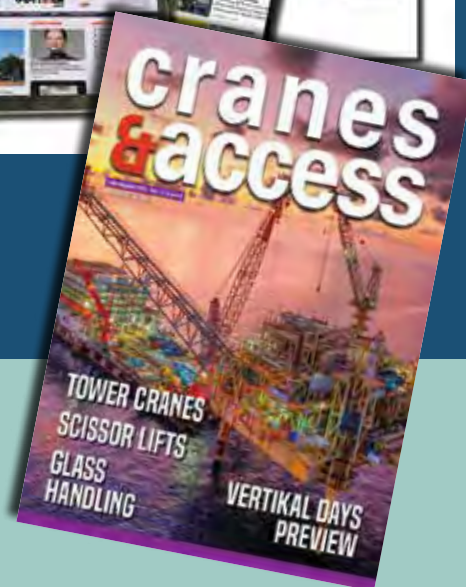


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READERS LETTERS

SCAM CENTRAL

Data protection is a serious matter, and it is vital that personal data is protected at the Vertikal Press, it's something we take very seriously. We never sell our readers' details, as limited as it is. It will be a cold day in Hell before that happens.

With that in mind, we were intrigued to receive the following email this week from a company that claimed to have a list of all the people attending Vertikal Days, which will run from September 10 - 11, 2025. This was a surprise because even we don't have a full list yet of who might come, and the information required to register is limited to name address and email, and so how some company on the other side of the world could have such a list with all manner of information we do not collect is a mystery.

We attempted to find out more as you will see from the following correspondence...

Received by us

Hi,

How are you?

Vertikal Days 2025, pre-registered 5,000 Attendee list is available now to fulfil your promotional efforts. 10 - 11 Sep 2025, Newark Showground, Newark-on-Trent, UK.

Could you let me know if you want to receive the Attendee List by email? List Includes: - Industry Type, Company Name, Contact Name, First Name, Middle Name, Last Name, Titles, Address, City, State, ZIP Code, Phone Number, Country and Business Type, etc.

Kindly describe your response:

Best Regards,

Kaylee Mason

Intrigued, we decided to play along and sent an email anonymously to say that such a list would indeed be of interest. Here is the response we received.

Hello Samuel,

Kaylee from our marketing team forwarded your details. My name is Mike Cushing. I work at Amdee Data Ltd as a Sales Analyst. Thanks for your interest in our services.

Our attendee list comes equipped with vital details in the Data Field, making it effortless for you to filter your audience. All contacts have opted in and are aware of receiving emails from 3rd party companies.

Please find below a proposal for your review. I'd appreciate hearing your thoughts once you've had a chance to go through it.

Event Name:	Vertikal Days 2025
Total Number of Attendees Contacts:	5,000
Regular Cost:	£543
Discounted Cost:	£299

The attendee list is the perfect tool to promote your products and services, invite current and prospective customers to your booth, and maximize your reach before, during, and after the exposition!!

This list is best suited for:

- ☐ Email Marketing & Telemarketing
- ☐ Postal Mail Campaign
- ☐ Establish communication channels via newsletters
- ☐ Data Fields: Client Name, Business Name, Title, Email Address, Phone Number, Address, State, City, Zip Code, Country
- ☐ Usage License: Unlimited (one-time purchase option)
- ☐ List Delivery Format: MS Excel or CSV Format
- Data Quality and Guarantee Terms:**
 - ☒ All contacts are unique — no duplicates included.
 - ☒ Any irrelevant or hard-bounce emails will be promptly replaced.
 - ☒ We ensure a 99%+ email deliverability rate.
 - ☒ No generic or catch-all emails (e.g., info@, contact@, sales@) are included.
 - ☒ The finalized list will be delivered within 1-3 business days after payment is processed.

Please let me know your thoughts on this proposal so I can send you the invoice/order form to proceed. I look forward to hearing back from you.

THANK YOU

Dear Leigh and Pam,
Having recently received the latest Cranes & Access magazine, which I always enjoy reading, I thought it would be nice to thank you both for keeping me on the circulation register, it is much appreciated, and also a thank you for including my tribute to Paul Brown in the previous issue.
Keep up the good work
Kindest regards,
Brian Crisp

Thank you and Best Regards,

Mike Cushing

Sales Analyst

Client Acquisition Team Amdee Data Ltd

Office Address: 1500 N GRANT ST STE N, DENVER, CO 80203 USA

Note the amateurish appearance of the email with multiple emojis. These are often a red flag. After a little journalistic digging, we suspect that the company isn't based in Denver at all but is likely to be in Bangalore, India. We didn't reply to the offer but decided to write to Michael Cushing completely separately from the Vertikal Press editorial office.

Dear Michael,

I wonder if you can help us?

We are writing an article on companies that send out fraudulent emails claiming to have fully detailed mailing lists and data banks, which have proven to be inaccurate. We think that they take payment but never deliver the goods, or provide garbage...

This practice must have a negative impact on businesses like yours that genuinely deal in approved data sets. I wonder if you would be willing to provide a comment or a few words on what companies like yours are doing about it.

Many thanks in anticipation,

Leigh Sparrow

Within minutes, we received the following response.

Hello Leigh,

Amdee Data Ltd is a global database provider specializing in lead generation across America, Europe, the Middle East, and Asia. With over three years of experience, we have successfully served more than 1,800+ clients worldwide. We are partnered with multiple International banks, the Society for Worldwide Interbank Financial Telecommunication (SWIFT) already conducts detailed verification to ensure the authenticity of the organization. If you still think it is a scam, you have already made up your mind and nothing we say would make you think otherwise.

Regards

Mike

We wrote back and pointed out that we were confused by his response as we hadn't accused him of running a scam but rather thought he might help us expose these charlatans. Anyway, that was the last we heard from Michael Cushing of Amdee Data Ltd. It's a shame, as we were looking forward to having a little fun.

This isn't the first time we've received emails like this. We received unsolicited offers of lists for registered visitors to various events almost every day. More recently, we've seen offers of lists for association memberships, even when the membership details are posted on an organisation's website.

This is not the first time we have tried to track one of them down. Last time, we simply pressed the reply button for one offering us an earlier Vertikal Days attendee list, but we never heard from them again. Sadly, there must be some people who are taken in by these kinds of people, so be vigilant out there.

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EDWARD GAVIN SEAGER 1963-2025

We have heard the tragic news that Edward Seager, the owner of UK based tower crane company Bennetts Cranes, has died.

Edward died on Sunday, June 29th, following a brief illness, shortly before his 62nd birthday. He had stepped back from the day to day running of the business during the second half of last year, but he remained involved. Edward leaves behind his widow Karen and their son James.

Edward Seager acquired the original business, W.D. Bennetts, in 1998 from its owners, led by founder William Daniel Bennett, who had set it up in 1965. In 2005, the company experienced an unfortunate fatal incident in Worthing, which was finally prosecuted towards the end of 2008 and resulted in the company facing insolvency administration the following year. Edward purchased the assets and started up again as Bennetts Tower Cranes, building it into a substantial and successful business over the next 16 years.

A statement posted on the company's website said: "It is with great sadness we share with you that Edward Seager, former managing director of Bennetts Cranes, passed away on Sunday after a short period of illness. Edward had been taking a step back from the day to day running of Bennetts over the last year, but his passion and dedication to the construction industry as a whole, and in particular the business he built over the last 16 years, always remained."

"Edward was a larger-than-life character with a fantastic sense of humour and so many friends and acquaintances. Our deepest condolences go to his family at this difficult time. Bennetts Cranes remains committed to offering outstanding service and all work is continuing as usual with the same attention to detail and care that you have come to expect from us. Exactly as Edward would have wanted."

Edward Seager was a true character in a quiet, thoughtful and intelligent



Edward Seager

way. He was passionate beyond measure about the tower crane industry and would often call one of the Vertikal team late in the evening to give his take on a piece of news or to pass on information or chew over some news we had posted or that he thought we should have posted.

Edward seemed to know the crane fleets of his competitors almost as well as his own. We could always be sure of a call from Edward following the publication of our Top 30 UK Irish Rental Fleets (or our Rental Rate Report) to tell us what we had wrong and what we had got right.

We ought to have known that something was wrong when Edward didn't call after our reports were published this year, but we assumed he was simply distracted by another project. Edward always made it to Vertikal Days, and he will certainly be missed by us all this year.

"A devastating loss for Edward's family, Bennetts Cranes and our wider industry in general. He was a warm and generous man who regularly astounded me with his knowledge on many varied subjects, including Latin, Greek mythology and the bond market. A wonderfully entertaining man who could brighten up the darkest day with a text or a call. Edward has left us far too soon and I'm sure we shall all miss him greatly."

Dave Holder



Buying all the three cranes on the Raimondi stand at Bauma 2019 (L-R) Mauro Masetti of Raimondi, Edward Seager and Cristian Badin

RALPH WESLEY MCCURRY 1951-2025

We have received the sad news that US rental company entrepreneur Ralph McCurry has died.

Ralph died on June 7th, aged 73, following a period of ill health. He began his career at the very start of the 1970s, working in the insurance industry with his father and brother at McCurry Pike Insurance Agency. He also became involved in property development and commercial construction during that period.

All that changed in 1990 when Ralph founded M & M Equipment in Huntsville, Alabama. For the next six years, he built the business into a highly successful enterprise operating from 11 locations. Then, in 1996 he agreed to a merger with Falconite Equipment, creating a business with a network of 27 branches. Two years later, the company was sold to NES for \$175 million. NES was then acquired by United Rentals in 2017.

Too young to retire, Ralph teamed up with his sons to start a business in the paint spraying industry called Equipment Repainting Services or ERS. In 2002, they began renting out equipment, mostly larger boom lifts and telehandlers on a wholesale rental basis, which they called ERS ReRents. He also set up McCurry Van & Car Rentals.

The equipment rental business was acquired by United Rentals in June 2022. Since then, Ralph has kept abreast of progress at the McCurry Van & Car Rental operation, which has grown into a six-location business

managed by his son Wes.

Ralph leaves behind his widow, Vicki, three sons, Wes, Michael, and Griffin, plus seven grandchildren.

In addition to his business interests and accomplishments, he had been a gifted hockey player in his younger days and later became an avid and highly successful golfer. His motto was "work hard and play hard."

Ralph's family said, "We would like to thank Brenda Bitner-Forsythe and Jeannie McFarland of Gentiva Hospice for their tender care of Ralph during his illness. You truly are angels on earth."



Ralph McCurry



Peter Steel

PETER KENNETH STEEL 1941-2025

We have received the slightly belated news that Peter Steel, a former director of Coles Cranes and member of the Steel family that owned the company for some time, died on the 13th of June, just three days before his 84th birthday. He leaves behind his widow Barbara, children Phil, Sarah and Veronica, along with four grandchildren and his brother John.

Peter Steel was the son of John Eric Steel, who, with his brother James developed Steel's Engineering Products, a Sunderland-based group that owned Coles Cranes from 1939 until it was acquired by Acrow in 1972. Under the direction of the Steel family, the company acquired F. Taylor & Son and R.H. Neal & Company and changed the name from Steels Engineering to British Crane & Excavator Corporation.

Peter's father Eric Steel died suddenly in 1956, but after leaving university with a degree in Economics in 1962, he decided not to join the family business, of which his uncle James Steel was now chairman, and chose a career in estate management instead.

However, in 1967, he was persuaded to join Coles Cranes at the Crown Works facility, Sunderland. During the 1960s, Coles became the largest crane manufacturer in Europe with three plants in the UK, as well as production facilities in Germany, India, Australia and South Africa. In 1969, when Peter was working as sales liaison manager at Sunderland, he was seconded to the Indian business - Tractors India Limited, which later became TIL - for about 18 months, where he helped the factory transition to the production of telescopic cranes.

On his return to the UK, Peter was appointed to run the Coles factory at Grantham, where he concentrated on the manufacture of Coles Husky Rough Terrain cranes. During this time, Coles became the subject of an unwelcome takeover bid, and the management team negotiated and accepted a 'white knight' offer from Bill de Vigier, founder and owner of the Acrow Group, which became the owners of the Steel Group in 1972.



The opening of the new Jubilee fabrication facility at Sunderland 1977, Bill de Vigier of Acrow (L) with Peter Steel

Within a couple of years, Peter Steel was recalled from Grantham to the Sunderland factory where he became works director. He oversaw renewed investment in production, paint and test facilities, and welcomed visitors to the factory from around the world. Subsequently, he became marketing and engineering director, looking after the company's new products department, including its purpose-built Research Centre.

During the early 1980s, with the UK economy suffering from high inflation and interest rates, several industrial businesses collapsed. Among these was the Coles parent company, Acrow, which called in the receivers in September 1984. Coles was sold to its American competitor Grove. At that time, Peter Steel left the company, while

his cousin David remained as managing director.

Peter Steel maintained a lifelong interest in rural development and farmed his own land for 33 years, but he also had considerable success in a range of different businesses and never fully retired. He was Northumberland County chairman of the Rural Development Commission for six years and worked as a trustee for various organisations. He became and remained a director of Talisman Underwriting from 1997, having been a Lloyds (Insurance) Name from 1979. In the late 1990s, he established a highly successful fundraising consultancy, which raised over £45 million for a wide range of charities.



Peter Steel at the Sunderland plant in the late 1970s with the latest cranes