

## **Enhance Your Planning Ability and Sharpen Your Economic Insights — Subscribe and Gain Access to Reliable Market Data That Will Help Increase Your Profitability**

HI has partnered with The Institute for Trend Research (ITR), a renowned and reliable market forecasting organization that has supported business leaders for over fifty years. Using a scientific methodology to analyze market and economic trends, ITR can accurately project when trends will change — information that will help decision makers choose the right course of action at the right time. ITR's proven experience is utilized by diverse American and European enterprises, from entrepreneurial firms to Fortune 100 multinationals.

As an important benefit of membership, Hydraulic Institute worked with ITR to develop three levels of Economic Report services, affording HI members access to valuable economic data and business trend insights — information needed in order to grow your business and maximize capital resources, and save considerably on time, effort and money to increase business profitability — all at a fraction of the regular ITR subscription cost. Non-members can take advantage of this offer at substantially higher rates.

### **SUBSCRIBE NOW!** **CONSIDER THESE ALTERNATIVE SERVICE OPTIONS:**

#### **SERVICE OPTION ONE**

##### **Quarterly Economic Reports by Market and Region**

Subscribers are apprised quarterly of upcoming changes in the global economy and in specific domestic markets. Knowing what changes are coming enables your company to increase or adjust activity by region or market, depending on your own particular circumstances. Each report is in two parts:

##### **Part A – Macroeconomic, by Market and Region**

1. Charts, tables and supporting text for a forecast of US Industrial Production Index (the benchmark for the US economy) are included in the first part of the Quarterly Economic Report. Information is included on key leading indicators and what these trends mean to those industries of interest.
2. In addition, the report provides an analysis and forecast for each of the following major countries: Canada; Mexico; Brazil; Germany; UK; Japan; China.
3. Macroeconomic forecasts extend forward six quarters from each report date with annual forecast numbers for the year ahead. If warranted, refinements to the forecasts are also included in the written quarterly reports.

##### **Part B – Market Forecasts**

1. Charts, tables and supporting text for the market forecasts include information on key leading indicators and the impact these trends are likely to have on HI members.
2. Each market forecast extends forward for six quarters from each report date (12/12, 12 Month Moving Average and 3 Month Moving Average values) with annual forecast numbers for the year ahead. If warranted, refinements to the forecasts are also included in the written quarterly reports.

### **ITR's Economic Reports and company-specific forecasting tools will help you:**

- **Enhance your planning ability and economic insights**
- **Set effective budgets (financial, sales, capital resources)**
- **Set more effective sales forecasts**
- **Make informed capitalization decisions**
- **Identify growth markets**
- **Avoid unprofitable situations**
- **Take advantage of currency exchanges**
- **Focus on competitive pressures**
- **Save over \$10,000/year on ITR services as an HI Member**

### **SUBSCRIBE TO RECEIVE:**

- **Quarterly economic reports by market and region**
- **Monthly forecast updates, web access & consulting**
- **Company-specific analysis**

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## Enhance Your Planning Ability and Sharpen Your Economic Insights

3. The following major markets are addressed:
  - a. Water Supply
  - b. Sewage Treatment
  - c. Petroleum and Gas Extraction Production Index – NAICS 211
  - d. Petroleum Refining – NAICS 32411
  - e. Agriculture
  - f. Building Industry: Private Nonresidential Construction
  - g. Electric Power: Utilities Production – NAICS 2211,2
  - h. Chemical Production, Inorganic – NAICS 32512-8
  - i. Chemical Production, Organic – NAICS 32511,9
  - j. Paper Production – NAICS 322
  - k. Metal Mining Production Index – NAICS 2122

This list of market segments is not absolute and may be changed as needed over the course of time, based on a request from HI or because of data availability from the Federal Reserve Board or other pertinent data sources.

### **SERVICE OPTION TWO**

#### **EcoTrends, Monthly Report, Web-Access & Consulting**

Get monthly forecast updates via web-based access. This option allows you to use this tool for in-house planning and forecasting. Services include an Executive and Technical Summary, Industrial Production and Interest Rate Forecasts and analysis of over 40 economic indicators essential to companies who need to understand their economic environment and plan for the future. EcoTrends is used in conjunction with ITR Consulting Services, as follows:

1. Access to ITR's website which contains the latest data on key leading indicators.
2. Online access to ITR economists with questions as to the meaning of general economic data and application of management objectives at the company level.

### **SERVICE OPTION THREE**

#### **Company-Specific Analysis – A Unique Forecasting Tool**

Stay at least one-half business cycle ahead in the planning process by taking advantage of ITR's Company Specific Analysis. ITR confidentially compares your individual company data to leading and industry trends that are covered in EcoTrends (a monthly web-based

report) and to the market series provided under Service Option One. ITR identifies which leading indicators relate best to your business and what the relevant timing relationships are through business cycle highs and lows providing you with a forecasting tool to help predict sales and business conditions up to six quarters ahead. You must subscribe to Service Option Two to be eligible. For the one-time fee, ITR provides you with the tool which can be updated on a monthly basis with your subscription to EcoTrends.

### **KNOW WHEN TO ACT**

These forecasts will provide solid answers to such questions as when to increase overhead, when to add sales staff, when to cut inventory levels, and when to increase or decrease sales/marketing allocations. Knowing when to act, and when not to, can result in increased profits and cost savings. Subscribe today and gain a competitive advantage for your business.

### **MEET & LEARN FROM ITR'S SENIOR ECONOMIST**

ITR Principal & Senior Economist Alan Beaulieu addresses HI members each year, at the HI Annual Meeting and at the VMA-HI Market Outlook Workshop. He provides insights into economic trends, a preview of the year ahead and answers your detailed questions on market trends and business conditions.

HI also organizes regularly scheduled calls with ITR Report subscribers shortly after each quarterly report is issued. This provides you and your staff with yet another opportunity to raise questions and explore trends that will impact your business. Participation is free to ITR report subscribers.

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