National UK sales roles rather than just a regional one. I think it's fair to say that during the late 80's and 90's John was selling more Cranes than anyone else in the industry. Ainscough Crane Hire was growing rapidly at this time and in one year alone John sold us over 100 new machines. I think that must be a record for any salesman in the UK.

Around the turn of the Millennium John decided to become self-employed and started to sell cranes on behalf of Spierings and also used cranes on our behalf. Working alongside my brother James, John became very much part of our team for over 20 years. We spent time with him almost every working day and he even ended up with his own office on the director's floor of the building !

Above all John was a family man and someone who liked an organised life and achieved so much in his chosen career.

He leaves behind his beloved wife Jan, his two fine sons Dan and Craig, daughter in law Rachael and two granddaughters Abigail and Holly. John got his son Dan a start in the workshops of Ainscough Crane Hire and he also became a great asset to the Company.

John was a good friend to me and to many here today. I know he will be sadly missed by his family and also by his many friends around the world in the crane industry.

God Bless you John !

A Kato crane hand over in the 1990s, (L-R) Martin Ainscough, John Rome, Brendan Ainscough, Paul Rosevere and James Ainscough.



Francina Marie Pride-Motz 1974 – 2021

At the end of May we heard the tragic news that Franci Motz, publisher of Crane Hotline and Lift and Access magazines in the USA, and a senior manager at owner Heartland Communications group, had passed away in hospital on May 27th, following complications from Covid 19. She was only 46 and died just two and a half weeks before her birthday.

A well-known figure in the crane and aerial work platform industry, she joined Heartland almost 12 years ago, initially as the digital media director, becoming associate publisher in 2017 and publisher in 2018. She began her career with BigFish publications in 1999 and tried her hand at something different in 2008, taking up a job as an account manager with Altour Incentive Management, returning to publishing and Heartland just seven months later when she found the crane and access industry which suited her outgoing personality perfectly.

She is survived by her life partner Jason Furrow and their 13 year old son Kade, as well as her mother Carol Pride and sisters Kristin and Jessica.

Her family said: “Franci was amazing! She was funny, kind, compassionate, thoughtful - a little sarcastic perhaps - and loving to everyone, especially the joy of her life, Kade. She was deeply loved and will be truly missed.”



Franci Motz

Pat Sharkey of Heartland Communications added: “Franci was a great leader of our Crane/Lift group. She always solved problems with the same calm approach. She will be missed.”

Another person added: “As a serious online and print source of info for our industry this must be very difficult to report about such a vibrant and young individual that you knew well.

R.I.P. Franci, we are better individuals for having known and worked with you.

Condolences to your loved ones and colleagues.”

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