



PECO POWER-GRAM



Volume 4, Issue 1

March 2005

LINES CARRIED

Classen: Turf Equipment. 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, 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:
Power Equipment Co.
4121 Stephenie 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 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 VIII by Howard Carstensen

In 1979, Power Equipment Company had already been in business for more than 30 years. Our biggest product line was the one we started with...McCulloch chain saws. A key area for us then and now was Northern Indiana. Our salesman in that territory from 1958 through 1985 was Dick Strieter. Dick's combination of hard work, sales skills and chain saw knowledge turned it into the top producing territory in the company. An important part of his success was his ability to sell to the large Amish community located there.

Amish folks bought a lot of McCulloch chain saws back then and preferred to buy them from Amish dealers. Over the years, Dick was able to build great relationships with many of those dealers. He's a straight shooter and they trusted him. Trust was definitely one of the reasons that, when we introduced Honda engines in 1979, sales "took off" among the Amish way before any other part of our market area.

Of course, the product had to warrant the trust because, in the absence of electricity, small engines are more important to the daily life of our Amish friends than to most of us "English". Tasks ranging from pumping water to washing clothes are likely to depend on small engines. Although Honda engines were more expensive, the extra initial cost was worth it because of their characteristic durability, fuel economy, quiet operation and easy starting. The Amish quickly recognized those benefits and Honda engine sales started to grow. In 1979, Power Equipment Co. sold less than 100 engines. By 1983 annual sales topped 3,000 units and probably 40% went

Continued on page 5



Service Tips From The "Wrench"



Service Schools are over and I would like to thank all the dealers that attended. I enjoyed visiting with many of you and especially those 'digs' that came my way—that made the days enjoyable and fun for all! Please mark your November calendar to watch for the 2006 school registration forms and pre-register. This makes it possible to have enough materials, food and supplies for all that attend with no extra fees charged.

If you inquired about the modification on the v/regulator tester it will be available either on paper or www.tinytach.com If you don't feel you can make this modification, contact us for the address to return to manufacturer.

The rules have changed for shipping hazardous goods—like returning a warranty carb to Power Equipment Company. At this time I don't have all

the details but it seems that the recipient is now required to report any hazardous packages that were improperly shipped! More to come as we find out.

There are some changes in warranty claim filing: the most important change is that we now need the prefix from the serial number. This change occurred last year and in many cases we have already been making the change.

Note that box #2 on the warranty claim form should show the Honda model and type, i.e. GX160T1QX2. And now box #3 should have the prefix and seven digit serial number, i.e. GCABT-1004360. Make sure you include the prefix, because not doing so may cause a delay in payment or rejection of the claim.

PRODUCT PROFILE

The Classen SA-25 stand-on Aerator takes the work out of turf aeration

Most turf care professionals have accepted the importance of periodic lawn aeration. They also know that there is a big, profitable market out there for aeration service. The problem is that operating a conventional aerator is very difficult, strenuous work. The necessity of lifting the machine up to get the tines out of the ground at the end of each pass is a real back breaker.



SA-25 Stand-on Aerator

Classen Manufacturing made things a lot easier when they patented a steerable, walk behind aerator. NOW they have eliminated the hard work completely by perfecting the first practical STAND ON AERATOR. The SA-25 features hydrostatic forward and reverse combined with exclusive Split Drive technology to give near zero-turn maneuverability. This greatly reduces the need to raise and lower the tines. When it is necessary, the SA-25 does it hydraulically with the flick of a lever. Ease of operation and 50,000 square foot per hour production will have your pro landscapers seeing dollar signs. At the going rate

for aeration of \$10 to \$15 per 1,000 per square foot, this amazing machine used at its full potential, could pay for itself in a few weeks!

Pricing is as follows:

<u>Model</u>	<u>Description</u>	<u>Dealer Cost</u>	<u>List</u>
SA-25	24 3/8" aerating width, 13HP Honda, 4.7 mph, 880 lbs.	\$6,217	\$7,559

For more information on the SA-25 or any of the products in the Classen line of sod-cutters, aerators and de-thatchers, please give us a call. We look forward to hearing from you!

Dealer "Smart" Talk

PECO Customer Service

Are you missing another Microfiche card? Or are you frustrated your parts catalogs are so messed up they are hard to use?

Consider the PARTSMART CD ROM, Power Equipment Company's preferred tool for Honda parts look-up. If you are currently using Microfiche or parts catalogs for your parts look-up there is always the worry of that missing card or that catalog with a few grease smudges in just the wrong places. With PARTSMART, you only need the engine or piece of equipment serial number with prefix and type. You can then quickly and accurately gain access to diagrams and parts breakdowns, printing the pages if necessary, for the exact unit on which you are working. You can determine the most current part number-it lets you know if it's been superseded, the list price, if the part is used on any other model and much more.

Our customer service and technical departments refer to the PARTSMART CD ROM continually throughout the day. Heather, one of PECO's customer service reps says "I could not do my job without PARTSMART and it is very easy to use."

If you are interested in learning more or would like to order the PARTSMART subscription please contact us and we will help in any way we can. The subscription is a quarterly mailing and is \$25.00 a quarter. If you are a first time subscriber, the first quarter will be at no charge.

Thank you very much for your support. Please feel free to contact us with any questions at the following extensions: Carl ext. 135, Heather ext. 136 and Eric ext. 137.

Up on the dock. . . *"Construction is finally complete. . ."*



Construction is finally complete on our new 10,000 square foot addition. The addition is slowly being filled up with new and existing inventory. This new space will give us a chance to keep our inventory on site rather than storing in rental units and public warehouses. We are currently in the process of revamping the warehouse. This will include fixing problems with the concrete floors, putting up new pallet racking and having overall better organization.

With the consistent growth of Power Equipment Co. we have also had the need to

change around and increase the warehouse staff. Jerry Turner remains as manager while Deb Yelton moved to another division of the company. Tom Yelton went from helping us part time to coming on as a full time employee. Shawn Franklin continues to serve with the Illinois Army Nat. Guard. Our part-time members of the warehouse team are: John Hamilton and Jeremy Davis along with our newest additions, Tim McDonald and Pat Smith. This new staff has been a huge help to increase our productivity so we can continue to ship out your orders in a timely manner.

The History of Power Equipment Company

Chapter VIII by Howard Carstensen *continued from page 1*

to the Amish. As we reached our 35th year of business, Honda engines were becoming more than a McCulloch "step child". Our future was turning from McCulloch *yellow* to Honda *red*.

To be continued. . .

EMPLOYEE PROFILE

At one time there was a suggestion to adopt an automated answering system here at Power Equipment Company. However, "the-powers-that-be" simply did not like that lack of personal service. We needed a designated person to help handle the increase in business and the 12 phone lines that come into the office. . .enter Kathleen Wakefield.

March 2000 Kathy started with Power Equipment Co. She has an upbeat personality, believes in good service, and is willing to take on any challenge sent her way. Besides the phones, Kathy is in charge of mailings, updating databases, maintaining the office equipment, typing reports, and filing. She has to be flexible as she is often asked to take on extra projects. Being able to multi-task is a good thing, especially during our busy service school season when Kathy is on 'full-alert' as the main support staff.



Kathy Wakefield

Kathy keeps busy during her off hours painting, playing piano, antiquing and traveling with her husband, Bill. Her willingness to try new things is shown in the fact she picked up a used saxophone once and has been trying to teach herself to play ever since. Wonder what her neighbors think?!

We know you appreciate a helpful voice on the other end of the phone as much as we enjoy having Kathy on our end, as part of the PECO organization!

Marketing Tips

Set yourself apart from the competition

As competition from the "box" stores intensifies, it becomes more important than ever for you to provide services that they can't match.

Here's an idea that has worked well for one dealer we know: he clinches sales on mower and tractor sales by offering free blade sharpening for the life of the purchase. He also offers free chain sharpening for one year on chain saws. The funny thing is that even though these added services are often very important in closing sales, customers seldom take advantage. Those that do, give the dealer a chance to sell additional accessories or equipment.

All in all, "free sharpening" has proved to be a very effective, low cost way for this dealer to differentiate himself from his mass merchandiser competition.



QUIZ CORNER

Who's Who At Power Equipment Company

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

- Honda Jacket Leatherman Super Tool
 Shimano Sahara SH2000A Spinning Reel.

- 1) What is the most important change for filing Honda warranty claims?

- 2) What gives the Classen SA-25 Stand-on Aerator its near zero-turn maneuverability?

- 3) What is one idea to make your business stand-out from the "big box" type stores?

- 4) List Power Equipment Co.'s preferred method of Honda parts look-up.

Note: All questions must be answered correctly for your entry to be eligible. The drawing will be made on *April 11, 2005*. One entry per person allowed. We will send your prize to you via UPS within 3 days of the drawing. The winner will be announced in the next PECO POWER-GRAM! **Congratulations** to our winner from the November 2004 newsletter: Estel Blocker with Culver Power Equipment in Culver, IN.

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 Service Supervisor: Eric Olson

Customer Service/Technical Rep: Carl Ross

Customer Service Rep: Heather Franklin

Inventory Control: Peggy Toman

Sales & Marketing Administration: Mary McKnight

Warehouse Manager: Jerry Turner

Shipping: Tom Yelton

Warehouse Team: Shawn, John, Jeremy, Tim, Pat,
and Service Dept. Assistant: Chuck

Receptionist: Kathleen Wakefield



4121 Stephenie Drive
Cortland, IL 60112

TO:
