

GIE+EXPO PREVIEW

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OCTOBER 2018 • \$5



The main image shows the interior of Louisiana's Bossier Power Equipment store. The store has a rustic, country-themed decor with wooden walls and floors. On the left, there is a display of various hats. In the center, a large metal windmill stands prominently. To the right, several riding lawn mowers are displayed. The store is well-lit and filled with various power equipment and accessories.

**Louisiana's Bossier
Power Equipment
Enjoys Varied Clientele**



The inset image shows a close-up view of several riding lawn mowers lined up in a store aisle. The mowers are of different colors, including red and black. The background shows shelves stocked with various products, likely oil or maintenance fluids.

**PET Hops
Across The Pond**

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DAN SHELL

Ethanol Remains Political Football

Following the announcement that the Environmental Protection Agency (EPA) and the Trump Administration are seeking allow the sale of E15 gasoline year-round despite key safety and refinery concerns, the renewable fuels mandate that began its existence as a political gesture—a way for Republicans to look good on the environment while rewarding corn producers in big ag states—continues its existence as a political football, with Trump now seeking to mollify some of those same agricultural interests who are growing weary of Trump trade policies and tariffs that have adversely affected soybean, corn and other agricultural producers.

Meanwhile, the Outdoor Power Equipment Institute (OPEI) has issued a statement advising consumers and professional users of outdoor power equipment to “Look Before You Pump” as E15 gasoline sales resume across the country this fall.

According to Kris Kiser, OPEI President and CEO, “As E15 re-enters the marketplace following the summertime ban, consumers are again advised to ‘Look Before You Pump.’ Outdoor power equipment is not designed, built or warranted to run on fuel containing 15 percent ethanol—it can damage or destroy equipment.”

He adds that consumers are advised to read their owners manuals for guidance on correctly fueling their products, but should be generally aware that only fuels containing 10% or less ethanol should be used.

What’s kept E15 from year-round sales are EPA regulations that seek to reduce evaporative emissions from fuel. Ethanol’s lower volatility temperatures make it especially susceptible to increased evaporation during the summer months, hence the ban on E15 sales during the hottest time of the year.

Meanwhile, pro-ethanol organizations all the way from corn growers to biofuel producers to convenience store owners are citing the summertime ban as the big obstacle to gaining more E15 market share.

Yet the regulations are there for a reason, and just as older models of equipment, engines, boats and snowmobiles vary widely in their ability to handle E15 fuel blends, the same is true for the nation’s retail gasoline infrastructure: For every shiny new gas pump with built-in obnoxious video screen you can bet there are two or three more old rusty pumps with aging tanks, valves, seals and more not built to handle E15.

Then again, it’s a long way to next year’s E15 summertime ban, and this is the Trump administration we’re talking about. Astute ethanol war observers remember the first we heard from the administration on the issue, soon after the election, was a trial balloon to shift blending requirements from refiners to retailers—a move that would have almost halted ethanol expansion in its tracks until it was revealed the guy who came up with the idea was a refinery owner who stood to gain a couple hundred million personally from the policy.

There are political footballs, and then there’s the real world.

“OPEI, along with the non-road community of boat, snowmobile, motorcycle and other manufacturers, has long advised and educated consumers about a changing fuels marketplace, with mid-level ethanol blends being introduced for a subset of the automobile fleet. These mid-level ethanol fuels are not for use in non-road product, such as mowers, chainsaws, generators, UTVs, ATVs, boats, snowmobiles, motorcycles, and other outdoor power equipment,” Kiser says. “Until Congress resolves longstanding challenges with the Renewable Fuel Standard and marketplace realities, these uncertainties will continue to exist.”

In such an environment, the issue remains one where dealers can continue to educate consumers and sell solutions to fuel-related equipment issues.

PET



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COVERphoto

Bossier Power Equipment expands, adds second location and finds itself in a much more diversified business than before, beginning on **Page 10**, plus a look at how Ireland's Leinster Turf Equipment (LTE) sells and services its customer base, beginning on **Page 16**. (Cover photos by Jessica Johnson; Cover design by Shelley Smith)

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Details Emerge On Husqvarna Restructuring

Announced on July 17, 2018, Husqvarna Group will exit certain low-margin gas-powered product segments in the Consumer Brands Division and instead focus on strengths in premium offerings under the core brands of Husqvarna and Gardena.

The exit is an important step to enable more focus on and investments in future profitable growth areas such as robotic lawnmowers, as well as digitization and technology for battery-powered products. A restructuring program is being implemented to adjust manufacturing capacity following the exits.

In 2019 the Group will exit certain low-margin business that previously was within the Consumer Brands Division. This mainly involves gas-powered walk-behind lawnmowers and garden lawn tractors in lower price points and to a smaller extent also some consumer handheld products. To support this effort and to simplify the business portfolio, improve profitability and accelerate long-term growth, Husqvarna Group plans to

close its McRae, Ga., operations.

The planned closure of the gas-powered walk-behind lawnmower, tiller and snow thrower operations in McRae, Ga., is scheduled for the end of the second quarter of 2019. "This is a difficult decision and has come about after very thorough and careful consideration of all our options," says Earl Bennett, President of Husqvarna Brand Division North America. The company recognizes the closure will have a significant impact on its employees and is committed to supporting them through this transition.

The company is actively seeking to transfer the McRae plant operations to a new owner. "We will honor all customer commitments for the duration of the 2019 fiscal year; and are currently pursuing alternative sourcing arrangements, in the Group or through a third party, for 2020 premium priced push mower product under the Husqvarna brand," Bennett continues.

The company's snow thrower production will move to their Orangeburg, S.C., manufacturing facility and there is no anticipation of interruption in production.

Exmark Unveils New Stander At GIE+EXPO

Exmark will launch a new commercial stand-on riding mower at GIE+EX-



PO 2018. The new machine delivers the commercial-grade performance, durability, ergonomics and ease of service landscape professionals need to maximize productivity and profitability. The machine will come with Exmark's exclusive UltraCut cutting decks available in a wide range of widths, including a compact 32-in. model designed to fit through gates as narrow as 36-in.

On Thursday, October 18 at 4:00 p.m. Exmark will give away one of the new models in its booth (#7080). Entries will be accepted in the booth Wednesday from 3-7pm, and Thursday from 9 am-3:30pm. You must be present to win.

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Mutt Madness At GIE+EXPO

If you spend five minutes with Kris Kiser, President of the Outdoor Power Equipment Institute (OPEI), you'll learn he's passionate about four things: OPEI, the industry's GIE+EXPO, dog rescue and adoption, and his own rescue pooch, Lucky the TurfMutt. His beloved dog is the inspiration for OPEI's environmental education and stewardship program, TurfMutt, Backyard Superhero.

From TurfMutt's humble beginnings, the program, which showcases the value of family yards and managed green spaces, has grown into an educational juggernaut. The TurfMutt program has reached 68 million kids, teachers and families and is featured in the U.S. Green Building Council's prestigious Learning Lab. Today TurfMutt announces a new event to add to his list of good works: the inaugural TurfMutt Adoption Event, "Mutt Madness."

Mutt Madness, in partnership with



Magnolia, available through KHS.

the Kentucky Humane Society (KHS), will take place Thursday, October 18 from 11 a.m. to 2 p.m. in Freedom Hall at the Kentucky Exposition Center during GIE+EXPO. TurfMutt and the show also will donate a \$10,000 check to KHS to support their good work in animal rehabilitation, rescue and adoption.

"Why are we doing this? Well, parents know kids want a house with a yard because kids want a house with a dog," says Kiser. "And, who knows your yard best? Your dog. Who empowers the making of that yard? The exhibitors, partners and attendees of GIE+EXPO. It made sense to pull them together." He notes that the event is also ideal for pet adoption because thousands of GIE+EXPO attendees drive to the event, making it easier for them to bring home a rescued pet.

"We are thrilled to partner with OPEI

and TurfMutt to raise awareness about pet adoption," says Robin Vincent, Kentucky Humane Society's shelter director.

Due to the trade show's record-setting growth over the last few years, food services have been pushed out of the exhibition halls and to Freedom Hall. But getting all of the attendees over there was going to be a challenge for show managers. That is, until Kiser seized upon the idea of holding Mutt Madness at the new GIE+EXPO lunch venue, Freedom Hall, home to so many amazing March Madness events and University of Louisville sports events.

Kiser says, "After all, supporting the adoption of rescue dogs in my favorite city, Louisville, makes sense. This was another way for us to give back to the city that planted the seed for the show so many years ago." Louisville has been the industry's trade show home since its inception 34 years ago.

"Our 'show dogs' and puppies at Mutt Madness will hail from the Kentucky Humane Society, which operates the Louisville animal shelters and will process adoption paperwork."

Dealer Resource Center Workshops
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LIVE
From
GIE+EXPO
 THE GREEN INDUSTRY & EQUIPMENT EXPO
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Husqvarna Launches "Just Ask Alexa!"

Husqvarna has announced that Automower robotic mowers are now compatible with the cloud-based voice service Alexa.

With the integration of Amazon Alexa, Husqvarna Automower owners can now control their robotic mower by asking Alexa to start, park, and pause the robotic mower, as well as resume sessions. It's also possible to ask Alexa to run Automower for a set number of hours and ask it what Automower is doing, providing owners with additional ways of interacting with their robotic mower.

Honda Launching Online Merch Store

Honda Power Equipment has partnered with Powertex Group to launch Honda Power Gear. With a unique offering of Honda Power Equipment-branded men's and women's apparel, hats and accessories, the new online merchandise store provides hobbyists and professionals with comfortable, stylish gear to wear for both work and play. The cyberstore is now open at hondapowergear.com.

Rotary Announces National Sales Awards

In late July, Rotary Corp. recognized several team members for outstanding performance in sales and leadership during the company's national sales meeting in Amelia Island, Fla.

The Duke Award was presented to Vice President of Sales and Marketing Mark Smith. Smith was applauded for consistently displaying "competitive and positive efforts" to ensure continued growth and success.

Rodney Collins, John Howley, David Kaip, Bill Parker and Pete Toth were the recipients of outstanding sales awards. Each was commended for achieving excellence in sales and dealer support.

Rotary President and CEO Ed Nelson comments, "Servicing dealers are the backbone of the power equipment industry and our sales team builds powerful partnerships with dealers to ensure their long-term success."

Kawasaki Launches Rebate Program

Kawasaki Engines Division has launched the Well Oiled rebate promo-

tion is effective through October 20, 2018 offering consumers up to \$20 back with a qualified retail purchase. Materials are provided in both English and Spanish.

There are three separate consumer participation levels. Purchasers receive a \$10 rebate following the purchase of just two quarts of 4-cycle KTECH engine oil and oil filter, a \$15 rebate after purchasing one case of 4-cycle KTECH oil, and a \$20 rebate after buying one case of 2-cy-

cle KTECH engine oil. There is a limit of two rebates per person.

The registration process is simple: after a qualifying purchase the consumer texts "KTECH" and receives a return text with a link to fill-in contact data and upload a photo of the purchase receipt. Buyers can also visit ktechrebate.com or mail-in a rebate form available at Kawasaki dealers. Forms must be postmarked by Nov. 5, 2018 for eligibility.

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Bossier Power Equipment Adds Second Location

When Charlie Williamson decided to expand, he never thought he'd be getting into the gift shop business, but when the perfect piece of property came available all the pieces came together.



The Williamson family works together well overseeing daily operations in Bossier.

BY JESSICA JOHNSON

Bossier City, La.

When Charlie Williamson decided he wanted to expand his Bossier Power Equipment reach in the Shreveport/Bossier City areas of Louisiana, he was already running a very successful 9,000 sq. ft. location with a core product line of Ariens/Gravely, Echo, Shindaiwa and Billy Goat. Service in the thick of the season could be as far out as four or five weeks. His customer base was continuing to grow and change, but he stayed comfortable at 70/30 commercial/homeowner mark. He did some advertising, but not much—he didn't need to. The Shreveport location served its customers well, but wasn't diversified beyond some hats and safe-

ty glasses. Williamson found himself in a very good position, so he decided it was time to expand. He wanted to have a tighter grip on the market, and be able to improve his bargaining power with distributors by upping his buying power. He decided to cross the Red River and look at Bossier City.

At the same time, one of Bossier City's very popular businesses had quietly come up for sale, he says. It was a good fit. The parking lot in front of the building is small, however, the driveway winds completely around the building, giving landscape trucks and trailers the ability to easily flow in and out. With 11,000 sq. ft. it gave Williamson the chance to stock more product.

Once the store was reopened under the Bossier Power Equipment name,

The gift shop element of Bossier Power Equipment keeps cash flowing during traditionally stale months for lawn & garden dealerships—October, November and December.





With an increase in homeowner customers, the dealership is moving large amount of pre mixed oil, trimmer line and other parts and accessories.



The Bossier location does not perform service in-house, but does stock parts.

stocked with Hustler, Ariens and Gravely mowers, plus Maruyama, Echo and Shindaiwa handhels, business started to take off. But people kept stopping in asking about gift items. "For two years people were still coming in looking for gifts," Williamson says. Transitioning to selling some gift lines was actually a perfect solution to the conundrum many a dealer faces—slow cash flow from October to December.

"October through December is really a big time in the gift shop, where they will spread out," Williamson explains. Though he's always got mowers on the floor: "February is when we tighten up."

In addition to the core product lines, Bossier City also stocks the full lines of Billy Goat and DR Power; as well as Trimmer Trap products and Jungle Wheels.

While still heavy in commercial business, Williamson has noticed that his customer base has started trending almost to a true 50/50 mix—an indicator to Williamson that people want to do more things themselves. "A lot of homeowners are seeing that for what you are paying a service, you can pay a note on a mower," he details.

With that, he's found he's selling more fuel additives to make sure equip-



Bossier Power Equipment carries three handheld lines in the Bossier location—with heavy emphasis on Echo.

ment runs at an optimum level in spite of the rising amounts of ethanol in fuel.

“Any time we sell a product,” he explains, “we tell them what they need to be putting in it. As folks come in for parts, we’ve been checking in that they don’t also need fuel or an additive.” B3C Fuel Solutions, TruFuel pre mixed, StarTron additives are currently on shelving near point of sale, the parts counter and the service intake counter.

In The Shop

For a while, Williamson, who has a full crew at the Shreveport location (including four full-time service techs) had service in Bossier City as well. It was one of the biggest headaches, he says. While the locations are only 10 minutes apart, techs were running back and forth and it was just not as streamlined as he would have liked it.

So, after talking with a trusted friend Williamson decided to discontinue service in Bossier City, and run all service work out of the shop in Shreveport. Pieces are all trucked from the Bossier City location to Shreveport, repaired and trucked back over the river. “Now I don’t have to worry about duplicating employees. I have all my talent in one spot,” he adds.

Though the Bossier City location does receive some parts, as well as stores and sells parts through a counter, all service work and new wholegoods are processed in Shreveport.

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GIE+EXPO Expands Booths, Showcases New Products

GIE+EXPO 2018 offers something for all dealers.

Dealers looking to visit this year's Green Industry & Equipment Expo (GIE+EXPO) October 17-19 in Louisville, Ky. will enjoy an event that continues to grow, with exhibitors expanding booths and showcasing new products.

GIE+EXPO is industry's biggest event and offers dealers a wide variety of ways to use GIE+EXPO to improve their business or management skills. Opportunities range from technician certification and business management seminars to plenty of networking opportunities with other dealers and OEM and distributor reps.

Over 1,000 exhibits will feature the latest in power equipment, lawn and garden products, light construction



Attendee registration keeps growing and growing each year. GIE+EXPO organizers expect 2018 to be the best year yet in terms of overall size and number of exhibitors.

2018 GIE+EXPO SHOW HOURS

October 17

8:00 a.m.-3:00 p.m.

Dealer Day Activities

12:00 p.m.-7:00 p.m.

Indoor Exhibits Open

5:00 p.m.-7:00 p.m.

Reception for All Industry

October 18

9:00 a.m.-5:00 p.m.

Indoor-Outdoor Exhibits Open

October 19

9:00 a.m.-2:00 p.m.

Indoor Exhibits Open

9:00 a.m.-1:00 p.m.

Outdoor Exhibits Open



Over 1,000 exhibits will showcase new technology and products across three dynamic days.

equipment, off-season options and landscape equipment. Dealers will have the opportunity to explore new products for their 2019 lines.

One feature that makes GIE+EXPO truly different among the industry's trade events is the large demo area where visitors can ride, cut, trim and operate a large variety of equipment. The Kentucky Exposition Center is the only facility in the U.S. that offers such a large outdoor area just a few steps away from the indoor exhibits.

The demo area at GIE+EXPO is the size of 19 football fields and allows at-

Bob Clements Internationals "People, Process, Profit: Dealer Boot Camp" has sessions at 8 a.m. and 9 a.m. on Wednesday covering how to turn average employees into superstars and the future of retailing.

The Dealer Day Breakfast from 9 a.m. to 10 a.m. (pre-registration required, \$25 includes breakfast) offers dealers a seminar on the secrets of gaining more Hispanic business. Officials with The National Hispanic Landscape Alliance (NHLA) will host seminar program during GIE+EXPO 2018 with sessions for both dealers and contractors.

festivities and prizes in their booths.

The Dealer Resource Center will be open from 9 a.m. to 7 p.m. Wednesday and 9 a.m. to 5 p.m. Thursday and Friday.

Additional Learning

Thursday and Friday mornings will feature Bob Clements as he hosts talks each day at 9 a.m. The Thursday session will discuss the changes service departments can expect to see over the next decade and what dealers can do to prepare for the future. Friday's session will educate dealers on the steps they can take to ensure they have profitable parts departments in the coming decade as customer expectations continue to change.

Seven dealer workshops presented by experts from the Bob Clements team, Equipment Dealers Assn. and United Equipment Dealers Assn. will be held on Thursday and Friday beginning at 10 a.m. on Thursday and 8 a.m. on Friday. A variety of topics will be covered including 2019 Google and marketing trends, the future of sales departments, tax planning and the dos and don'ts of digital marketing. Can't make it to Kentucky? These seven workshops will be streamed live on Power Equipment Trade's website: powerequipmenttrade.com.



You never know what fun might be around the next corner at GIE+EXPO.

tendees the opportunity to test and compare equipment before they buy. The open demonstration area will be open on Thursday and Friday.

Dealer Day

The Dealer Resource Center, adjacent to the show floor, will be the hub for dealer education during the day. Dealership guru Bob Clements will host the "People, Process, Profit, Dealer Boot Camp" on Dealer Day, as well as other sessions on Thursday and Friday.

In addition, dealers looking to take their business to the next level will find a new series of dealer workshops.

Dealers can enjoy Dealer Day, October 17, which kicks off early in the morning with technician training and certification sessions sponsored by Equipment & Engine Training Council (EETC). The two-hour sessions (\$30 each) begin at 7:30 a.m. covering hydraulics, saw chain grinding, electrical systems training and ethanol. Three-hour sessions (\$45 each) begin at 8 a.m. and cover electrical troubleshooting, hydrostatic transmissions, engine failure analysis and OPE electrical systems training.

With sessions in both English and Spanish, NHLA's program has been designed to benefit a wide range of attendees, including: Ways to better engage Hispanic employees and customers. Dealers can take in a presentation on the secrets to winning and retaining business from local Hispanic landscape contractors. Then engage in round table conversations and obtain best practice strategies for tackling your greatest challenges.

GIE+EXPO's third UTV University starts at 3 p.m. and will feature proven powersports dealer training specialists.

The Dealer Day Kick-Off Keynote sponsored by Stihl and Bob-Cat (included with trade show registration) features Dr. Robert Ballard who will share his stories of exploration, environmental discovery and leadership.

Dealers will have access to the indoor show floor earlier than in the past. It will open exclusively for dealers, retailers and media at noon on Wednesday. Then, beginning at 3 p.m., the entire industry will be invited to visit the indoor exhibits and enjoy a welcome reception on the show floor from 5 to 7 p.m. Many exhibitors will host games, food,

Show Info

GIE+EXPO's 2018 dates are Wednesday, Oct. 17 (Dealer Day) and Oct. 18-19 for all industry participants. The annual event is sponsored by the Outdoor Power Equipment Institute, Inc. (OPEI), Professional Grounds Management Society (PGMS) and National Assn. of Landscape Professionals (NALP).

PET
For more information and online registration for the tradeshow, visit www.gie-expo.com. Other contact points: Facebook [info@GIE-EXPO.com](https://www.facebook.com/GIE-EXPO), Twitter (@GIE-EXPO) and 8 8 8 8 9 9



The outdoor demo area is always something to see.

Irish Dealer Is Small, Dedicated

Across the pond, brothers Derek and William Inglis run a successful lawn & garden dealership.

BY JESSICA JOHNSON

Trim, Co. Meath, Ireland

For brothers Derek and William (Willie) Inglis, running a power equipment dealership is what they always wanted to do. Mechanics by nature, both are happiest turning wrenches. It's just in their blood—their father worked for Ireland's John Deere dealer before moving on to Massey Ferguson, and their other brothers also work for John Deere.



Brothers Derek and Willie Inglis



Leinster Turf Equipment's showroom is very small, but has some recognizable names from the U.S.

"It's a close industry," Derek says laughing, "you know because our country is kind of small. We've all moved around and all know each other." The dealership the Inglis brothers own, named Leinster Turf Equipment (LTE), is right off the main road in their town, next door to a grocer. Staffed by between six and seven, with the majority of them in the shop, the Irish dealership operates just as its U.S. counterpart. Wholegoods are purchased from a distributor, some domestic, though the bulk of wholegoods are imported from U.K. distributors.

Derek says he never has enough time to do the things he wants to around the shop—though the small showroom is well maintained and serves its purpose, he'd really like to get into online parts sales. Wood chippers are the biggest growth opportunity for LTE currently. Derek reports LTE has seen steady growth quarter over quarter for the last three years in wood chippers alone. Mowers are always tougher to gauge and guess, he says. The year he will stock up on big mowers will be the year everyone decides they want a small one.

Additionally, one of the biggest issues Derek has with ordering stock that U.S. dealers don't struggle with as much is an exchange rate. In the past, Derek has im-

ported Cub Cadet mowers into the showroom, for example, and depending on Euro prices versus the dollar versus Sterling (if coming from a U.K. distributor) a

country and giving Derek a chance to stay permanently at the dealership's homebase to oversee the shop, turn wrenches and process paperwork.

PET



Because of the focus on parts, and the sheer volume of service work performed, LTE's parts department is triple the size of the whole goods showroom.

\$2,500 mower one week can become a \$2,700 mower the next. "It's hard to sell that to a lad when you've quoted him and he wants to know what happened to the 200 quid," Derek explains. Because of the fluctuation, he orders as much stock at the beginning of the season as possible to lock in pricing.

Derek would like to expand the product range, and at the time of PET's visit was looking hard at a power brush manufactured in the U.K. His goal with expanding the product range is to justify putting a salesman on the road 24/7 to cover the whole country's commercial accounts. Between local governments, golf courses, and castles and resorts, there's plenty of large-scale business to be had—as long as you can properly service them.

The large commercial accounts are what keeps Willie busy all year long. "He spends 90% of his time in his van keeping our commercial accounts going, fixing their machines and selling them new ones," Derek says.

Willie's success on the road, and the lingering opportunities are why Derek would like to put another person on the road covering more of the



Commercial accounts, like County Meath's castle, are the bread and butter of LTE's customer base serviced mainly by Willie who's nearly full-time on the road.

EDITOR'S NOTE: The following companies are advertising in this issue and also exhibiting at the Green Industry & Equipment Expo (GIE+EXPO) October 17-19 in Louisville, Ky. at the Kentucky Exposition Center. These companies submitted the following editorial profiles and photos. See their advertisements and contact information throughout this issue of *Power Equipment Trade*.



ALTOZ—With the introduction of the TRX 354 and TRX 561, Altoz continues to push the boundaries of what a zero-turn mower can be... and what it can do. In a mature category, the TRX line will give Altoz dealers access to a line of truly unique products. The TRX models will broaden the appeal and the customer base. With an ever-expanding offering of attachments, the TRX line delivers incremental sales with protected margins.

The key to the TRX's appeal is that it can mow where others cannot safely and efficiently mow. Altoz's patent-pending track system with rear torsional axle suspension contributes to a smooth ride, and provides maximum traction, stability, minimal ground disturbance and minimal earth compaction.

The TRX 354 is the smaller of the two models but still features a more-than-capable 54-in. cutting deck. With an MSRP of \$12,999, the TRX 354 is destined to be a hit with multi-acre homeowners, outdoorsmen and farmers

looking for a solution to rough terrain, ditches and wet areas.

The new TRX 561 is built on the highly successful and durable Altoz chassis. With a 61-in. cutting deck, it's an ideal solution for municipalities, golf courses, schools and lawn care professionals who face a mix of turf and problem areas where traditional wheeled mowers simply won't work. For the professional crowd, the added versatility and functionality equates to time, man power and money saved. A TRX in the fleet can reduce the need for additional equipment.

Contact us at indoor booth #11086; visit altoz.com/TRX.

BUSH HOG—Bush Hog has a name like no other in the mowing industry. The Selma, Ala. firm has defined the process of mowing grass and maintaining vegetation for over 67 years. While typically recognized for its line of heavy duty rotary cutters, Bush Hog now offers the Heavy Duty (HD) Hog series of zero-turn mowers that bring decades of tough, dependable grass cutting performance to the lawn and turf industry. The HD zero-turn line from Bush Hog includes 19 model offerings in three series designations that bring value to a wide range of customers, from the homeowner with acreage to the full-time landscape professional. Deck sizes from 49-in. to 73-in. in mowing width mean Bush Hog has a unit to fit the needs of all users. The Bush Hog HD series offers engine selections from Briggs & Stratton, Kawasaki and Kohler in sizes up to 33HP. Industry leading Hydro-Gear integrated transaxles provide proven power and long lasting service for all HD models.

The Bush Hog team made certain to pack the HD series mowers with rich features to satisfy the toughest customer demands. Each HD unit starts with a robotically all welded steel frame combined with a heavy duty 7 ga. deck (the same 7 ga. steel Bush Hog uses in its largest contractor series rotary cutters!) and a 3-in. diameter round tube ROPS to create the foundation for one tough mowing machine. The HD series mowers come standard equipped with an electronic control module (ECM) that allows the user to monitor engine performance including engine RPM and hours, service intervals and fuel levels on the fly along with an easy push-to-start ignition system. Other benefits of the ECM includes an ignition safety lock-out to deter theft, along with the Soft Start PTO engaging system that lengthens belt and clutch life while eliminating unnecessary service requirements.

A center-mounted fuel tank on all HD models provides a low center of gravity and improved traction. All HD models are now equipped with a Bush Hog "on the fly" steering tracking adjustment feature that allows the operator to fine tune the steering handles so the unit tracks perfectly without the use of tools. Finally, all HD ZT models from Bush Hog are equipped with spark arrestors and are approved for use on U.S. Forest Service lands.

Contact us at indoor booth #11048; email marc.ivey@bushhog.com.





EQUIPMENT DEALERS ASSN.—The Equipment Dealers Assn. (EDA) has undergone some changes in the last few years. You may remember us as the North American Equipment Dealers Assn. (NAEDA). Well, after a lot of thought, our board of directors decided we should restructure and rebrand and here we are, as EDA!

We still work very closely with the regional associations across the country and we still serve agriculture and power equipment dealers through the U.S. and Canada, but we are now a direct membership organization with specific and separate services for dealers.

For example:

● **Federal Government Relations Advocacy:** EDA represents equipment dealers in Washington D.C. just as your regional association represents dealers in the state capitols.

● **Manufacturer Relations:** EDA spearheads the Industry Relations Task Force which regularly meets with manufacturers to discuss dealer issues and review new dealer agreements. EDA also produces the annual Dealer-Manufacturer Relations Report. This is also where all manufacturer contracts are reviewed and details of the good and bad in the agreements are sent to members.

● **Industry Relations Fund:** EDA manages the IRF, which is in place to assist dealers in legal action that meets specified criteria important to our industry.

● Plus discounted services, recruitment assistance, a free legal hotline, industry data collection and distribution, educational opportunities and more!

We also recently helped roll out a new online OPE Flat Rate Guide (in conjunction with UEDA and Bob Clements, International) and we're offering it at a discounted price to members. The OPE Flat Rate Guide offers a secure, up to date way to find and report flat rate repair times online, instantly. EDA membership plus the Flat Rate Guide is cheaper (\$799) than just purchasing the Flat Rate Guide as a non-member (\$999).

EDA's sole purpose and responsibility is to represent your business' interests. We are passionate about the work we do so we strive to make membership accessible to dealerships of all sizes. That's why our dues are low—just \$200 per dealership location each year.

Contact us at indoor booth #A11; email info@equipmentdealer.org.

FLUID FILM—Fluid Film is a lanolin based, solvent free, rust and corrosion inhibitor as well as a penetrating lubricant. Fluid Film provides excellent protection for metal components. The formula is 100% solvent free and will not get gummy or tacky. The non-tacky material also aides with cleanup of the underside of lawnmowers as the moist grass will not stick to the material, saving time and money cleaning the equipment at the end of a job. It is nonconductive and will prevent corrosion on battery terminals or electrical components like automatic sprinkler systems.

The use of Fluid Film in landscaping helps to extend maintenance schedules, resulting in significant cost savings and longevity of equipment. Fluid Film's soft, active coating penetrates to the base metal, where it migrates to create a formidable, protective wet barrier that prohibits corrosion on a molecular level by displacing moisture and locking out oxygen. The wool wax formulation is classified as non-toxic and non-hazardous and will not burn greenery when used on cutting devices.

Fluid Film provides excellent lubrication for moving parts like hedge trimmers, mower decks, chains and gears. The barrier provides powerful protection from atmospheric corrosion in storage facilities. This makes Fluid Film ideal for preparation for off-season storage and keeping infrequently used equipment in top working order.

In harsh climates or conditions, Fluid Film will not readily freeze and retains a slick consistency, keeping chains and moving parts from binding or building up dirt and debris. Fluid Film is ideal for frame and chassis undercoating to protect from salts and brines on vehicles and trailers. With a high flashpoint and exceptional water displacement, Fluid Film is the perfect protectant for endless applications. Fluid Film also brings luster back to sunbaked coatings and helps prevent dirt and mud from caking on surfaces.

Fluid Film comes in an easy 11.75 oz. aerosol or in bulk form of 1-, 5-, and 55-gal. drums to handle any size job. Fluid Film has been made and manufactured in the U.S. for over 75 years.

Contact us at indoor booth #9156; visit fluid-film.com.



HEFTEE INDUSTRIES—For 20 years the Heftee 4000 has been the lift of choice for technicians working on the largest riding mowers and commercial turf equipment. The 4000 safely accommodates equipment up to 87 in. wide and lifts up to 4,000 lbs., to 6 ft., in less than a minute. It's ideal for shops short on floor space; there is no special installation required and the Heftee 4000 operates on 110V.

Technicians stand comfortably with unrestricted access to service areas, no longer lying on cold concrete floors in awkward positions to perform under-equipment jobs. And the Heftee 4000 is free-standing for easy relocation within shop.

The Heftee 4000 standard equipment package comes complete with jacks, boom, and extension arms for completing virtually any repair job.

Heftee's revolutionary single-mast design gives unrestricted access to the equipment. There are no crossbars or twisting cables, and the jacks, booms, support arms, and easily adjustable work platforms—all integrate with the lift.

Making hard-to-service equipment easy to service is Heftee's business. Any lift can lift. Heftee lifts are equipped with unique features that enhance service. The technician can focus on repairing hard-to-service turf equipment and utility vehicles better, faster, safe.

Contact us at indoor booth #8200; visit heftee.com.



HONDA POWER EQUIPMENT—Honda Power Equipment powers into GIE+EXPO 2018 with technologically advanced outdoor power products.

At the company's interactive, experiential display, the Honda Power Equipment team will unveil its new HRX lawn mower lineup—models designed with powerful new features and innovative styling upgrades. First introduced in 2003, the Honda HRX series pioneered the unique Versamow System with Clip Director that, for the first time on any lawnmower, easily enabled simultaneous bagging and mulching (and rear discharge) in varying degrees through 10 separate settings. In 2018, Honda Power Equipment is launching even more with this complete mowing system designed to deliver the ultimate in flexibility.

Honda Tillers will enjoy a presence at this year's show, and the Honda team will highlight its line of models for commercial, rental and consumer applications. The complete range of Honda tillers—FG110, F220, FC600 and FRC800—are equipped with electronic ignition for quick and easy starting and designed to tackle jobs ranging from light to rigorous with fuel-efficient power.

Rounding out the Honda lawn and garden spotlight at GIE+EXPO 2018 will be the Honda VersAttach System. A versatile, user-friendly power tool with six different attachments, the Honda VersAttach is designed to take on a wide range of residential and commercial landscaping tasks including trimming, edging, cultivating, pruning and blowing.

Honda Generators also will feature its full line of portable power, including the recently launched, all-new EU2200i Super Quiet series model with robust features that deliver customers ease of use, simplified maintenance and durable, dependable operation. The Honda EU2200i provides even better performance and 10% more power than the EU2000i it replaces, combined with class-leading fuel efficiency, quiet operation and thoughtful design modifications.

Contact us at outdoor booth #6046D; visit powerequipment.honda.com.

KINETIX/POWER DISTRIBUTORS—For over 100 years, Briggs & Stratton dealers have set the standard for professional power equipment service. Independent and local, your knowledge, expertise and reputation is woven into the fabric of the neighborhoods you serve. You are the face of Briggs & Stratton service to your community and your customers. With a passion for power equipment, you stand for genuine quality and the value of industry knowledge, experience and a job well done. You stand out because you know your customers, your neighbors and the community you serve. They rely on you because you know what they need and what they expect. You stand out because you know that service matters.

As Briggs & Stratton's exclusive U.S. distribution partner, Power Distributors (PD) serves customers of all sorts and sizes, locally and nationwide with fast, accurate overnight order fulfillment, an extensive and knowledgeable support network and single-source access to genuine Briggs & Stratton engines and parts. There's a powerful partnership in the connection of Briggs & Stratton and PD and together we are setting a new standard for service.

PD exists to serve and support you and the servicing dealer community. We work hard to deliver reliable parts and dependable service with all of the speed, accuracy and accessibility you need to run your business. We recognize that you work hard to provide your customers with the reliable parts and dependable service they need and expect. And we believe that all of your hard work deserves a reward.

An industry breakthrough, PD Rewards is an exclusive Power Distributors dealer incentive program created to recognize and reward you for doing what you do and for choosing us to be a part of it.

Participate in PD Rewards promotions, earn points and redeem them for the things you want—travel, merchandise, gift cards and more.

Contact us at indoor booth #21079; visit PowerDistributors.com/ServiceMatters.



MASPORT—Masport is a leading manufacturer of lawn and garden power equipment in both New Zealand and Australia and has a proud engineering history dating back 108 years.

Masport was introduced in the U.S. for the first time in 2012; a household name in New Zealand, Masport has steadily grown its U.S. dealer base in the past seven seasons. It has an extensive range of rotary and cylinder gasoline walk behind mowers, as well as shredders, edgers and cultivators that are also sold in 45 countries around the world.

Power Distributors are the Masport distributors in U.S. and Power Source Canada in Canada. They distribute Masport's range of consumer and commercial power equipment to servicing dealers across North America. Masport is a dealer brand in North America and is ideally suited to this form of distribution as its products are feature rich and of high quality.

Masport mowers are available in various cutting widths and are powered by Briggs & Stratton engines. Masport mowers mulch, catch and side discharge and also feature aluminum and steel decks, ball bearing wheels, single lever height adjustment.

At this year's EXPO, Masport will feature the new BBC commercial walk behind mower which adds to their existing 10 model mulching/rear bagger and side delivery only consumer model line-up and existing two models of commercial mowers. The "Masport Contractor" 3N1 professional mower has a very robust 14 ga., 21-in. steel deck, fully professional "GT" 3-speed transmission, die-cast aluminum wheels fitted with precision bearings, bolt-in heavy-duty axles and large diameter heavy gauge handles. It is now available in BBC configuration.

Masport offers competitively priced, quality, unique products which are not available in the Big Box stores. See us at our booth 10180 or contact Power Distributors or Power Source Canada for more details on the Masport 2018 dealer only program.

Contact us at indoor booth #10180; visit masport.com.

OUTDOOR POWER EQUIPMENT INSTITUTE—The Outdoor Power Equipment Institute (OPEI) is the managing partner of GIE+EXPO, the industry's largest trade show, and an international trade association representing more than 100 power equipment, engine and utility vehicle manufacturers and suppliers.

OPEI is the advocacy voice of the power equipment industry, and it's been a significant year for us: We purchased a new headquarters building due to record levels of membership and member engagement. Our new market statistics vendor is innovating new features and expanding our longtime data collection program. And GIE+EXPO continues to break records in attendance and exhibit space.

New at this year's GIE+EXPO is the TurfMutt adoption event Mutt Madness, hosted in partnership with the Kentucky Humane Society Thursday, Oct. 18, from 11 a.m.-2 p.m. during lunch in Freedom Hall, GIE+EXPO's new lunch venue. All tradeshow attendees are invited to find their next best friend and adopt their own backyard superhero at the event.

The power equipment industry continues to face new opportunities and new challenges. Distribution channels, power sources and product offerings are evolving. The industry faces workforce shortages at nearly every level. Access to the living landscape has never been more important, and yet some regulatory agencies would seek to limit or eliminate it entirely.

Through OPEI's TurfMutt platform and its "Save Living Landscapes" campaign, we continue to promote the living landscape and defend it from attacks.

After three seasons of success on the CBS Saturday morning television program "Lucky Dog," TurfMutt will be the primary sponsor of "Ready, Set, Pet!" produced in partnership with Hearst Digital Media and Litton Entertainment. The show, which debuts on the CW this month, shows the true value of the living landscape: A place for pets and families to play, and a living asset that filters rainwater, produces oxygen, cools the environment, reduces dust and debris, sequesters carbon and provides pollinator support and habitat.

Visit opei.org.



STIHL—Join Stihl for major product launch news at GIE+EXPO! Stihl has been defining the future of power equipment for more than 90 years. This year, we're continuing this legacy of innovation—providing your customers even more options within the extensive Stihl lineup of gasoline, electric or battery equipment.

Exclusive dealer-only access to the show floor on Wednesday, October 17th will give you the opportunity to meet one-on-one with exhibitors and preview new products a day ahead of the crowds.

At 2:30 p.m., preview the latest in new STIHL products during a dealer exclusive presentation — one lucky attendee will win \$5,000! (Must be present to win). At 3:00 p.m., enjoy refreshments and party Oktoberfest-style, compliments of Stihl Inc.!

Contact us at indoor booth #5068; visit stihlusa.com.

SUNBELT OUTDOOR PRODUCTS—Sunbelt Outdoor Products is a long time participant at GIE+EXPO and is returning for the 2018 show. Come visit the friendly folks at the Sunbelt booth and check out a sampling of premium Sunbelt Parts.

Sunbelt Outdoor Products has been busy expanding its already large 60,000+ product offering and we remain committed to providing an extensive lineup of replacement parts for much of today's power equipment. Sunbelt offers a large and expanding selection of accessories, tools and equipment for all types of outdoor work. We have added well over 1,000 part numbers in the last year alone and have big plans for the year ahead!

Sunbelt Outdoor Products Predator and XHT blades are the strongest blades on the market. Their strength and durability comes from a patented austempering process that creates steel that is 30% harder than steel used in competing blades. Ideal for professionals, these blades require less sharpening, last longer and are lighter weight.

Sunbelt has recently introduced a lineup of professional grade lawn care equipment. This 45-piece offering including dump carts, spreaders, lawn rollers, dethatchers, aerators, hose reel carts and sprayers. Push and tow behind options are available for most equipment types, making for quick efficient work of even the toughest lawn care jobs. Quality build materials are used throughout, including heavy-duty poly and steel components and large wheels. This lineup is easy to assemble with assembly times ranging from just three minutes to 45 minutes—and the vast majority of products assembling in 30 minutes or less.

Contact us at indoor booth #7010; visit aiproducts.com.



TD PARTNERSHIP PROGRAM—Want to increase sales? Offer Yard Card Financing to your customers. It's an industry-leading lawn & garden consumer financing program that lets your customers bring home what they need, and helps your business grow.

The Yard Card from the TD Partnership Program division of TD Bank N.A. gives your customers the purchasing power they need to buy what they want with powerful revolving financing offers. After all, customers want and expect payment options; financing can help close sales. Over the long term, the Yard Card's revolving credit line facilitates repeat purchases and helps build customer loyalty.

The Yard Card's business-friendly benefits enable you to stand out from the competition with attractive financing offers. Additionally, the program's strong credit limits help your customers buy more. Other key features include: Instant online transaction processing and fast funding, customer-centric services, and marketing support to drive sales and repeat business. Better yet, your store name is imprinted directly on every card.

Contact us at indoor booth #8164; visit tdpartnershipprograms.com/yardcard.



TRILINK SAW CHAIN—At TriLink Saw Chain we believe that quality is the key to success. TriLink carries a complete line of low kickback and professional saw chain, a full line of guide bars, cutting accessories and safety items. Our low kickback saw chain has been tested, approved and listed by Underwriter's Laboratories to meet all ANSI B175.1 requirement standards for low kickback chain. Our guide bar and saw chain factory is ISO 9001:2015 certified giving our customers the confidence that they are buying from a company that is

committed to providing quality products and services.

TriLink Saw Chain is proud to introduce our new 3/8-in. LP Full Chisel saw chain. Specifically designed for arborist applications, our 3/8-in. LP Full Chisel chain includes taller profile cutters for maximum chip clearance.

Each chain includes our Centri-Lube drivelines, the friction reducing oiling system made to extend the life of your chain. Engineered and designed with enhanced grind geometry for improved cutting efficiency and out of box sharpness; we also increased the chrome thickness for longer chain life. The square cutter edge on our full chisel chains is designed to reduce friction for an extremely smooth clean cut and faster chip clearance.

The 3/8-in. LP Full Chisel chain is an aggressive chain that may be capable of kickback.

The new TriLink 3/8-in. LP Full Chisel chain compliments our existing .325-in. and 3/8-in. standard full chisel chains. We offer our customers with a full line of both semi-chisel and full chisel chains while continuing to look at the saw chain market needs and provide the best options for success.

As a global leader in the saw chain industry, we have built a reputation as a company that focuses on providing the best quality, value, and service in the industry. TriLink Saw Chain is your link to quality!

Contact us at indoor booth #1208; visit trilinksawchain.com.

WALBRO—With 65 years of experience, Walbro has positioned itself as a global market leader in small engine management and control systems. Our comprehensive gallery of superior products includes ignition systems, fuel injection systems, air/fuel management systems, pumps, valves and fuel storage and delivery systems. With manufacturing and engineering facilities in China, Japan, Mexico, Thailand and the U.S., Walbro has reach around the world. Walbro continues to introduce products designed to help maintain power equipment.

Walbro is pleased to introduce a Complete Fuel System kit designed specifically to keep your power equipment running at peak performance.

The kit contains:

- **4 oz. Scented Fuel Treatment:** This 4 oz. bottle will treat 20 gal. of gasoline and will protect your fuel system from the harmful effects of ethanol. The pleasant evergreen scent tells you that the fuel is being treated. Fuel will be stabilized for up to two years.

- **6.25 oz. Carburetor & Fuel System Cleaner:** Walbro's specially formulated blend of cleaners and lubricants will both remove harmful deposits and protect your fuel system from corrosion and excess varnish build-up. The cleaner will remove carbon, gum and varnish from your fuel system.

- **8 oz. Power Equipment Duster:** Walbro's power equipment duster is a convenient can which will remove dirt and debris from power equipment including engine, fuel systems and air cleaner.

- **Power Equipment Spark Plug:** Walbro's Spark plug is engineered to meet or exceed OE standards. Copper core center electrode provides higher conductivity leading to steady performance and excellent durability.

Contact us at indoor booth #7212; visit walbro.com.



SEE THE NEW BENCHMARKS IN PROFESSIONAL FORESTRY

CHAINSAW: HUSQVARNA 572 XP®
LOCATION: CANADA, BC, KOOTENAY RIVER
ALTITUDE: 1100 AMSL
TREE SPECIES: DOUGLAS FIR



Husqvarna 572 XP®



Husqvarna 565



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VISIT BOOTH 9094 FOR THE LATEST HUSQVARNA INNOVATIONS.

We understand that your tools and your skills are what makes you a living. So we built the new generation of Husqvarna chainsaws to endure the most demanding tasks and environments. Our new platform enables faster work and higher earnings, thanks to extreme acceleration and high power over a broad RPM range. But we also know that comfort matters – so even with all that power, they're still slimmer and lighter than you might expect. HUSQVARNA.COM

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READY WHEN YOU ARE

Powering good.

OPEI—working hard to propel the industry forward.

The outdoor power equipment industry continues to be presented with new opportunities while facing new challenges. Distribution channels, power sources, and product offerings are evolving. And the industry faces workforce shortages at nearly every level. Access to the living landscape has never been more important, and yet some regulatory agencies would seek to limit or eliminate it entirely.

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OPEI is an active, relevant, and vital association thanks to the engagement of its members. If you'd like more information on joining or getting more involved, see a member of our staff. Or contact us at info@opei.org.

JOIN OPEI: Support your industry—become a member today!

A snapshot of 2018

It's been a significant year for the Outdoor Power Equipment Institute.

- We purchased a new headquarters building due to record levels of membership and member engagement.
- Our new market statistics vendor is improving and expanding our longtime data collection program.
- And our trade show, GIE+EXPO, continues to break records in attendance and exhibit space.



Kris Kiser, President & CEO

The Outdoor Power Equipment Institute (OPEI) is an international trade association representing more than 100 power equipment, engine, and utility vehicle manufacturers and suppliers. OPEI is the advocacy voice of the industry, and a recognized Standards Development Organization for the American National Standards Institute (ANSI) and active internationally through the International Standards Organization (ISO) and the International Electrotechnical Commission (IEC) in the development of safety and performance standards. OPEI is managing partner of GIE+EXPO, the industry's annual international trade show, and the creative force behind the environmental education program, TurfMutt.com. OPEI-Canada represents members on a host of issues, including recycling, emissions, and other regulatory developments across the Canadian provinces.



TurfMutt is taking over

New at this year's GIE+EXPO is the TurfMutt adoption event MUTT MADNESS. Co-hosted with the Kentucky Humane Society, it takes place Thursday, October 18, from 11 a.m. to 2 p.m. in Freedom Hall, GIE+EXPO's new lunch venue. Trade show attendees are invited to find their next best friend and adopt their own backyard superhero at the event.

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OPEI Members

A. Schulman, Inc.
 Active Exhaust Corporation
 Agri-Industrial Plastics Company
 ALTOZ, Inc.
 American Honda Motor Company, Inc.
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 BASF Performance Materials
 Bemis Manufacturing Advanced Technology Group
 Blount International
 Briggs & Stratton Corporation
 Brinly-Hardy Company, Inc.
 Bush Hog, Inc.
 Chervon HK Limited
 Club Car, LLC
 Continental Automotive Custom Engineered Wheels, Inc.
 Custom Products of Litchfield, Inc.
 Deere & Company
 Delta Systems, Inc.
 DSM Engineering Plastics
 Duramatic Products
 E-Z-GO Textron
 East Penn Manufacturing Company, Inc.
 Echo Incorporated
 Excel Industries
 Federal-Mogul Motorparts
 Femco, Inc.
 Fisher Barton, Inc.
 Flambeau Fluid Systems
 Freudenberg-NOK Sealing Technologies
 Gates Corporation
 Generac Power Systems, Inc.
 Heraeus Precious Metals GmbH
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 iRobot Corporation
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 Kongsberg Power Products Systems I, LLC
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 Kubota Tractor Corporation
 Lesjöfors Springs America, Inc.
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Mean Green Mowers
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 MTD Products, Inc.
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 Parker Hannifin Corporation
 PEER Bearing Company
 Phillips 66 Spectrum Corporation
 Polaris Industries
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 PRUFREX USA Inc.
 Pulsar Products, Inc.
 Revere Plastics Systems, LLC
 Saint-Gobain Performance Plastics
 Scag Power Equipment, Inc.
 Scepter Corporation
 Schiller Grounds Care, Inc.
 SGS North America, Inc.
 Sheffield Financial,
 Division of BB&T Financial FSB
 Shivers Manufacturing, Inc.
 Stanley Black & Decker, Inc.
 Stihl Incorporated
 Sugino Corporation
 Sunrise Global Marketing, LLC
 TCF Inventory Finance
 TD Retail Card Services
 Techtronic Industries Power Equipment
 Textron Specialized Vehicles
 The Carlstar Group, LLC
 The Lubrizol Corporation
 The Toro Company
 TriLink Saw Chain, LLC
 Tuff Torq Corporation
 USA Zama, Inc.
 Venture Products, Inc.
 Walbro, LLC
 Walker Manufacturing Company
 Warner Electric, LLC
 Wells Fargo Commercial Distribution Finance
 Wescon Controls
 Whirltronics, Inc.
 Wright Manufacturing, Inc.
 Wright Metal Products Crates, LLC
 Xtreme Outdoor Power Equipment
 Yamaha Motor Corporation, USA
 Yanmar American Corporation
 YAT USA, Inc.



Join us. Learn more at OPEI.org.

Adapting To Change: The Big, Bad Internet

Progress isn't a bad thing—it just means those who want to succeed have to be aware of the continuously evolving marketplace.

BY SAM STEARNS

Companies that sell wholegoods over the internet are often public enemy #1 among dealers who lose a few sales because of it. Those of us who don't sell equipment online have been known to describe the activity of those who do as cheapening the equipment. How are we supposed to compete with these people? It's totally unfair! There is a number of ways to look at this. I'll give you my spin.

First of all, there's no use wishing the internet and its related problems would go away (or for that matter, dealers who "undercut" us with their low prices, even without the internet). Those things are here to stay for the foreseeable future. In any industry and in any era, the marketplace is never static, at least not for long. Technology improves, changing both the rules and the way people think. This has always been the case, and we always welcome technological advances that make our lives easier, our stuff cost less, and our work take less time. That is, unless we're the ones being left behind in the wake of technological advancement—then we think it's horrible. Have we stopped to consider that for every celebrated advancement in technology, there was always someone left behind, who wasn't celebrating their own obsolescence? This doesn't mean progress is a bad thing, but it does mean that people who want to succeed have to be alert and adapt to the continuously evolving marketplace.

So, those of us dealers who don't sell online need to learn to adapt with the

changing marketplace, which isn't finished changing, by the way. This internet "problem" is only going to get bigger, not smaller. How do we adapt, and not get left behind? One thing I do know is that if your dealership business model depends on lots of equipment sales, and you're not making any effort to expand your sales to the online marketplace, and there's nothing unique to you that keeps people coming to you instead of looking to the internet, you have a business model that won't hold up for much longer. You need to start redesigning it today if you want to succeed tomorrow.

Service is one thing the internet will never be able to remove from our dealerships! Amazon is clever, but I don't think they're anywhere near figuring that one out.

First, let's focus on our service departments. Beef them up. Make them more efficient. Advertise them. Make them the backbone, the most profitable part, of your business. Service is one thing the internet will never be able to remove from our dealerships! Amazon is clever, but I don't think they're anywhere near figuring that one out. Our margins in our service departments are much higher than they are in equipment sales (or at least they ought to be!), so why do we generally advertise our new equipment and largely ignore our service departments when planning our advertising budgets? This is something I was challenged on recently, because I have tended to do exactly the same thing in my advertising.

Service departments need to be absorbing at least 75% of our dealerships' operating costs, with parts covering the other 25% or so. If you can achieve that your wholegoods sales can suffer, and you're still paying your bills! Your sales department would simply become a profit center, rather than the cause of losing money if we don't hit our projections (due to weather, online competition and the like).

The other suggestion is to seriously consider if, and how, you can expand your sales into the online marketplace. This is not currently something I plan to do, but it might really make sense for someone else. If you can, look at it as an opportunity to do things differently and profit your dealership. That's what we all do, right?

Here's my limited observation: I find it interesting that the ones who complain about internet competition are also the ones who aren't doing it. And I've also noticed that those who use the internet to sell equipment are the ones who don't

complain about the internet. Isn't that an interesting pattern? At the risk of drawing ire, I would venture to say that the majority of you who complain that the internet is ruining our industry would jump at the opportunity to use the internet for your benefit if you had the chance. Therefore, I don't think all this complaining is really about the internet. It's really about the inability or unwillingness to tap into it. If I have described you, don't you think that's a little hypocritical? (Hate mail can be sent to the email address provided below.)

If online sales don't make sense for your business right now, kind of like it doesn't for my business, can we agree to stop bellyaching about those who do it? Complaining doesn't accomplish anything. Restructuring your business so that your dealership's very existence isn't threatened when your sales take a hit because of internet competition? Now we're talking! It can be done. **PET**

Sam Stearns owns and operates Mr. Mower Man, Scottsburg, IN, 47170; e-mail: mr.mowerman@hotmail.com. The views of Sam Stearns do not necessarily represent the views of Hatton-Brown Publishers, Inc.



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New 'Swiss Made' Sharpening System

Vallorbe's first "automatic tool" saw chain sharpening system brings quality tradition to market.

Founded in 1899 following the merger of the family businesses Borloz & Noguét-Borloz, Glardon & Co and Grobet SA, Usines Métallurgiques de Vallorbe boasts more than 100 years of expertise.

The company's high-quality precision tools are manufactured in the heart of the Jura Mountains in Switzerland, and have won praise throughout the world from the most demanding users.

Vallorbe files and precision tools are sold in more than 80 countries via a network of close to 300 distributors. They cover a large number of applications for a wide variety of trades such as jewelers, watchmakers, woodcutters, blacksmiths and precision engineers.

The reputation of Vallorbe products is based on exceptional technical expertise, which has largely been gained through the development of its own production tools. As a world leader in precision files and files for sharpening chainsaws, Vallorbe is constantly striving to find new solutions to meet the needs of its customers.

Vallorbe recently introduced what it calls a "Swiss made" breakthrough for automatic saw chain sharpening with the company's recently-introduced VIOak advanced automatic file saw chain sharpener.

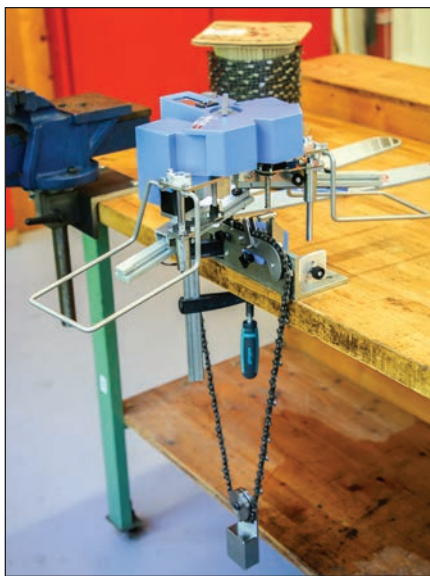
The sharpener features an innovative concept protected by an international patent and was unveiled to the public for the first time at the 4th World Logging Championship, held in the city of Vallorbe last June. The revolutionary VIOak automatic sharpener immediately aroused the interest of the forestry specialists and the Vallorbe Swiss distribution network around the world.

VIOak Development

The story of this new solution began in 2016. After taking stock of the various sectors of activity (forestry, jewelry and watchmaking, farriery, woodworking and the industry in general) that the company supplies with exceptionally high-quality products including files,



Longtime toolmaker has now introduced its first automated filing system.



System can set up in a pickup if needed.

"The question naturally arose as to what more we could still bring to the forestry branch with the precision tools that we produce in Vallorbe," reports Frank Galloppini, Head of Research and Development. "We wanted to bring to market a modern, ergonomic tool that was easy to transport, to set up that can be used by everyone."

The Vallorbe Swiss R&D team, in collaboration with a specialized engineering design company, started work on the first prototype of the automatic sharpener working with "Vallorbe Swiss" files in 2017. It has been tested intensively on the forestry market and in the field. The objective was to identify any flaws and define its mechanical limits so that these points could be strengthened right from the start when the first series, which will

on sale in early 2019, is launched. VIOak has also been subjected to extreme conditions of use. Temperatures between -20° Celsius and + 40° Celsius, the presence of dust or humidity levels corresponding to the equally opposite conditions prevailing the sites where it will be used in the future (the far north as well as equatorial zones) require total sealing of all the control console buttons, together with the installation of numerous O-rings in critical automatic sharpeners will be assembled in batches, programmed and service entirely at Vallorbe Swiss. This will necessarily involve the acquisition of new skills.

Until the launch of the automatic sharpener, Vallorbe Swiss manufactured precision tools, not complete systems. "This is a break from our culture and today, besides being a supplier of precision tools, we have become manufacturers of sharpening solutions," says Pierre Vallélian, Marketing and Sales Manager. "All our staff immediately embraced the idea, and the wind of change blew into our company. It became a real human adventure."

Presented first in Vallorbe, then at the Euroforest (France) and Interforst (Germany) trade events, this product attracted attention and delivered positive comments. Its ease of use was welcome. There is no need for qualified personnel to use it, a minimum of adjustments is required to adapt, between 15 and 35 degrees, the variable geometry of the filing angle, mentioned by the chain producer on each packaging box, to obtain the best cutting solution.

The feed speed of the chain and its

transport, from right to left, link by link, is automated by a robotic-type motor with very low power consumption; its power supply 12 or 24 volts and a 72-link chain is sharpened in about 15 minutes. A round file and a flat file mounted on two guides (selected before starting up), allows both sharpening is carried out transversely, and always applies the same pressure to achieve better cutting efficiency. This results in optimal top and side plate cutting angles.

The different sets of files currently produced by UMV are naturally designed to fit it. They allow for quick change of the support guides when changing chain type, which avoids wasting time. The “icing on the cake” is that the sharpener can be reprogrammed for special or large chains, for which filing pressure must be increased to achieve the most efficient and effective sharpening. Galloppini continues: “The VIOak benefits from the latest generation electronic circuit board. And because we wanted our sharpener to resist electromagnetic fields without emitting any, we successfully submitted and passed the certification of the International Electromagnetic Compatibility Testing Institute.”

In the early test phase at a world-renowned chain saw manufacturer, a 70% degraded saw chain was compared with a new chain: Manual sharpening allows recovery of cutting efficiency below 80%, against more than 90% for the new automatic sharpener. As a bonus, the VIOak offers a much shorter working time compared to a manual sharpening, which allows a faster return to the forestry site and therefore a gain in efficiency and performance, company officials say.

Compact, the VIOak is easy to transport (9 kg/30 lbs.) and can be mounted on the back of a pickup truck. Strict mechanical requirements are offering stability, robustness and lightness. The choice, after much research, focused on a specific engineering plastic compound and stainless steel. The machine is also equipped with side guards that prevent the user from getting too close to the chain sharpening system. The VIOak is designed so that neither the support guides nor incorrect assembly of the chain can damage it.

The automatic sharpener, although it closely reproduces manual sharpening while avoiding its arduousness, ensures precision and repeatability. Stable and independent in the performance of its sharpening task, it protects users from the vibration related to the recurrent



Vallorbe commitment to “Swiss made” quality goes back more than 100 years.

geometrical inequalities encountered in manual sharpening.

Unlike grinding wheels that can work about twice as fast but require qualified operators, the VIOak does not degrade the physical characteristics of the saw chain cutters, with respect to hardening or annealing. Finally, on the safety side, this new concept sharpener does not project any incandescent metal chips around it, eliminating the risk of burns or, in a parched natural environment, accidentally starting fires.

Vallorbe Swiss will start distribution of the new VIOAK beginning in 2019. Visit www.vallorbe.com or e-mail info@vallorbe.com.

That said, Vallorbe Swiss is committed to getting closer to end-users and offering them solutions that are more responsive to their needs in the field.

The innovation does not stop there. The sharpener has a USB port. In the future, this connectivity enables diagnostic services and servicing for users. “This will enable us to train our distributors so that they can intervene on the equipment and always provide the logger with a properly-sharpened saw chain, together with safety and assured profitability,” Galloppini says.

Vallorbe Profile

Vallorbe offers a complete range of solutions, enabling you to get the best performance out of your equipment. In order to best meet user requirements, Vallorbe files come in three different types of finish. A Premium finish for precision files, or Classic and Saver finishes for machinists’ files with an adjusted price/quality ratio.

Vallorbe is a main player in the forestry industry, especially in chain sharpening. A logger’s work is difficult and



Automated system ensures consistency, repeatability.

potentially dangerous. Their equipment is subjected to tough conditions and requires impeccable maintenance in order to guarantee maximum user safety. The unparalleled quality and precision of 100% “Swiss Made” Vallorbe products, as well as excellent service, have allowed Vallorbe to become a key player in this industry. Vallorbe round files for chain saws enable timber fallers to achieve and maintain optimum cutting performance thanks to gentle, precise and burr-free sharpening.

Other examples are jewelry and watchmaking. Over the years, Vallorbe has expanded its range by introducing saw blades, engravers and power tools alongside the typical files, rifflers and rasps. The diversity of products and Vallorbe’s service make the company a key player in this sector also.

With innovation as a guiding principle, and driven by the determination and the dedication of 300 employees, Vallorbe is able to continuously develop new products.

The quality of Vallorbe’s production is the result of expertise and uncompromising professional standards. Vallorbe products are designed for professionals as well as passionate amateurs who want top quality, high-performance and durable tools.

PET

This article was submitted by Usines Métallurgiques de Vallorbe

Five Minutes With...

Stihl's Lorraine Wagner

Lorraine Wagner is Stihl Inc.'s first female executive—having just been announced the company's Vice President of Operations, after serving for ten years as Stihl's Manufacturing Director. Originally from England, Wagner joined Stihl in 2008. An engineer by trade, she loves anything with an engine, and her passion lies in helping to reduce the U.S. manufacturing skills gap. She starts every day on the factory floor.

We caught up with the mother of two to chat about the inner workings of the 150 sq. acre Virginia Beach, Va. facility and the 100 or so pieces of equipment it produces each day.

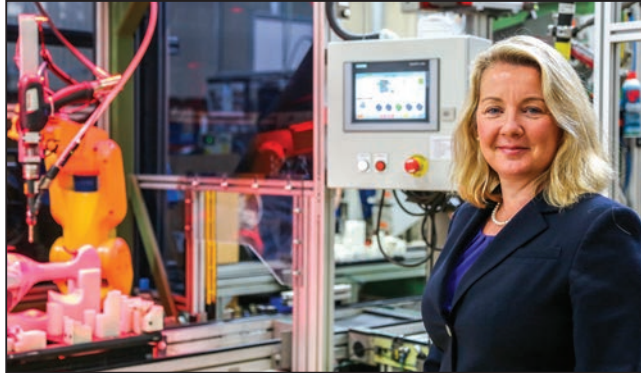
Power Equipment Trade: What's your favorite piece to watch come to life on the assembly line?

Lorraine Wagner: That's a tough one! Probably the most exciting for me are the new products that are coming off the line for the first time. These products are in development for months and sometimes years—only existing on paper. Watching our teams produce the various components, and then assembling them all in to a product that will be used to beautify a community or save a life is pretty awesome.

I hope that this will inspire and encourage others to know you are only limited by your own imagination. I think it represents the broader changes taking place in the manufacturing sector.

PET: What first caught your attention when you saw the factory in Virginia Beach?

LW: To be very honest, it was the number of trees on campus. It was surprising that there were so many really old and beautiful trees here on the campus of a company known for chain



saws, but once I understood the Stihl family's commitment to caring for nature and it made perfect sense.

PET: You are Stihl Inc.'s first female senior executive—what an accomplishment! Was it something you were expecting or something that caught you off guard?

LW: It certainly is an honor and I appreciate the recognition for my efforts over the past years. I hope that this will inspire and encourage others to know you are only limited by your own imagination. I think it represents the broader changes taking place in the manufacturing sector.

PET: Stihl proudly produces quality products in the U.S.—a big selling point for dealers. What stands out to

you on the factory floor as a specific nod to the quality your team is producing?

LW: The skill set of the employees makes the biggest difference in quality. Employees at Stihl Inc. are highly skilled workers operating with a high level of automation integration—man

with machine. We spend over a million dollars a year on employee training and workforce development programs to ensure our employees continue to develop new skills. It's those skills and the pride they put into their work every day that keeps this factory in the U.S. and keep us competitive with the rest of the world.

PET: What does Stihl do on the assembly line, that in your opinion, sets products apart from competition?

LW: Aside from our quality workforce, I think anyone who tours our facility is most impressed with the number of quality assurance checks that are

To ensure proper operation, every single unit built at Stihl gets run in a test cell before it ever leaves our facility.

happening in every step of the production process. We have very precise manufacturing, checks and balances on each station and random product tests every day, but in my opinion, one of the most unique things we do here is test every unit that comes off the line. To ensure proper operation, every single unit built at Stihl gets run in a test cell before it ever leaves our facility.

PET: What's your favorite piece of equipment to operate?

LW: I like my Stihl backpack blower the best actually, especially in the fall. It's so satisfying to see a yard full of leaves and debris cleaned up in minutes. It's like those pressure washing videos people watch online for hours. I think it's the before and after satisfaction.

PET



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FTC Warns Scams Targeting Small Business Still Popular

In today's fast-paced world, where everyone's pocket holds the world wide web, the FTC warns small business owners to be on alert for scams revolving around directories.

An invoice bears the familiar “walking fingers” logo and the name Yellow Pages. It says you owe hundreds of dollars for a business listing. Perhaps you get a letter saying you could lose your web address or trademark if you don't send money immediately. Maybe some toner cartridges or other office supplies show up at your office out of the blue—with a bill.

What's going on? It's a scam by con artists who know some small and medium-sized businesses, churches and not-for-profits groups will end up paying the bogus invoices in the mistaken belief they owe money or that it's simply a misunderstanding.

What's the best way to protect your business? Learn the telltale signs of five common scams so you can stop fraudsters in their tracks.

Directory Listing Scam

In this operation, con artists call businesses claiming to “verify” or “confirm” a company's contact information for its listing in a business directory. Of course, there's no listing in a business directory—maybe not even a real business directory—but the employee who picked up the phone doesn't know that.

Persuasive double talkers bulldoze the employee into sayings yes. Later if the company complains it didn't agree



to the listing, the fraudsters may play back a tape of the call (which might have been doctored) as proof.

Next, the scammers send urgent invoices for hundreds of dollars. The invoices might even include “walking fingers” logo and the Yellow Pages name. In many cases, the person paying the bills will simply cut a check, not realizing that the company never agreed to pay the hefty fee for the directory. When a business disregards the invoice, the bad guys up the ante by making collection calls and sending collection notices, piling on late fees and other penalties—sometimes even threaten to ruin the credit of the company or its owners and employees, take them to court, or to refer the debt to a debt collector.

If companies stand firm in their refusal to pay for services they didn't authorize, the scammer may try to smooth things over by offering a phony discount. Or they may agree to cancel the listing going forward to stop any new bills. At this stage, many companies pay up just to stop the hounding. What they don't know is that they'll likely get more bogus invoices either from the same scam artist or from others who have bought their contact information for a new scheme.

Sometimes the first contact with the scammer is through an advertisement sent by mail, fax or email that asks the company to “verify” or “confirm” its contact information for a free listing service or free social networking page.

Supply Swindle

Every company needs office supplies, but small businesses may not have a formal procedure process in place. So when supplies show up at the door, employees pay for them, assuming a colleague must have OK'ed the buy. The box contains either unordered merchandise or is empty. Or a con artist may call, falsely claiming to verify an existing order. The next step: tricking an unsuspecting employee into saying yes. That triggers high-pressure threats if the business refuses to pay. Either way, the company is left holding the bag—the bill.

URL Hustle

“Your web address is about to expire if you don't pay immediately to renew your registration.” That's enough to send an online marketer into warp speed. Since the invoice emphasizes that time is of the essence, some businesses pay first and ask questions later. Of course, the invoice isn't from the entities that really handle things like that. It's from a scammer, banking on the fact companies with a web presence will be too busy to investigate.

In a variation on that scam, scammers send letters warning that they'll lose their trademarks if they don't pay a fee immediately or that they owe money for additional registration services. The brazen ones falsely claim an affiliation with the U.S. Patent and Trademark Office (USPTO) or some other agency. The USPTO has advice for businesses at uspto.gov on how to tell if a letter about trademarks is the real deal or a possible rip-off.

Charity Con

Many businesses make it a point to support worthy causes in the community. So when a group claiming to help ➤ 45

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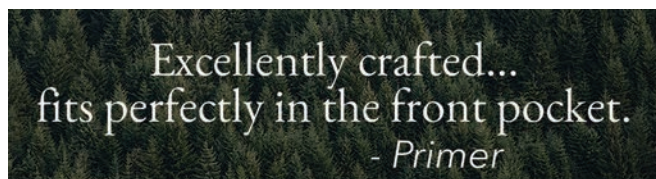


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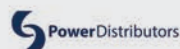
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HANDHELD

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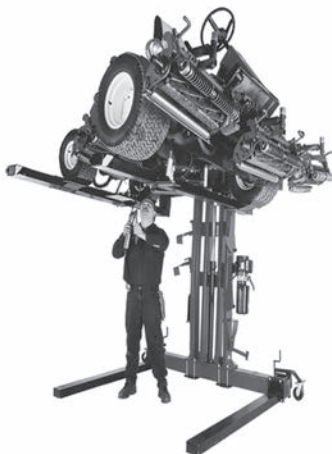
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The entire catalog is also available at rotarycorp.com and downloadable in a PDF format. The company's user-friendly website makes it easy to locate parts with comprehensive listings and a convenient "keyword" search. Rotary also offers a 2019 Quick-Cross CD that features the new catalog with an easy index for OEM to Rotary and aftermarket to Rotary parts.

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32 ► firefighters, veterans, police or kids asks a company to buy space in a calendar or publication, they're happy to chip in. Scammers take that money and disappear. Of course, crooks cover their tracks by picking names confusingly similar to reputable charities, so it's hard for businesses to find out they've been had.

Check Cheat

Not all solicitations you get in the mail look like bills, invoices or account statements. Your business may get something that looks like a refund or rebate check. Read the fine print on back carefully. By cashing the check, you may be agreeing to be billed monthly for something you don't want or need, like internet access or a listing in an online directory.

How can I protect my business? Take the following steps to protect your company from this kind of fraud.

Train Your Staff

Educate your employees about how these scams work. In addition to your regular receptionist, talk to everyone who may pick up the phone. Pull tips and tricks on spotting scams in employee mailboxes. Mention it in a staff meeting. Post it on the break room bulletin board or where employees clock in and out.

Inspect Your Invoices

Depending on the size and nature of your business, consider implementing a purchase order system to make sure you're paying only legitimate expenses. At a minimum, designate a small group of employees with authority to approve purchases and pay the bills. Train your employees to send all inquiries to this group. Compile a list of the companies you typically do use for directory services, supplies and other recurring expenses.

es. Encourage the people who pay the bills to develop a "show me" attitude when it comes to unexpected invoices from companies they are not familiar with, even if those invoices list one of your employee's names. Don't pay for products or services you're not sure you ordered.

Verify To Clarify

If you get a message that looks to be from a bank, credit card company or government agency investigate before responding. Using a phone number you know to be legit, contact the office directly to ask if the inquiry is on the up and up. Furthermore, many business directory scam artists are headquartered in Canada or in other foreign countries, but use post office boxes or mail drops to make it look like they are in the U.S. Before paying, check them out for free at bbb.org, and read the BBB's report on them.

File A Complaint

If a scammer is sending you bogus bills, speak up!

File a complaint with the FTC at ftc.gov/complaint and with the BBB at bbb.org. Complaints help shape the FTC's law enforcement agenda, so it's important to sound off when you spot a scam. Concerned about business directory scammer's threats to tarnish your credit if you don't pay? Many will simply drop the matter—and may even provide a refund—if they know you've complained.

If you think you've been victimized in a fraud scheme that involves the U.S. Mail, submit a Mail Fraud Complaint Form to the U.S. Postal Inspection Service at postalinspectors.uspis.gov.

Alert your state Attorney General.

Remember: Your best defense is an informed workforce. Talk to your staff about how scams happen.

PET

Excerpted from The Federal Trade Commission's Scams and Your Small Business: A Guide for Business.

PETevents

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NOVEMBER 14-16—Far West Equipment Dealers Assn. 2018 Convention, Hyatt Indian Wells, Indian Wells, Calif. Call 707-678-8859; visit fweda.com.

DECEMBER 7-9—WEDA International Dealer Conference, Scottsdale Resort at McCormick Ranch, Scottsdale, Ariz. Call 816-561-5323; visit westerneda.com.

FEBRUARY 9-11, 2019—Outdoor Power Equip. Aftermarket Assn. annual meeting, The Driskill Hotel, Austin, Tex. Call 703-549-7608; visit opeaa.org.

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GREG GERMAN

Hope Is Not A Plan

Prepare in winter for a prosperous spring, which will keep the doors continuing to swing and the cash register continuing to ring.

As this article is being written, the combines are making quick work of a record crop of corn and soybeans here in the Midwest. Even though commodity prices are really struggling at this juncture, farmers are always happier to have a big crop to sell versus no crop at all. For those of you in the northern half of the country, fall harvest also means that cold days of winter are not far away. Are you prepared?

Like most power equipment dealers, we really do struggle during these long winter months when equipment sales dramatically slow down and we “hope” that spring is earlier than usual in its arrival.

As we have all heard before, “Hope is not a plan.” So, let’s talk about what we can do this winter to make sure that the doors are continuing to swing, and the cash register is continuing to ring.

Shop work is key and all of us have plenty of equipment out in our customer’s hands that needs to be in your shop. Hopefully, you have been capturing your customers’ email addresses the past few years so that your marketing costs are almost minimal to get the word out to your active customers. Get an eye-catching email offer and begin sending it out a few weeks before your customers will be completing their last mowing. Make sure that the subject line introduces your offer so that your customers will open it, something like: “Free Pickup And Delivery For Mower Winter Maintenance.” If your customers don’t know the email is from you,

the subject line is even more important. Send this out a handful of times over the next six to eight weeks so that you take advantage of the cost of an email—free.

For the rest of your customer base, it is probably best to send out a small postcard that also has a good graphic with the offer clearly stated. Social media through Facebook and Instagram is another way to promote your service specials for minimal costs. Last, but not least, get your customer list out and

Tax laws may be driving businesses that have had a good year to need to make some equipment investments for tax-savings purposes. You won’t know unless your sales team gets on the phone and starts to visit potential business-to-business customers.

have your service, sales or parts staff begin to call the customers on the phone. Make sure you spend a little time with your staff in advance and role play what they are going to be telling your customers.

It is amazing what a few tips in advance will do to your conversion rate. If you have someone who simply is not effective in phone communications, give them the opportunity to start taking inventory instead. They will surely love doing that! If you do this effectively, you may be surprised about how busy your shops can stay this coming winter. Once you have developed this program, rolling it out annually gets easier. Make sure your business system allows you to track those who took advantage of the winter service special this year, as those are the people that you want to call first next year.

In regards to equipment sales, get your salesman following up with all of those leads that came in over the past few months that have yet to convert. By doing follow up, as most sales people don’t do, you will uncover business that otherwise would have gone to someone

else, or would have been delayed until next year. Tax laws may be driving businesses that have had a good year to need to make some equipment investments for tax-savings purposes. You won’t know unless your sales team gets on the phone and starts to visit potential business-to-business customers.

The winter months are also the time to get excess parts inventory lowered. A few great opportunities are to contact your key customers and see if they are wanting to purchase some parts for win-

ter maintenance and provide them an extra discount to purchase now versus next spring. Contact your parts suppliers and take advantage of their annual or quarterly parts return program. Don’t miss out on this as it can sometimes give you a substantial infusion of cash just when you need it most. eBay is another decent way to turn old parts into cash. You might not get all of your money back out, but it sure beats a part becoming obsolete—which is where all parts eventually end up unless turned into cash.

As they say, “Cash is king.” Take time now to get your dealership ready for the normally lean months ahead by preparing now. Be blessed! **PET**

Greg German is President of German-Bliss Equipment, Inc. in Princeville, Ill., which operates three power equipment dealers that market products for the lawn and garden, industrial and agricultural sectors. He can be contacted at PO Box 440, Princeville, IL 61559; fax: 309-385-2540; email: ggerman@germanbliss.com. The views of Greg German do not necessarily represent Hatton-Brown Publishers, Inc.

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