

## In This Issue:

- Page 1  
Message from the President
- Page 2  
AMEA New Members' Bio  
Message from the President Cont'd
- Page 3  
AMEA Upcoming Events
- Page 4  
Tools of the Trade
- Page 5  
Tools of the Trade Cont'd
- Page 6  
Tools of the Trade Cont'd

## Message From The President

David DiBenedetto, CEA  
AMEA President



It's Fall 2024, and as this issue of the AMEA Newsletter arrives, I am pleased to report that AMEA continues working **forward to** promote the association's future and ongoing success. Membership's focus in attracting talented individuals with the interest of developing and enriching their professional careers as members of the association and identifying opportunities for new board candidates remains the top priorities of our association. AMEA board committee members are diligently working with new members via the mentor program, providing first-hand transfer of experience, knowledge and insight into the appraisal industry and our association's involvement. The membership committee continues to search out new talent, both young and old, having an interest in joining the association and/or, if already a member, becoming an active board participant. These ongoing efforts directly benefit our impressive slate of members and improve the membership experience for all.

Continuing education opportunities endure as the board coordinates selected dates for upcoming 7Hr./15 Hr. USPAP classes. Webinars, both developing and occurring, meet and address current needs and provide insight into appraisal work today. Forum planning, a continuous effort focused on providing the best appraiser experience in the industry, is underway, scheduled for March 5 -7, 2025, in Atlanta, GA. AMEA will conduct a 7Hr. USPAP class day one, that evening, AMEA will sponsor a welcome reception and dinner welcoming all AMEA forum attendees. Also, we will begin learning sessions, machinery viewing, and touring early morning on March 6 and continue through noon on March 7. Our host company, for the 2025 AMEA Forum is AMEA/MDNA member company, Equipment Hub, Mr. Carl Davis, President, boasting a 40,000 square foot warehouse, repair and show room facility. Hotel registration and release of the planned itinerary to follow. "You won't want to miss this event!"

Many additional opportunities are available for members to maintain accreditation and complete their continuing education requirements such as viewing previously recorded webinars, auction management and attendance and by participating in MDNA chapter meetings and social events. Further details are available at AMEA.org or by calling or e-mailing AMEA administrator Jason Baker at (703) 836-7900 or Jason@amea.org.

Continuing education remains a central point for maintaining and achieving AMEA designations. Our board of directors strives to deliver quality learning and experience opportunities to all members.

Continued on Page 2

SAVE  
THE  
DATE

2025 **AMEA**  
ASSOCIATION OF MACHINERY  
AND EQUIPMENT APPRAISERS

APPRAISERS'  
FORUM  
March 5-7

Atlanta



## New Members

**Josh Schneider, AM**  
Schneider Industries Inc.  
121 Hunter Ave., Suite 204  
St. Louis, MO 63124  
[josh@schnneiderind.com](mailto:josh@schnneiderind.com)  
(314) 863-7711

**Gregory Erickson, AM**  
Gold Machinery Group  
136 Newell Ave.  
Pawtucket, RI 02860  
[GREG@goldmachinery.com](mailto:GREG@goldmachinery.com)  
(401) 724-3200

**August Solien, AM**  
Hilco Valuation Services, LLC  
5 Revere Dr., Ste. 300  
Northbrook, IL 60062  
[Asolien@hilcoglobal.com](mailto:Asolien@hilcoglobal.com)  
(847) 849-2976

**Jordan Heise, AM**  
Hilco Valuation Services, LLC  
5 Revere Dr., Ste. 300  
Northbrook, IL 60062  
[jheise@hilcoglobal.com](mailto:jheise@hilcoglobal.com)  
(847) 509-1100

**Jason Knittel, CEA**  
Miedema Appraisals, Inc.  
601 Gordon Industrial Ct.  
Byron Center, MI 49315  
[jasonk@miedemaappraisals.com](mailto:jasonk@miedemaappraisals.com)  
(616) 610-0215

**Pete Schinaman, AM**  
Advanced Jones Machinery Co. Inc.  
4530 Wadsworth Rd.  
Dayton, OH 45414  
[pschinaman@advancedmachinery.com](mailto:pschinaman@advancedmachinery.com)  
(937) 278-7337

**Michael Hamann, CEA**  
Equipnet, Inc.  
Box 369  
Lexington, KY  
[mhamann@equipnet.com](mailto:mhamann@equipnet.com)  
(319) 266-3578

## AMEA New Members Bios

**Jordan Heise, AM**  
Hilco Valuation Services, LLC



Machinery and Equipment Appraiser at Hilco Global, which is a diversified financial services company that delivers asset knowledge and expertise to help companies maximize asset value and return at critical inflection points in their business life cycle. I have over three years of experience in valuing equipment across a wide range of industries. I have a BA from Brock University and a Data Analysis Certificate from Northwestern University and am a father to a 1-year old girl.

**Interested in Joining the AMEA? Click below for more information and to download an application**  
[Join the AMEA](#)

## Message From the President (Cont'd)

Continued from Page 1

I commend this pro-active, dedicated and talented board of directors and the support staff for all efforts underway. These are the people moving this association *forward*. The “movers & shakers,” the “Team Elite” those that coordinate AMEA’s activities, tailor the design of promotional and networking events, research and develop continuing education opportunities, provide member promotion, and support and guide the financial stewardship of the AMEA. Your involvement in these activities and the opportunity to become an active board member is available to all. Our current board members are readily available and genuinely interested in introducing specifics related to the various positions that may peak your professional interest, promoting your thoughts in becoming a board member. Active involvement on the board will enhance the membership experience and your career.

As a business owner looking for the best return on value from your experience in the AMEA and promotion of your company, recognition throughout the association and appraisal industry, becoming a board member yourself, and/or encouraging, supporting and sponsoring the involvement of a company elected staff member to become a board member is one of the most valuable and positive moves you can make benefiting your company and every individual you support.

As we look *forward* to our winter board meetings, January 31 – February 2, taking place in Cancun, Mexico, and to the 2025 National Convention, taking place in New Orleans, “The Big Easy,” May 1-3 2025, we welcome all AMEA/MDNA members and invite discussion of AMEA membership in full detail whether it pertains to your potential/existing membership or that of selected staff personnel. This is an excellent opportunity to learn more about our dynamic association, opportunities to become involved, and to meet our driving board members, who will introduce this rewarding journey firsthand.

AMEA President  
David DiBenedetto, CEA



**2025—2025 AMEA  
Important Dates**

**February**

February 1  
AMEA Board Meeting  
Cancun, Mexico

**March**

March 5  
7-Hour USPAP  
Atlanta, GA

March 5-7  
AMEA Appraisers Forum  
Atlanta, GA

For more event information:

Call AMEA: **703-836-7900**  
or visit [www.amea.org](http://www.amea.org)

**AMEA Disclaimer**

Articles contained in the AMEA/ Appraiser Newsletter are the opinion of the contributing authors. Articles have not been checked for accuracy. Content may, or may not, reflect the current accepted trends of that industry. The Association of Machinery and Equipment Appraisers disclaims any responsibility for any use, or misuse of information contained herein.

**SAVE  
THE  
DATE**

**2025** **AMEA**  
ASSOCIATION OF MACHINERY  
AND EQUIPMENT APPRAISERS

**APPRAISERS'  
FORUM**  
March 5-7

**Atlanta**

**Save the Date  
AMEA Appraisers' Forum  
Atlanta, GA  
March 5-7  
7-Hour USPAP Course March 20**

The 2025 AMEA Appraisers Forum at The Equipment Hub, LLC in Atlanta, Georgia, will be held March 5th through 7th. This event will include education and hands-on presentations at The Equipment Hub, LLC, as well as great networking events with your fellow appraisers. Registration and more details will be coming soon.



**2025 MDNA National Convention—Save the Date**

New Orleans May 1 - 3  
Sheraton New Orleans Hotel.

The **2025 MDNA National Convention** will be held in New Orleans May 1 - 3 at the Sheraton New Orleans Hotel. The Sheraton is one of New Orleans' premier hotels centrally located on Canal Street in the heart of New Orleans between Bourbon Street to the west, the Mississippi River and casinos to the east, the old-world splendor of the Garden District to the south, and the fabulous jazz clubs and Historic District to the north.



## Tools of the Trade

### *Roll Forming Machinery: A Quick Summary and Used Machine Basics*

*Bob Yeoman, CEA  
Yeoman Machinery Corporation*



The concept of forming a uniform profile by passing a flat metal strip through a series of mated profile tool dies that are mounted on consecutive stands, with each set performing an incremental part of the bend that gradually forms the material into the desired cross-section is called Roll Forming. It is thought that Roll Forming began as early as 600 BC, and processes were theorized by Leonardo da Vinci. One can say that the evolution of the application and use to American manufacturing to mass produce simple shapes come of age in about 1900.



#### **ROLL FORMING TODAY**

Roll forming is the most economical production process for the continuous bending of metal channels, angles, and complex shapes with multiple bends. Engineering and machine design can also allow for the addition of holes, notches, slots, and embossments. Specific configurations are consistently formed into long strips at a specific rate (Feet per Minute) from a coil of steel or nonferrous material. Roll Forming Machines work at room temperature in a continuous cycle where material passes through a number of stations (forming stand) where fixed rollers both guide the material and make the necessary bends. As the material strip travels through each successive station (roll former stands), the rolls bend the material a little bit more than the previous station. This progressive bending method ensures that the cross-sectional configuration will be achieved while maintaining the tolerances required for the finished shape.

The typical operating speeds of a Roll Forming machines are between 30 and 600 feet per minute (FPM) which make them the ideal choice for manufacturing large quantities of parts with a constant profile of varying length. Depending upon the type of material being formed (shaped), the final product will normally feature an excellent finish detail and should require little, if any, finishing work. Machines today are equipped with AC variable speed drives, which are both more energy efficient and smother cycling during run-up.

Today machines feature computer-aided tooling designs and thereby function at their maximum potential. Modern Machines that have incorporated computer-controlled programming provide the roll former with an internal “brain” that will catch product imperfections, thereby minimizing damage and waste. If a designed section needs multiple holes or needs to be cut to a specific length, a programmable logic controller will tighten tolerance levels and maximize accuracy. The addition of features, such as laser or TIG welding capabilities, can remove an entire step in the manufacturing process.

Continued on Page 5

# APPRAISER

ASSOCIATION OF MACHINERY AND EQUIPMENT APPRAISERS



### AMEA APPRAISER

The AMEA Appraiser is published by the Association of Machinery and Equipment Appraisers

5568 General Washington Drive  
Suite A213D  
Alexandria, VA 22312 USA  
Phone: +1 703 836 7900  
or +1 800 537 8629  
Fax: +1 703 836 9303  
Email: [amea@amea.org](mailto:amea@amea.org)  
[www.amea.org](http://www.amea.org)

Jason Baker  
[jason@amea.org](mailto:jason@amea.org)

### MISSION

To certify and accredit the most qualified capital equipment appraisers in the appraisal industry through promotion of standards of professional practice, ethical conduct, and market-based experience.

AMEA members are listed at:  
[www.AMEA.org](http://www.AMEA.org)

No portion of the AMEA Appraiser may be reproduced without the express permission of the AMEA.

To subscribe to AMEA Appraiser visit: [www.AMEA.org](http://www.AMEA.org)

To view AMEA Appraiser online go to:  
<https://www.AMEA.org/amea-newsletter.html>

AMEA Appraiser welcomes contributions from members and others in the machinery and equipment appraisal community.

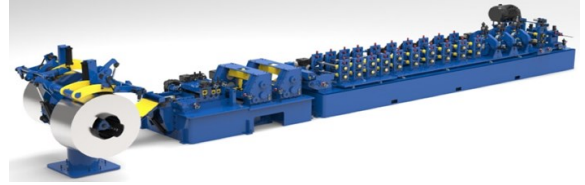
For details contact: Jason Baker,  
Editor, AMEA Appraiser at  
[jason@amea.org](mailto:jason@amea.org)

## Tools of the Trade

Continued from Page 4

### Typical Shapes produced by Roll Forming are:

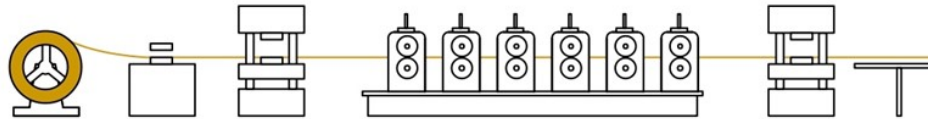
- U – C – J Style Channels
- Tubing
- Angles & Z Bars
- Hat & Box Channels



### ROLL FORMING MACHINE LINE

A Roll Forming Machine line can be separated into four major parts:

- 1. Entry Section:** Material is loaded to be fed into the first station (forming stand) – either in a sheet form or a continuous coil.
- 2. Station Rollers:** Actual Rolling Forming occurs at each station and not only shape the metal but serve as the driving force of the machine.
- 3. Cut Off Press:** The finished profile is cut to a pre-determined length. Since Roll Forming machines operate at fast speeds and are a continuously working machine, a flying die cut-off press is normally used.
- 4. Exit Station:** Finished parts exit the Roll Forming Machine and onto a conveyor or table to be manually stacked or packaged.



### USED ROLL FORMING MACHINE BASICS

The purchase of a Used Roll Forming Machine or a complete Line follows the exact decision process as one would employ when sourcing a new machine. Dimensional variation of a part created by roll forming is based upon the type of material used, the roll forming equipment in use, and the actual application. Tolerances can be influenced by varying metal thickness, material spring back during production, the quality and

wear of the tooling, the experience level of the machine operator, and actual machine condition.

Quality late model used roll formers are always in demand and difficult to find. When looking around for a used machine it is important to understand the differences between manufactures and how that might impact your tooling design, installation ( or modification) of existing tooling your company might already have in use. When looking around for a used Roll Former, your part shape, roll dimension (roll space), material type, and desired run speed will dictate what you will need to locate. Some basic machine terms and identification points are illustrated in the diagram below. They are important when discussing your machine requirements.

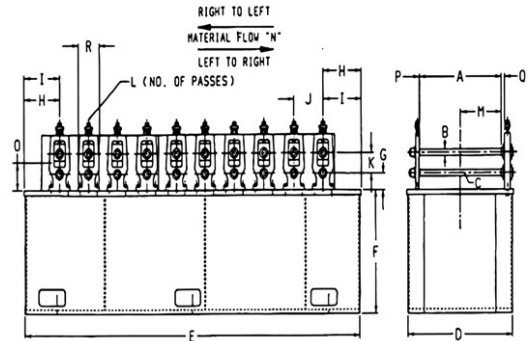
Continued on Page 6

## Tools of the Trade

Continued From Page 5

### Basic Machine Identification & Specifications:

- A. Roll Space
- B. Arbor Diameter
- C. Arbor Key Size
- D. Machine (Base) Width
- E. Machine Length
- F. Distance – Floor to Base of Machine
- G. Dimension: Base to Centre Line of Lower Arbor
- H. Dimension: Centre Line of Last Pass to End of Base
- I. Dimension: Centre Line of First Pass to End of Base
- J. Dimension: Horizontal Centre Distance Between Stands
- K. Dimension: Vertical Centre Distance – Minimum / Maximum Adjustment
- L. Number of Roll Forming Stands
- M. Dimension: Centre Line to Roll Space Edge
- N. Material Flow
- O. Dimension: Machine Base to Pass Line
- P. Dimension: Roll Space Edge to Outboard Face of Stand
- Q. Dimension: Roll Space Edge to Inboard Face of Stand
- R. Dimension: Stand Width



In summary, a general rule to justify a Roll Former is that it takes about 75,000 pieces of a given part per year. Roll Forming produces a more consistent part than other forming methods. Since Roll Formers run from a coiled material, product lengths are limited only by the amount of material in the coil. Machine configurations can be designed around material type and part section (profile) required and operations can be performed on the material in line prior to (PRE) and after (POST) running through the Roll Former before finished parts are cut to length. Most importantly, seek out a stocking machinery dealer to serve your interests – they are truly your economical asset to serve your interests. If you have any questions about Roll Forming Machines, please do not hesitate to contact Bob Yeoman.

### VALUATION CONSIDERATIONS in an Appraisal

As with all machinery, one needs to identify the Manufacturer | Model and Type | Serial Number | Age | Condition | Features | Application.

Roll Forming can be highly specialized (forming unique shapes for a product) or simple applications (Pallet Racking | Angles | U Shapes | Etc ). When reviewing a Roll Former or Roll Forming Line, one must recognize machines that are standard to the industry and therefore readily in demand across a broad range of applications, as opposed to machines that may have been manufactured specifically for an application. Machines that might be considered generic to Roll Forming are those that are of standard design: 6-12 Stands; 1.500", 2", 2.500", 3.000" Arbors; 8"-12" Roll Space; Adjustable Base; Variable Speed Drives; and Air Clutch & Brake.

While age and condition certainly play a role in determining final value, older roll formers (25-40 years) will still have value and market demand especially when one can identify documented repairs and upgrades. Typical machines one most likely will encounter in the United States are B&K, Bradbury, Dahlstrom, Maplewood, Pearson, Proma, Rafter, SAMCO, Tisken and Yoder. Original Purchase Information and Machine Manuals are a valuable source for assistance to describe a machine and in serving to understand value as it might relate to acquisition cost (New or used), replacement cost, and specific machine features and design.

### About the Author:

Bob Yeoman is the CEO of Yeoman Machinery Corporation. Members in good standing of MDNA, AMEA and ASA. Currently serving on the Board of Directors for the Machinery Dealers National Association and as Treasurer for the Association of Machinery & Equipment Appraisers. Active with TKE Lambda Chapter | University of Wisconsin-Madison Educational Foundation Board and as Vice President of the Lambda Chapter Building Corporation. Rotary International PHS Member.