

Newsletter

October, 2009

Annual *Snowplow Days* Has Arrived

The time has arrived; it is almost plow season! That being said, it is also the time for our annual Snowplow Days. Join us at our Des Moines location on Friday, October 16 from 11-4 for the opportunity to look at the different types of snowplows as well as a chance to talk with representatives from Western, SnowEx and Blizzard manufacturers. During the day we are also hosting a "Cold Cash Seminar" so you can maximize your profit while snowplowing. Lunch will be provided for those who stop by on October 16. So if you are looking for a new snowplow or just want more information about a certain model, come to Truck Equipment's annual Snowplow Days where you will receive all the snowplow information you need.



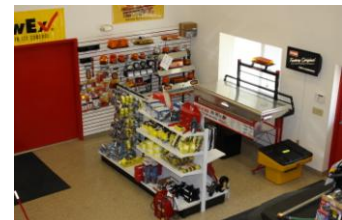
Take a Look Inside. . .

The Truck Equipment Showroom

Many people are surprised to find out that we carry many of our manufacturers' products in a showroom. Visit our actual showroom or our showroom web page to see all we can offer you.



Pictures of the Showroom



Just Imagine . . .

. . . your life without snowplows

Snow plow season is just around the corner. Snow plows play a vital role in our everyday life even if it might not seem like it. Now it's time to imagine your life without snow plows.

- Think about how many car accidents take place because of snow and ice. Without snowplows and sand & salt spreaders the number of accidents would substantially increase.
- When you go to the store during a storm, just imagine being stuck at home for hours if not days before the snow and ice are able to melt.
- While it only takes maybe ten minutes to *plow* your driveway think about *manually shoveling* your driveway for 45 minutes.

Snow plows have a huge advantage over shoveling by being more time and energy efficient as well as providing a safer road for travelers. Without snow plows, some areas of the United States would literally not be able to leave their houses at all for days at a time. Just imagine that . . .

The “Meet the Team” Series

You should know who you are working with when you do business with Truck Equipment. Every month we will introduce you to a different department so that you can get to know a little about each employee and department.

The Service Team

The series continues as we take a look into the staff members that make up Truck Equipment’s service department. These employees will offer and provide the best service to customers. With over 35 years of combined experience, our service team is incredible!

Doug Worthington: Doug is our service manager. He has been working at Truck Equipment for over 14 years. Doug started out working in the service department as a mechanic. In 1999, he became the shop foreman and in 2008, Doug became the shop manager. He likes racing and football and is even the owner and mechanic of his son’s Go-Kart ever since his son was four years old. Doug has been a pushtruck at Knoxville Raceway since 1985. He also has a part time business doing car graphics and signs for almost six years. His wife, Tammi, and he live in Indianola have five children and one grandchild.

Kyle Bright: Kyle has been working here since June of 1998. Kyle has been running the service depot at our Urbandale location for five years. Kyle and his wife have three children, two daughters and a son. He is an avid online racer and even has a complete stockcar simulator in his house. In addition, Kyle is a motorcycle enthusiast and an active member of the American Legion Riders in Urbandale.

Keith Palmer: Keith has been working at Truck Equipment for exactly four years. He speaks very highly of his job and how much he’s learned along the way. Keith states, “It’s great to work at a place where you learn more on every job you do.” He also describes how satisfying it feels to see a vehicle he has done work on. Keith loves fishing and the NFL; his favorite team is the Pittsburgh Steelers. He also enjoys watching mixed martial arts (UFC). Keith hates being late to anything, and is usually early for everything. He is always in a good mood and you can always find him with a smile on his face. Keith says he used to be very shy and wouldn’t even go to restaurants, because of his timidity.

Duke Stoler: Duke has been here since 2003. He started out working part time during the winter then moved to full time soon after and is an ASE certified Master Truck Equipment Mechanic. His interests include hunting, and fishing and camping with his wife of 24 years, Lea, and his two children, Heather (a sophomore at Iowa State) and Cody (in 6th grade). His family and he live in Polk City where Duke was a volunteer firefighter for ten years.

Matt Breeden: Matt started working at Truck Equipment two weeks ago. His hobbies include racing figure eight cars and going to Buc’s games. Matt is also a big Hawkeye fan.

Justin McIntyre: Justin has been working at Truck Equipment for three weeks. He has been married to his wife, Tracy for three and a half years and has one daughter. Justin’s hobbies include racing figure eight cars, fishing, and hunting.



Tip of the Month:

Service your plow every season to make sure it runs smoothly when you need it the most.

“Truck of the Month”

This 2009 Chevrolet 3500 chassis complete with a Dur-A-Lift aerial basket and a custom Alumline Service Body was sold to Bob’s Electric in October, 2009.



- 2009 Chevrolet 3500
- Custom Alumline Aluminum Service Body
- Roof enclosure
- 34’ working height Dur-A-Lift Aerial Man Lift (Model DVS-29TS)