

IFMA Member Spotlight – Jack Alexander

“IFMA has afforded me the ability to integrate my personal ethics and environmental concerns into my business.”



This month’s featured member, Jack Alexander, President of Brothers Material Handling Equipment, BMH, owes his success to strong personal moral code, and the ability to listen with both ears.

Jack began his career working for his uncle in a family business, Sun Supply, in 1982 in Wichita, Kansas. There he quickly learned it was “his uncle’s way or the highway.” Jack chose the highway, and took a chance working for another family owned business, BOS Material Handling. As if there weren’t enough reasons to leave Wichita, (have you been there?); the 1982 recession hit that family business particularly hard, which led to a family break-up and bankruptcy for a portion of the business. The younger family members found partners to gather the pieces that were left of the old company to form BMH, and hired Jack as their outside sales person. Jack took the term “outside” literally, packed up the family and moved to Cali-forn-i-a.

Over time, Jack achieved success in Sacramento by forming alliances with key accounts, listening to their needs, and literally delivering the goods. “What I enjoy most is solving problems...” says Jack. “You can only do that by listening and learning, not by projecting.”

Something else Jack learned along the way; is that by carrying and delivering quality products make the next sale very easy. “Quality products last longer, which when you think about it, makes them less expensive than perhaps a cheaper brand that won’t last as long or perform as well.” Some of the brands Jack has used to build his business are Montel, Colson, Lista, Dutro, Hamilton Sorter, Metro, Hannibal Industries, Metalsystem and Darnell-Rose.

BMH has a solution for your “Sustainable Workspace Equipment and Furniture” needs. The product lines include pallet racks, bulk racks, walk ramps, platform trucks, safety ladders, mail room furniture, modular drawer systems, modular cabinets, work benches, mobile storage and a host of products for your work areas.

Jack was invited to IFMA by Wayne Whitzell, and stayed, primarily due to the impressions and influences of another member, Kit Tuveson. “I can’t get enough of what Kit has to offer. From

him I've learned to instill my personal ethics, concerns about the environment and community, with my business. IFMA has given me a path to create a more sustainable workplace for my business and my customers. This is demonstrated by the product lines we now carry."

Jack is a member of the Material Handling Equipment Distributors Association, and the USGBC. He is married and has two grown children aged 39 and 32, and is the banjo player for a local ensemble. He was thrilled with the opportunity to play at his son's wedding reception this past August. Jack's favorite quote is from the movie *The Jerk*: "the new phone books are here, the new phone books are here." Well Jack, IFMA is glad you are here!