

March 9, 2007

Attention: Maintenance Managers, Maintenance Planners, Maintenance Foremen

Dear Sir or Madam:

In my almost 30 years as a maintenance consultant I've discovered some discouraging trends related to maintenance and productivity. Unfortunately, you've probably fallen victim to many of these statistics at your job site:

- **There's a 90% chance that your maintenance craftsmen do two hours or less productive work per day.** Work samples show that most craftsmen spend five hours or less at the work location. At any given instant, about 30% of your mechanics are actually doing work.
- **Most maintenance employees want to work four to five hours everyday, but management and the system do not give them the opportunity.** A mechanic cannot work if he does not know what to do, or if he does not have the parts. The warehouse cannot supply parts if they are not in stock, or if maintenance has not given them enough notice to get them in stock.
- **Most managers do not want to hear that they already have enough, or too many, people and that the system is the problem.** Implementing a good maintenance system can create far better results than doubling a work force. Still, most operations have tried adding people at least once.
- **Many people fail to realize the impact an effective planned maintenance system can have. Others realize change is needed, but don't know where to start.**

This Effective Maintenance Management Seminar was designed as a logical first step toward making your planned maintenance program effective, and solving the productivity problems you face. We'll learn about doubling productivity and improving management. We'll discuss planning/scheduling, preventive maintenance, the computer as a maintenance tool, and the Productivity Spread. We'll teach you how to get the most out of super hawks, turkeys and chickens (*find out more on next page*). We'll divide into groups for hands-on projects and learning. We'll create the momentum and skills necessary for change.

I hope you'll join us.

Sincerely,

John W. Rushton

Satisfaction Guarantee: If you are not convinced of this seminar's immediate and long-term benefits, or you are not satisfied with the presentation, you will be refunded the seminar fee.

Please visit www.rushtonintl.com/upcomingseminars.html for more details or to register.

"THE PRODUCTIVITY SPREAD"

'SUPER HAWKS'

10% of your people are highly motivated - They are loyal to the company and can do almost any job efficiently and correctly with little or no supervision.



'HAWKS'

20% of your people are motivated - They are not quite as loyal to the company but still can do almost any job efficiently and correctly with some supervision.

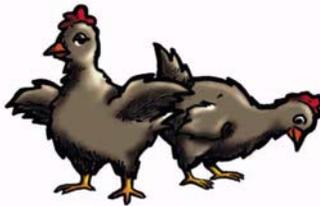
'TURKEYS'

40% of your people are average - They are the largest group. You must plan and schedule carefully to get satisfactory performance from this group. your success or failure as a supervisor will depend on how well this group performs.



'CHICKENS'

20% of your people are not motivated - They will accomplish little. They need constant supervision. Encourage them to work for someone else.



'SLUGS'

10% of your people are not motivated and have few if any skills - They will accomplish nothing and make it more difficult for the rest of your crew to perform. Encourage and, if necessary, force them to work for someone else.



THERE'S GOOD NEWS & BAD NEWS

The bad news: Only one in ten maintenance people are super hawks!

The good news: If you or some of your subordinates are not super hawks, you can still succeed with the right system!

This seminar will show you how to create the right system and use it to your advantage.

IMPORTANT NOTICE

Our solutions work almost 100% of the time, but may not taste good to everyone.

This seminar is about change! We try to stay in the real world and present real solutions. We consider ourselves a failure if every attendee does not change something at their job site within the first 15 days.

IF YOU'RE INTERESTED IN IMPROVING YOUR MAINTENANCE PROGRAM & PRODUCTIVITY PLEASE JOIN US BY REGISTERING TODAY:

ONLINE: www.rushtonintl.com/upcomingseminars.html

TOLL-FREE: 1-888-281-4466