



## Crane History To Be Told

Proposals to produce a history of the New Zealand crane industry have met with overwhelming enthusiasm from Association members and the executive and the project is up and running.

The idea came from the floor at our recent annual conference and enthusiastic members immediately pledged to help finance the project.

The Council unanimously endorsed the industry history project at its meeting on 20 November and nominated John Carter to manage it. The Crane Association office will provide administrative support as required.

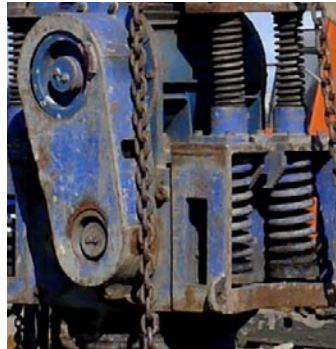
A small group will meet shortly to plan the project. Members will be involved as the idea develops.

Member donations will finance the work, giving all members the opportunity to contribute and ensure their names are permanently associated with the history. Sufficient pledges have already been made to get the project under way.

The intention is to produce a history of the country's crane industry and not merely a history of the Crane Association over the past 32 years.

The raw material of history is facts and we will canvas members and others for these.

Meanwhile, if any member feels they may have historical data, photos or documentation of historical interest please contact either Ian Grooby, or John Carter direct on 04 5694941, mob. 027 4433622; or johnscarter@xtra.co.nz.



**Council unanimous:  
let our history be written**

## Crane Project of the Year Has 2008 Sponsor

The annual Crane Project of the Year, the subject of a last-minute rush when this year's entry-deadline loomed, has found a sponsor for 2008.

UDC Finance have generously offered to sponsor the award again. The latish show of enthusiasm in 2007 resulted in the greatest number of entries we've had.

Show off your expertise amongst fellow members and potential and existing customers and enter the 2008 awards. The 2007 winner was Daniel Smith Industries, Rangiora for the new rail bridge and removal of the old bridge over the Grey river in Greymouth



### From the President

*The comment in the last newsletter about the council considering whether or not to hold a conference in 2008 generated only 3 responses. It didn't surprise me that the comments came from people who always support the conference.*

*In every organisation there's an enthusiastic group who contribute and so we thank you as at least it shows there are some who are interested enough to make their views known.*

*We work to make this association relevant to members and their business success. But it needs contributions from all members to be able to represent their interests effectively.*

*I can confirm that the conference programme has essentially been finalised and the will be held at the Duxton Hotel, Wakefield Street, Wellington on 17th & 18th July 2008.*

*Malcolm McWhannell,  
President*

**Newsletter of the**  
CRANE ASSOCIATION  
OF NEW ZEALAND INCORPORATED  
21-23 Andrews Ave, Lower Hutt  
PO Box 30 074, Lower Hutt  
New Zealand  
Telephone: 04 569 9799  
Facsimile: 04 569 6969  
Email: info@cranes.org.nz  
www.cranes.org.nz

Managing Opportunity Training is becoming more complex and time-consuming as the programmes increase in number and complexity.

To aid the efficient administration of the ITO a new National Moderator for the crane sector has been appointed.

Graeme Cowan is from Start Training Ltd, an NZQA-accredited trainer delivering a wide range of unit standards in the National Qualification Framework, most involving the operation of heavy machinery, including crane work.



Many companies, both small and huge, spend vast amounts of money trying to get to the top in Google's search results for particular key words.

The theory is that people looking for web sites of relevance to whatever it is they're searching for don't burrow thirty pages into a Google listing of hits, they just scan the first few entries and click one of them. Therefore, those whose listing appears near the top get most of the on-line enquiries and, in the process, snare most of the business. Or so the marketing theory goes. A high listing can make or break a company that depends on on-

line sales for its living.

It is amazing then, that a search for the generic "cranes" on Google shows two Association members in fourth and fifth place on the first page. Keep in mind that this is the international, google.com, not the restricted, New Zealand-only google.co.nz

The top international spot goes to an American stationery company called, surprise, Crane. In second is a fan site for an English pop band called the Cranes, followed by an entry in the on-line encyclopedia, Wikipedia, about crane birds.

Then, beating the best efforts



of the big northern hemisphere crane conglomerates, up pops McLeod Cranes from the Bay of Plenty, immediately followed by Titan Cranes.

An industry has sprung up trying to improve web site positions on Google listings. Many firms spend several thousand dollars each month to improve their spot.

Gaining spots near the top on the first page under the 'cranes' search term is very well done.

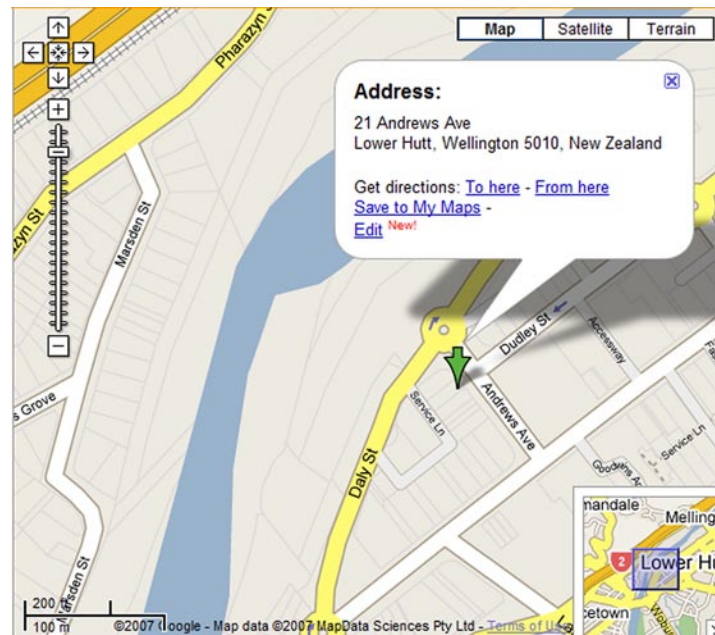
## Sponsorship Opportunities

Having attracted the sponsorship of UDC Finance for the 2008 Crane Project of the Year Award, we are now gradually ticking off the outstanding opportunities for sponsorship of various Association events. However, a few remain available on a first-come, first-served basis. We're still open to offers of newsletter sponsorship at \$200 (plus GST) per issue for a maximum of 3 months. Remember, we'd need a high-resolution copy of your company logo. Other sponsorship opportunities being snapped up include those associated with the 2008 annual conference.

Remaining slots include:

- Happy hour (Friday);
- Lunch (Thursday & Friday);
- Conference gifts,
- Keynote speaker and
- After-dinner speaker.

If you want to offer to sponsor any of the available opportunities do please advise us sooner rather than later. Sponsorship puts your name out in the marketplace as well as contributing to the Association's activities.



National Office pinpointed by Google Maps

## Putting Crane Association Members On the Map

While Association members are hitting the heights in Google listings, the same Internet juggernaut now offers to embed its maps into web pages so customers can find you easily. Now each member can have a street map on their cranes.org.nz details page that visitors can scroll around, zoom into, zoom out of and receive street directions in text and

graphics.

They can also see your address marked on a street map, a satellite image or both.

Google hasn't plastered the maps with advertising other than its own logo and a copyright notice.

If you are interested in letting your customers beat a path to your door, let National Office know and it will be done.

## National Office Christmas Shutdown

The national office will close on Friday 21st December and will reopen on Monday 14th January for the Christmas break. E-mails will be cleared during that time.

We hope that you all have a very merry Christmas and a bright and prosperous 2008.

