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## ***MDNA Member Benefits at a Glance***

- **The MDNA logo:** Use it on your stationary and other business documents to tell your customers that you subscribe to the ***MDNA Code of Ethics***, the standard that separates MDNA Members from other sellers.
- **Networking, Educational & Marketing Opportunities:**
  - **Access to events** such as the MDNA Annual Convention, Weekend with the Pros, “BOSS” Seminars and Chapter Meetings, which provide excellent opportunities to get acquainted with members and tap lucrative markets throughout the U.S. and around the world. Learn how to sell better, network, and meet with people who specialize in certain types of machinery that you might not know about.
  - Advertise in **MDNA publications** such as the ***MDNA News***, the ***MDNA Buyer’s Guide*** and the ***Truckers & Riggers Directory***. The *MDNA News* is the association’s newsletter that keeps you up-to-date on news and trends in the machine tool industry. The *Buyer’s Guide* lists members alphabetically, geographically and by specialty and is distributed to more than 70,000 end-users around the world – reaching those who are actively looking to buy used machinery and other capital equipment. The *Trucker’s & Riggers Directory* is a compilation of firms offering trucking, rigging, storage, and brokerage services recommended by MDNA member firms. This benefit will assist members in finding reliable sources for these services around the country. And before you call a firm that is new to you, you can call the MDNA member firm that recommended the company.
  - Potential membership in the **Association of Machinery & Equipment Appraisers (AMEA)**, a qualified organization representing individuals who perform professional appraisal evaluations of entire plants or a single machine. An AMEA membership helps generate an alternate source of income and offers educational programs on machinery and equipment appraisals. More information on the AMEA is available on [www.amea.org](http://www.amea.org).
  - **Trade show participation** - which generates solid leads for MDNA members.
  - **Auction Reports** – a detailed report, published quarterly, listing information about machines sold at auction – available to MDNA Members only.
  - **Chapter Membership** – local meetings offer an opportunity to meet, network and do business with all local members while keeping in touch with local business conditions.
  - **MDNA Library** – Get free copies of any of the more than 30,000 machinery manuals.
- **LOCATOR Services**
  - All MDNA members who are current with their *LOCATOR* advertising are entitled to a 10% discount on their listings. If you are a regular advertiser, you will save \$100 for every \$1,000 you spend.
  - MDNA and AMEA members are designated in the *LOCATOR* directory and website.
  - Machinery listings appear on [www.mdna.org](http://www.mdna.org). When visitors click “Search for Machinery”, listings are filtered and formatted from the [www.LocatorOnline.com](http://www.LocatorOnline.com) database giving you more online exposure for your machines at no additional cost.
- **Direct Capital Corp:** For every leasing transaction consummated by an MDNA member, Direct Capital Corp. will pay a 2% (of the final equipment cost) referral fee to the MDNA Dealer. Direct Capital Corp. will also provide customized financing programs for MDNA members including: on-site training, co-marketing, lease documentation, collateral, and tradeshow collaboration.

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- **National Association of Wholesaler-Distributors (NAW):** Through our affiliation with NAW MDNA firms and their employees may take advantage of a variety of business-related and recreational discounts and special services. For a complete list of these benefits visit the MDNA back office at [www.mdna.org](http://www.mdna.org).
  - **MDNA Austin D. Lucas Scholarship Fund:** Awards grants for higher education to children of MDNA member's employees.
  - **A Unified Voice in Washington:** Our close proximity to the Nation's Capital enables the MDNA to be an effective watchdog of Congress and Federal Agencies on issues of importance to machinery dealers.
  - **Industry Warnings:** MDNA sends information out to members it receives that help warn of scams and other threats to business.