



# PECO POWER-GRAM



Volume 3, Issue 2

June 2004

## LINES CARRIED

**Classen:** Aerators, sod cutters, dethatchers. Territory: IL, IN.

**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, 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.

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Cortland, IL 60112  
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815-754-4090 or  
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## 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 on the back page. 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 VI by Howard Carstensen (Jr.)

The mid to late '70's brought big changes to the outdoor power equipment business. McCulloch Corp., with Power Equipment Co. as their distributor in Illinois and Indiana, rode the wave of the tremendous increase in chainsaw sales. This increase was brought on by the availability of lower priced consumer-oriented saws and high energy prices. Many Americans were going back to cutting wood for heat to save money. Affordable chainsaws made that task a lot easier.

Although millions of chainsaws were being sold during this period, servicing dealers were noticing a disturbing trend. "Non-servicing" retailers such as hardware stores, home-centers, department stores and discount houses were gaining an increasing percentage of the chainsaw market...and McCulloch Corp. was leading the charge! Our "life" as a McCulloch distributor was getting a lot more complicated. We walked a very narrow line trying to remain loyal to our long time customers while reluctantly following McCulloch along their new marketing path.

At the height of the chainsaw boom in 1978, several seemingly unremarkable events took place that changed the course of Power Equipment Co. completely. To set the scene, McCulloch products accounted for about 90% of PECO sales in 1978. The efforts of our salesmen, service department and even office staff were oriented towards McCulloch. We had little time, or inclination to become involved with other lines. We knew the chainsaw business and were comfortable with it. Why should we change? McCulloch was number one in sales and business was booming.

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# UP ON THE DOCK



Spring has sprung and the warehouse team has been extremely busy. We hope our dealers are experiencing the same activity!

Within the last month the warehouse experienced a very dangerous return situation. A dealer returned an engine to Power Equipment Co. by way of UPS for a warranty evaluation. The engine was placed in a corrugated carton with extra packaging and *GAS!* Yes, that is right, *GAS!* During transport the fuel leaked out from the cap area and soiled the unit and carton.

To make matters worse, the dealer didn't ship the engine, but took it to another location and had that business ship it for them. Once the engine arrived at our UPS terminal, the journey was stopped. The DeKalb terminal contacted us and gave two options: the engine was to be picked up *a.s.a.p.* or they would contact an outside special response team to handle the HAZ-MAT situation. We immediately sent a warehouse team member to the terminal and picked up the engine.

Numerous violations occurred with this transport.

- The carton contained no special labeling indicating there was hazardous material inside.
- If an accident of some type occurred, the dealer who returned the engine could be subject to fines in the area of many thousands of dollars, maybe more.
- The business who shipped the engine would also face the same stiff fines.
- Charges for a HAZ-MAT response team would have been leveled against the dealer and shipper.

Could your business afford that type of expense? How would you feel if you caused another business to go under due to your shipping practices? While this scenario doesn't happen often, let's all use some common sense when returning units.



- Make sure the gas tanks are **empty**, the carbs also, if possible.
- Allow the tanks to **air out** with the caps off for a *minimum* of 2 days.
- **Review** the 'cartoning' requirements on the return forms faxed or mailed to you by our customer service department.

Most of all, please make every effort to **think** before you ship. We don't want this happening to you!

## History of Power Equipment Company Chapter VI *con't from page 1*

This was the mind-set that prevailed when our salesman who covered Northern Illinois at the time, Howard Carstensen Sr., (yeah that's right...my dad), called on one of his McCulloch dealers, in Highland Park, IL. During the course of the visit, the owner showed my father a little 3-½ HP, 4-cycle engine (G150) made by, you guessed it.. .Honda. Like most people at the time, my dad didn't even know Honda made small engines. As it turns out, the owner had been approached by Dave Haack from the engine division of Honda, then located in Milwaukee, to distribute engines in the Chicago area. Our dealer declined the offer, explaining that he was a retailer and not equipped to be a distributor.

My father was very impressed with the little G150. It was quiet, smooth and extremely easy to start—qualities lacking in most small engines of the day. He was so impressed, that he got permission to borrow the engine to show the Power Equipment Co. management team (Jack Wendt and Dave Olson) back at the office in Elmhurst.

That was the start of our relationship with American Honda. More to follow!

*To be continued*

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## PRODUCT PROFILE

### The Solo 450 Mist/Duster, is a powerful tool in the fight against mosquitoes and the West Nile Virus.

Solo invented the backpack mist/duster in the early 1950's and over the last 50 years has sold several million units. The Solo 450 Mist/Duster can be an effective weapon in controlling mosquitoes that carry West Nile Virus. Sales have increased significantly to town and city governments located in affected areas.

The Solo 450 is capable of dispensing all of the liquid formulations commonly used for mosquito control. In the field of plant protection and pest control, "misting" is the method of projecting chemicals in concentrate form through spray nozzles. As opposed to pressure sprayers, where the spray droplets are produced by compressed air from a pressure tank, Solo mist blowers develop a high velocity air stream by means of a fan wheel. This method operates with a minimum of maintenance, and produces a larger quantity of air than a compression type sprayer. The air stream of the mist blower can be directed and carries the droplets as far as 33 feet, penetrating deeply into leaves, crops or pests.



Advantages of misting compared to spraying:

- 1) Reduction of chemicals, labor and quantity of water needed.
- 2) Time savings due to large area coverage and less frequent refills.
- 3) Concentrated application of chemicals and greater penetration, increase effectiveness and persistency.
- 4) Minimized loss of chemicals through dripping (run-off).
- 5) No interference with growth of the plant as a result of smearing (clogging of breathing pores of the foliage).

Another important advantage is the 450's versatility. When not being used as a mist blower, the 450 can serve as a powerful conventional back pack blower!

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# **PRODUCT PROFILE The Solo 450** **Mist/Duster**

*continued from page 3*

## **SPECIFICATIONS: 450 Back Pack Mist/Duster**

- 53 cc, 2-cycle Solo engine.
- 3 gallon chemical tank
- Only 22 lbs.
- Ultra quiet – only 64.5 db.!
- 33' Range
- 865 CFM, 252 MPH air velocity when used as a Back Pack Blower.



### **SPECIAL OFFER!**

<b>Reg. Dealer Cost</b>	<b>\$513.00</b>
<b>SPECIAL</b>	<b>\$499.00</b>

***-PLUS-***

***FREE!***



**Low Volume Nozzle\*** (part #4900479, \$41.95 list)

<b>Terms:</b>	2% 10 Days, Net 90 Days
<b>Freight:</b>	Pre Paid
<b>Effective:</b>	June 15, 2004 thru July 15, 2004

\*Recommended for mosquito control.

If you have a market for mosquito control products, try the versatile 450 Back-Pack Mist/Duster from SOLO. . .the world leader in Back-Pack Mist/Dusters since 1952.

# EMPLOYEE PROFILE

An employee we would like to spotlight in this issue of the *PECO Power-Gram* is **Shawn Franklin**. Shawn came to us with a background in home improvement and has worked in our warehouse since February 2003.

When not at Power Equipment Co., Shawn is kept busy being dad to his young daughter and son, and husband to Kara. With his background, he is always working on one repair project or another around their home. Shawn also likes food! We tease him about having ‘food-radar’ whenever any food is brought to the office!

For 6-½ years Shawn has been part of the Illinois Army National Guard. As a matter of fact, he spent most of the year 2000 as part of the field artillery division in Kosovo. He says he learned a great deal and it was an experience he will never forget.

We feel the spirit of America is alive and well in Shawn Franklin. We are happy to have him as part of our Power Equipment Company team.



SHAWN FRANKLIN

# MARKETING TIPS

One of the most effective ways of turning a “looker” into a “buyer” is the product demonstration.

If you can get your prospective customer to make a cut with a chainsaw, trim some weeds with a trimmer, mow with a mower, etc. you are often well on you way to making the sale.

With this in mind, try to have “demo” units set-up and ready to run with the proper safety equipment available. The ability to demonstrate high-quality products is a competitive advantage that sets you apart from the “mass merchant”.



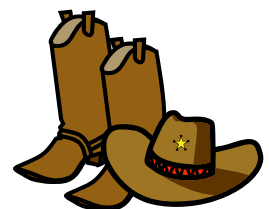
Everybody, Cut! Trim! Mow! Lean!

Will some folks try it and buy it from the “Big Box” store down the street? Sure, maybe a few, but you’ll still be way ahead in the long run.

## Country Song Titles To Make You Smile



I keep forgetting; I forgot about you.  
 I don't want your body if your heart's not in it  
 I'm the only hell my mama ever raised  
 If the phone don't ring, baby, you'll know it's me  
 How can I miss you if you won't go away?



## QUIZ CORNER

Answer the following questions correctly and your name will be entered into a drawing for your choice of one of the following prizes:

DVD Player    Leatherman Super Tool    Shimano Sahara SH2000A Spinning Reel

1) What product is a powerful tool in the fight against mosquitoes and the West Nile virus?

2) List at least one way to make it safe to ship an engine or piece of equipment.

3) How do you turn a customer from a "looker" into a "buyer"?

**Note:** All questions must be answered correctly for your entry to be eligible. The drawing will be made on July 26, 2004. One entry per person allowed. We will send your prize to you via UPS approximately 3 days from the drawing. Winner will be announced in the next PECO POWER-GRAM! The winner from our February 2004 newsletter was: Connie Walker, Walker Repair in Pittsfield, IL. Congratulations!

YOUR NAME: \_\_\_\_\_

COMPANY NAME/DLR. #: \_\_\_\_\_

STREET: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

## Who's Who At Power Equipment Company

General Manager: David H. Olson

Credit Manager/Controller: Marty Ward

Customer Service/Information Mgr.: Holly Bierer

Product Service Manager: Jon Brennan

Sales/Marketing Manager: Howard Carstensen

Territory Managers:

Don Gherardini (C & S IL, MO)

Richard Crume (Indiana)

Sean Corbin (N IL, WI)

Accounting: Cathy Briggs

Sales & Marketing Administration: Mary McKnight

Inventory Control: Peggy Toman

Customer Service Supervisor: Eric Olson

Customer Service/Technical Rep: Carl Ross

Customer Service Rep: Heather Franklin

Shipping & Receiving: Deb Yelton

Shipping & Receiving: Jerry Turner

Warehouse: Shawn Franklin

Receptionist: Kathleen Wakefield



## Service Tips From The "Wrench"



When working on a repair and you get stumped, step back and . . . don't be **C R Y P T I C** ! Try this:

**C**=Check Valve Clearance    **R**=Read Service Bulletins    **Y**='Why' not try    **P**=PartSmart

**T**=Troubleshoot    **I**=Ignition check    **C**=Compression Test and Cylinder Leak Down !



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TO: