

JDN Newsletter October 2005

Welcome

On behalf on JD Neuhaus, we are pleased to be sending you our first North American Newsletter. As our Company grows, we need to expand the level of communication and maintain a strong sense of connection with you, our extended family. This newsletter will serve the purpose of announcing great new products, recognizing outstanding employees, and solid distributors. The newsletter will also share some of the highlights J.D. Neuhaus has accomplished. Established in 1745, JD Neuhaus has been around for two hundred and sixty years. Later in the newsletter you will get to know where we stand historically compared to other family owned enterprises.



Photo: JDN North American Corporate Headquarters

Lists Updated Online

Recently, we have updated the internet page devoted to listing our Sales Representatives. Our team in the field has accrued years of on-site experience and now covers most of the continental United States of America. Feel free to get to know them better, and share ideas on ways to grow new business. Also, our Distributor and Service Center Lists have been updated. We have received several inquiries from Distributors interested in cross linking websites, and we appreciate you promoting JDN. Check out your region on our homepage at: www.jdneuhaus.com

If you have any questions about the newsletter, your Sales Representative, your nearest Service Center, or Local Distributor please do not hesitate to contact us at any time.

Questions about the newsletter can be sent to:

Jason C. Kahler, Technical Sales Manager
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On the Horizon

We are very excited about the development of a new password protected area for pricing and customer service on the website. This area will allow visitors exclusive access to JDN materials, such as the most recent price lists for our product line, marketing tools, and research to assist in increasing sales volume.

Employee News

Celebrating a Birthday in October!

Oct. 1 st	Steve Marcin (Sales)
Oct. 8 th	Mark Hannibal (Production)
Oct. 12 th	Aaron Wright (Parts)

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The World's Oldest Family Companies

One Hundred Lessons in Endurance from 17 Countries

Is there any institution more enduring or universal than a family business? Professor William O'Hara, the pre-eminent expert on this subject, posed that rhetorical question in his recent book, *Centuries of Success*. He also provided his answer: "Before the multinational corporation, there was family business. Before the Industrial Revolution, there was family business. Before the enlightenment of Greece and the empire of Rome, there was family business." Since the mid-1990s, research by O'Hara and his associate Peter Mandel has provided the foundation for two of this magazine's most popular features: "America's Oldest Family Companies" (updated most recently in Spring 2003) and "The World's Oldest Foreign Family Companies" (Spring 2002). But the list that follows is the most definitive of all. In it we've combined the two previous lists, added newly discovered companies, and weeded out businesses that no longer qualify. The result is a compilation of the world's 100 oldest continuously family-owned firms—all firms that can indisputably claim to have outlasted governments, nations, cities and certainly once-mighty corporations. All of the listed companies are at least 225 years old; four have lasted in the same family for more than a millennium. The very oldest remains Japanese temple-builder Kongo Gumi, founded in 578. As we've noted before, this compilation is hardly scientific; it's certainly not comprehensive or entirely accurate. It relies instead on the best information available to us. As in the past, readers are invited to pass along corrections or information that we may have missed.

76. J.D. Neuhaus

Hoist manufacturers/Witten-Heven, German

Founded: 1745 7th generation

Johann Diederich Neuhaus began the business when he joined the Factory Register in Germany as a manufacturer. The company started by producing wooden jacks, which were in high demand by carters who would constantly break their wheels on the rough terrain of 18th-century roads. In 1952 the company invented the air hoist, which was much safer than the electrical hoists produced at the time. Today, the company's products are sold in 90 countries. One product, on the Gorilla V, is reportedly the world's most powerful air hoist: It can lift 250 tons.



Photo: Rowan Gorilla V Jack Up Rig

William T. O'Hara (wohara@bryant.edu) is the founder and executive director of Bryant College's Institute for Family Enterprise in Smithfield, R.I.. Peter Mandel is his associate. Bryant MBA candidate John Gunasti provided research support.



J.D. NEUHAUS
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