



PECO POWER-GRAM



Volume 2, Issue 1

May 2003

LINES CARRIED

- **Clipper-Elite:** Zero turning radius mowers. Territory: IL, IN, WI, MO.
- **Estate Products:** 2-wheel trimmers, pull behind finish mowers & lawn dethatchers, ATV-Super Haulers & Super Sprayers. Territory: IL, IN
- **Honda Engines:** Engines and parts, 1.5 H.P. to 24 H.P. Territory: IL, IN
- **Honda Equipment:*** Generators, pumps, mowers, trimmers, tillers, snow blowers. Territory: IL, IN, MO.
- **Slime:** Tire sealant. Territory: IL, IN, WI, MO.
- **Solo:** Chainsaws, trimmers, back pack blowers, sprayers, mist dusters. Territory: IL, IN, WI, MO

*Available to all rental stores for rental fleet use, or resale dealers where there are no Honda direct dealers. Approval by Honda district sales manager required.

CONTACT US AT:
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4121 Stephanie Drive
P.O. Box 812
Cortland, IL 60112

Phone:
815-754-4090 or
800-626-7326
Fax:
815-754-4280 or
800-323-3692

Our Purpose...

The purpose of this newsletter is to improve communications with you fine folks who keep us in business. You'll find information on new products, background on the manufacturers we represent, service tips, sales and marketing ideas, employee profiles and even a joke or two. Make sure that you try the quiz (with a prize for answering the questions correctly). Your comments and suggestions about this newsletter, or our products and service would, as always, be greatly appreciated.

The History of Power Equipment Company

Chapter III by David E. Olson

A key addition to the fledgling enterprise was a veteran submariner in WWII, George Johnson who also came from the Mall Tool company in 1950. George was a great addition with a background in mechanics and knowledge of equipment. In the testing and servicing of the revolutionary McCulloch saws he, along with the other field people, became proficient in the felling and harvesting of timber. Whenever a saw was revved up, people flocked to gawk and marvel. George and our other people could carve furniture, figures, and novelties using these marvelous labor saving tools.

When demonstrating at a fair, interested prospects provided orders which were then given to a good dealer in the area and we would then sign him up. Service training was provided for his mechanics along with sales and marketing support. Some of those original dealers, established over fifty years ago are still with us. With logging and tree cutting comes interesting stories and episodes as you can imagine. Everyone in the business has stories to tell.

A small town "combo" out west came up with a commercial for McCulloch. It had a catchy tune and the lyrics started with:

You're in luck when you got a McCulloch Chainsaw

You've got power by the hour in your hand.

With McCulloch you're the master

Cause you keep on cutting faster

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Manufacturer Profile

Al's Specialties, Inc. (Estate Products)

Aberdeen, South Dakota

Just like many of you folks reading this, Al Hettich of Al's Specialties is an entrepreneur. He started the business in 1971 in his garage as a "side line" to his regular job as a welder. At that point he was building dirt track race car frames and components. Al quickly outgrew that garage, as the business changed to industrial work. . .making tooling, molds, dies, precision machined and fabricated parts.

In 1992, the business took another turn when Al designed and tooled up to make the first Estate Rakes. This item was granted two patents in 1996 and opened the door to the yard care equipment market. Approximately 20,000 units have been sold since its introduction! Now, in 2003, Al's Specialties proudly manufactures 6 different, high quality product lines including:

- Estate Rake. . .Tow behind yard clean-up tool.
- 2-Wheeled Trimmers. . .17 models from which to choose.
- Rough Cut Mower. . .Extra heavy-duty tow behind 48" mower with electric start.
- Finish Mower. . .Tow behind 60" mower with electric start
- ATV Super Hauler. . .4-Wheel tow-behind cart with high speed hubs and "walking beam" suspension for smooth ride on rough terrain.
- ATV Super Sprayer. . .150 gal. sprayer with dual Shurflo pumps and 25' hose and handwand for spot spraying. No booms! Sprays 15 ft. either direction. (See **Product Profile** in this newsletter.)

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If you think you're too small to make a difference, you haven't been in bed with a mosquito.

-Anita Roddick

History - Chapter III *continued from page 1*

You're in luck when you got a McCulloch Chainsaw.

There were additional verses - one which intimates that you'll like your saw better than your mother-in-law! This radio commercial was a key to keeping the sales moving.

McCulloch distribution became nationwide and their success prompted competition to enter the market. From the big, heavy and cumbersome two-man saws, came smaller, light weight, one-man models. With the increase in competition and volume of sales, came innovations which in turn made for lower prices. This opened the market up to more and more people including the homeowner with a few trees on his property. Industry sales went from a few thousand units to over 3,000,000 saws per year.

History to be continued. . .

Editors Note: Dave Sr. has been kind enough to take over the PECO history column. What better man to write about it than the man who lived it? Thanks Dave.

PRODUCT PROFILE

The ESTATE ATV SUPER SPRAYER

Recently Al Hettich (the “Al” behind Al’s Specialties. . .manufacturer of the Estate product line) paid us a visit. He was kind enough to bring along a great new product he calls the ATV SUPER SPRAYER. Al has us convinced that this is about the most useful and versatile sprayer you’re ever going to find!

Here are a few of its unusual features:



- Dual 3 GPM Shurflo pumps individually controlled from the tow vehicle for perfect left/right applications.
- 150 gallon, heavy-duty tank.
- NO Booms means easy movement among trees and fenced areas! Special, high quality nozzles provide accurate spray application up to 30 feet wide.
- Hand wand with 25’ hose included for spot spraying
- Available as skid mounted or dedicated sprayer.
- Mount on Estate ATV-Super Hauler with

“walking beam” suspension for the ultimate in rough terrain spraying.

The SUPER SPRAYER is ideal for:

- Right of way spraying
- Fence line spraying
- Large area spot spraying
- Liquid de-icer application (car dealers, parking lots etc.)
- Fire fighting
- Confinement building disinfectant
- Orchards

So, if you have commercial or agricultural customers who have been looking for a heavy duty, versatile sprayer. . .this is the one they’ve been waiting for! The SUPER SPRAYER from Estate Products.

SUPER SPRAYERS

MODEL	DESCRIPTION	WT.	REG. DLR. COST	SPECIAL!	LIST
0502-SS-150	150 Gal., Skid Mounted Sprayer w/dual 12V pumps, boom-less nozzles and hand spray wand.	200#	\$1,434.00	\$1,399.00	\$1,799.00
0202-SS-150	Same as above mounted on four wheel ATV-SHLR.	500#	\$1,813.00	\$1,769.00	\$2,269.00

SPECIAL OFFER! Effective 4/15/2003 to 5/30/2003

- See Special Pricing Above.
- Pre-Paid Freight.
- 2% - 10 Day, Net 90-Day Terms.

UP ON THE DOCK. . .

Have you wondered what the packaging material is called that encases engines shipped via UPS? It is called Insta-Pak® or Foam-in-a-Bag.

The foam consists of two liquid components that mix together as they go through the SpeedyPacker™ System. This hot, liquid mixture flows into a pre-measured bag. The SpeedyPacker™ System seals the bag and then dispenses it into the waiting hands of a warehouse team member. As the liquid sets, it becomes hard and almost impossible to damage. The mixture can be adjusted to produce a less rigid final product if desired.

This process is environmentally friendly. By applying this method, you, our valued customer will receive your order intact. In addition, by using the Insta-Pak® product, Power Equipment Company has reduced claims filed due to damage.

It is very important to remember when returning a unit to us for credit or warranty issues, to make sure that it is **sufficiently** packed. You are encouraged to re-use the foam that was in the box when you received it. **Newspaper does not supply enough cushioning to protect the unit.** Any questions, please let us know!

-The Warehouse Team



Thoughts and Things

4 Raising teenagers is like trying to nail Jell O to a tree



You're getting old when you stoop to tie your shoes and wonder what else you can do while you're down there.

Manufacturer Profile-AI's Specialties/Estate Products

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Talking to Al, you can't help but be impressed with his enthusiasm and genuine pride in the products he makes. As Al says "we work very hard maintaining the quality of our products, and are very proud of our retailers who enjoy healthy profit margins on our dynamic, work saving machinery."

If you would like to know more about Estate Products by AI's Specialties, we would be happy to provide full information and pricing.

EMPLOYEE PROFILE

Numbers, numbers everywhere. . .

If you have ever needed to talk to our accounting department, there is a good chance you have spoken with **Cathy Briggs**.

Cathy, who has a BA from North Central College in Naperville, Illinois has been with Power Equipment Company since November of 1997.

We were pleased to hire someone with Cathy's background as a branch manager of a bank. Some of us in the office even bug her with our

own personal banking questions!

Most of her duties here at PECO are in Accounts Receivable, but she also has some Accounts Payable responsibilities.

Cathy describes her three children as "comical", keeping her and husband Mark entertained. . . AND on the move. This year, as it turns out, all three kids attend different schools, so there is always something happening in the Briggs home!



Cathy is a welcome part of Power Equipment Company!

Service Tips From The "Wrench"



Greetings from the "Wrench"

Did you know. . .that House Bill 4720, signed into law by former Illinois governor Ryan, deals with warranty labor payments? Effective January 1, 2003 manufactures are to pay an hourly rate that is the same as or greater than the hourly rate that is charged for non-warranty work. Do we have your current posted shop labor rate??

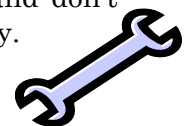
Did you know. . .that Saylor Industries, the manufacturer for Clipper Elite Zero-Turn Mowers now has their own warranty claim form? Just give us a call and we'll send them your way.

Did you know. . .that Solo will pay dealer cost on parts and shipping charges only if you put those charges on the claim?

Did you know. . .that American Honda from the equipment division starting June of 2003 will have all service manuals on CD? These will update 4 times a year for only \$60.00 a year. Please contact Kathy Wakefield at kwakefield@peco1948.com if you wish to order.

Did you know. . .Jon is working on next years Honda service schools? The theme will be 'troubleshooting' for both Engine and Equipment schools. Please forward suggestions—ideas—comments to either Jon or Carl. You can also e-mail Jon at jbrennan@peco1948.com.

Did you know. . .that I'm finished until the next newsletter? Have a great Spring and don't forget we are only a phone call away.



QUIZ CORNER

Who's Who At Power Equipment Company

Answer the following questions, taken from the PECO POWER-GRAM, correctly and we will send you a Honda Carabiner Key Tag*. Just mail or FAX your answers to us.

1. Where is Al's Specialties, Inc. (Estate Products) located?
City? _____ State? _____

2. The maximum spray coverage width of the ATV SUPER SPRAYER is 30 feet. True or False.

3. The ATV Super Sprayers' dual Shurflo pumps allow you to spray either left or right or both directions and can be controlled from the tow vehicle. True or False.

4. What extra step does Power Equipment Co. take to reduce damage on engine shipments to you?

***(LIMITED SUPPLY-ONLY ONE PER DEALER-PLEASE!)**

YOUR NAME: _____

Company Name/Dlr. #: _____

Street: _____

City/State/Zip: _____

General Manager: David H. Olson

Sales/Marketing Manager: Howard Carstensen

Territory Managers:

Don Gherardini (C & S IL, MO)

Richard Crume (Indiana)

Sean Corbin (N IL, WI)

Product Service Manager: Jon Brennan

Credit Manager/Controller: Marty Ward

Customer Service/Information Mgr.: Holly Bierer

Accounting: Cathy Briggs

Customer/Technical Service Rep: Carl Ross

Customer Service Rep: Jennifer Hagemeyer

Customer Service Rep: Eric Olson

Inventory Control: Peggy Toman

Sales & Marketing Administration: Mary McKnight

Shipping & Receiving: Deb Yelton

Shipping & Receiving: Jerry Turner

Warehouse: Shawn Franklin

Receptionist: Kathleen Wakefield



4121 Stephenie Drive

TO: