

**Frank Manfredi**

*President  
Manfredi & Associates, Inc.*

Frank Manfredi is President of Manfredi & Associates, Inc. that was founded in 1984. The company is a unique marketing information firm that specializes in the construction, mining, farm and material handling equipment industry. Together the company and its affiliates maintain separate staffs that total 15 professional who have diverse research skills in these highly specialized disciplines.

Manfredi & Associates publishes Machinery Outlook and Machinery Outlook Europe, two highly respected newsletters that are viewed as a critical source of information about the machinery industries. The firm maintains a very active market consulting practice that is focused on machinery markets. In addition, Mr. Manfredi is active in industry associations. He is a member of the Chicago Federal Reserve's Industrial Roundtable Committee.

Prior to forming Manfredi & Associates, Mr. Manfredi was responsible for the direction of construction equipment research in the Machinery Services Group at Nielsen/Dataquest for eight years. Assignments included strategic planning, econometric forecasting, territory analysis, financial analysis, acquisition analysis, product planning, and supervision of three of Dataquest's four research groups.

Previously, he was Supervisor of Market Research for International Harvester Company's Payline Group where he had six years of experience in forecasting construction machinery industry sales, performing field surveys, and studying overseas markets.

Previous to that, Mr. Manfredi had four years of selling experience with an East Coast U.S. construction equipment distributor where he had general line and material handling sales responsibility.

Mr. Manfredi has a Bachelor of Science degree in Industrial Distribution from Clarkson University and a Masters of Business Administration from Fairleigh Dickinson University.