

By GENE STOWE Tribune Correspondent

# A combination of stable independent businesses, renovated historic buildings, a flourishing arts movement with regular events, and a long tradition of community identity keeps downtown Goshen strong.

## ‘Keep reinvesting’

A combination of stable independent businesses, renovated historic buildings, a flourishing arts movement with regular events, and a long tradition of community identity keeps downtown Goshen strong.

“We’ve been lucky and everything’s fit in together and worked well together,” says council member Jeremy Stutsman, whose family owns City Elements LLC.

This month, City Elements, with support from the Greater



Goshen's Facade Improvement Program has invested \$144,000 since 2005, with another \$30,000 expected this year. The city already has had 70 facades renovated to some extent.

Tribune File Photo  
 BARBARA ALLISON

See GOSHEN Page 5

*Goshen groups work to keep downtown vibrant and attractive*

**INSIDE**  
 BUSINESS WEEKLY

**Michael Hicks/Economic Analysis**

Reading the story in unemployment figures

**Focus**

Stories on materials handling

**More on Goshen**

Stories about Goshen

Page 13

Pages 6-9

Pages 10-12



# Associated's services run from planning to delivery

By **GENE STOWE**  
Tribune Correspondent

Associated Material Handling Industries Inc. has been serving customers in Michiana for some 25 years. Started in Chicago 50 years ago, it provides a comprehensive range of consulting services and supplies.

The company, a leading Raymond Lift Truck dealer, has become one of the largest supply chain solutions providers in the country, with more than 16,000 customers and more than 300 employees.

Tim Harmon, the company's South East divisional manager, says their diversity of customer base helped it manage through the recession. Many customers within this northern Indiana geography are related to the automotive and manufactured housing industries and have suffered greatly.

"We have a presence in many facilities across northern Indiana and throughout our marketplaces," he says. "Like our customer base, we endured some painful cut-backs of our own. However, that diversity of customer mix allowed us to weather the storm fairly well.

"We are very fortunate to maintain business relationships with manufacturing facilities, hospitals, warehouses, distributors, libraries, you name it. We'd like to think we touch everything except the air you breathe."

The firm helps customers design, or redesign, their plants while providing state-of-the-art equipment to furnish them, such as warehouse management software, scanning equipment, lift truck sales, service and rentals, and consultative expertise. Data analysis can project the machinery and



Photo provided

**This is an example of a system Associated Materials Handling Industries Inc. can provide for its clients. The company has been serving Michiana customers for more than 25 years.**

number of employees a customer may require.

"We can help people with everything from the planning of a facility, the setup of a facility, all the way through product onto the delivery truck," Harmon says. "We can profile their floor to not

only save space, but increase their productivity."

Associated's Fort Wayne office serves Michiana customers, with Account Manager Pete Nix active in the community for more than 25 years, along with several service technicians and

support staff based throughout the South Bend area.

Harmon sees a sharp distinction in the Indiana market, with primarily retail distribution facilities in the south, and manufacturing-related industry in the

north.

"In the Indianapolis areas, we have a tremendous amount of big box-type warehouses," he says. "When you get north of Kokomo, it's a slightly different market, a different customer. Along with distri-

## Learn more

For more information, go to [www.associated-allied.net](http://www.associated-allied.net).

bution, there is manufacturing feeding one of the Big Three automakers, manufactured housing and the trailer industry. The building requirements are different, too. They tend to be much smaller."

Associated, which added fleet management and engineering services in recent years, expects to make more changes later this year to keep ahead of trends in the industry.

"Within the next few months, Associated will announce the launch of our new business model and brand identity that will serve as the platform to continue to provide our customers with enhanced levels of innovation and exceptional customer service," says marketing manager Shari Sellers.

"We have made a commitment to grow from the material handling company of the past to the supply chain solution provider of the future."