

Newsletter

November, 2009

Snowplow Days 2009: A Huge Success



A huge thank you goes out to everyone who attended our 9th annual Snowplow Days on Friday, October 16. This day was a success with many people attending all of our planned events. The morning kicked off with a “Cold

Cash Seminar” where attendees were informed on how to maximize their profit snowplowing. Afterwards, guests were invited to enjoy a delicious lunch and walk around the area looking at and discussing their needs for equipment this winter with sales representatives and Western, Blizzard, and SnowEx representatives. As the event began to wind down, door prizes for jackets were given. The day was an overall hit with all the guests who attended. Our hope is that it was a great learning experience and that more guests will come next year to do it all over again.

Liquid Pre-treatments: *Forever Changing* the Way You Think about De-icing

The most innovative in de-icing technology to sweep the nation is liquid de-icing. How can this help you keep our roads and parking lots safe from the ice that seems to continually cover the roads in the Midwest region of the United States? The answer is simple. Instead of sending the sand and salt spreaders out after a snowstorm hits, liquid de-icing systems can be sent out *before* a storm begins. This system can even be used up to 12 hours before the snow is supposed to fall. The magnesium chloride mixture does a great job making sure no ice sticks to the ground and often comes at a lower price. This system helps snowplowing go easily after a snow fall, because it can be efficiently picked up with fewer passes. Another plus about this treatment is that some liquid de-icing systems have a lower freezing temperature of -35 degrees F while most rock salt freezes at 18 degrees F. Another great way to keep ice off the roads and parking lots is by using a pre-treatment system which pre-treats the salt and sand mixtures with magnesium chloride. This system wets the salt and sand before being spread across concrete in order to efficiently lower the freezing temperature and keep the salt and sand from freezing over. Keep the roads and highways clean and ice free with the SnowEx AccuSpray liquid de-icing system with five nozzles for application, one nozzle on each side of the boom for spraying curbs, and a spray hose for spraying certain spots. The AccuSpray system is available in 100, 200, and 300 gallon sizes and is 100% electric powered. Another option for pre-wetting treatments from SnowEx is the PWS pre-treatment AccuSpray systems. The PWS-175 can hold up to 75 gallons, the PWS-225 can hold 225 gallons, and the PWS-375 can hold up to 375 gallons.

The New TEI Rewards Card

Truck Equipment is now introducing the new TEI Rewards Card. This little card will be able to offer you all of the exclusive specials and offers that only card holders get. Only \$20.00, the card will easily pay for itself within a few times of shopping with us. As members of the rewards card program, you will have the ability to receive \$5.00 off of our hourly labor price and have access to our monthly specials. Buy your card today to become a TEI Rewards Card holder. If you want more information about the card, [click here](#) and learn about the monthly specials and more benefits the card can offer.



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 Office Team

Truck Equipment’s office team is a knowledgeable group dedicated to providing you with the best service possible. No matter what the office team does, they have the customer’s best interest at heart.

Leo Wieseler: Leo started Truck Equipment, Inc. in 1970 with Haynes Lagerquist and Don Mallory but after both retired Leo solely took over the business in 1985. He continued to run the business until he decided to pass it on to his son, Terry. Leo and his wife, Marge, have three children, Dianna, Gary, and Terry and five grandchildren.


Terry Wieseler: Terry has grown up with Truck Equipment in his background, helping out with stamping literature and stuffing envelopes to help his father out and sometimes even going to deliver trucks with his father and attending some of the industry shows. Terry was officially hired in 1982 as a part time shop helper. Then in January of 1983 he was hired as a fulltime parts clerk. He worked in the parts department doing the purchasing and helping at the counter until 1988 when he started in the sales department. Working in the northern territory from Hwy 30 to the northern state border, he developed this into one of the top selling territories. In January of 1996 Terry was moved to the position of General Manager where he still is today. He married his high school sweetheart, Anne, in 1985 and has one daughter, Colleen, who is currently going to Iowa State University and working part time at Truck Equipment. Terry enjoys hunting, fishing, and boating.

Dianna Vadillo: Dianna has worked at Truck Equipment for 19 years as the Office Manager. She has three children, ages 26, 20, and 16. Dianna enjoys going to auctions and concerts and going on weekend get-a-ways as well as reading. She hopes to one day return to school to finish her degree in Business.

Meet the Author of the “Truck Equipment Newsletter”

Colleen Wieseler: I have been working at Truck Equipment for five months as a part time sales assistant. I am a sophomore at Iowa State University majoring in Journalism & Mass Communication with an emphasis in Public Relations. I hope to get a job at a pharmaceutical company as a public relations practitioner after I graduate in 2012. I am an active member of Cyclone Ballroom, the competitive ballroom dance team at ISU and I am also involved in intramural volleyball. I enjoy dancing, playing tennis, reading, and spending time with friends and family and playing with my dog, Maisy.

Tip of the Month:



Always use low temp plow hydraulic fluid to keep the plow from freezing up and slow plow action.

“Truck of the Month”

This 2009 Ford F750 chassis with a Knapheide flatbed and Aero-Lift aerial basket was sold to the city of Coralville in October, 2009.

- 2009 Ford F750
- 14’ Knapheide flatbed
- Aero-Lift aerial basket (Model 2TP-36)
- Basket has a 600 lb capacity
- 5000 lb winch

