

# Newsletter

September, 2009

## A Matter of Life or Death: *The Dangerous Truth about Reversing*

Have you ever been in an accident while reversing your vehicle, whether it is the trash can in your driveway, another car in a parking lot, or, most horrifying, a person? Chances are you probably have been in at least one minor back-up collision. Collisions that happen while the vehicle is in reverse are one of the most common traffic accidents in the United States today. Every year over 300,000 incidents of reverse collisions are reported, not counting the hundreds of thousands of minor accidents not reported. Of those hundreds of thousands of accidents, 221 people were killed and 14,400 more were injured in 2007; many of the victims were children and road workers. According to 'Kids and Cars,' an organization devoted to preventing the death of children due to non-traffic accidents,

44 percent of non-traffic, non-crash fatalities of children under the age of 15 were caused by backovers. For example, a 22 month old child was backed over by a refuse truck picking up trash in the family's driveway.

*"If even one life can be saved, isn't it worth it?"*

Another tragedy occurred when a 21-year-old road construction worker was backed over by a dump truck carrying asphalt. The truth is rear view mirrors aren't adequate enough for vehicles today.

Larger vehicles like pickup trucks and SUVs have blind spots big enough so small children can be hidden. Fleet trucks are even worse, with blind spots so wide that adults and vehicles cannot be seen. These accidents can be easily prevented with items like back-up cameras and alarms. Sean Kilcarr, the author of the article "Saving Lives" says, "The beauty of camera technology today is that it gives a far wider field of vision than any mirror ever could." Get the latest in reversing technology with Brigade Electronics' line of back-up cameras and alarms, which can be placed on almost any type of vehicle. You can check out Brigade's products at our [online store](#), or feel free to call or stop in to purchase your camera or alarm. If even one life can be saved, isn't it worth it?

## Truck Equipment's SNOWPLOW DAYS Coming in October.

Truck Equipment will be holding our annual Snowplow Days celebration on Friday, October 16 and you are invited! Come to our Des Moines location at 1560 NE 44<sup>th</sup> Ave. from 11-4 to enjoy an informative and fun day looking at snowplows and learning about different models and manufacturers. We will have representatives



from the snowplow manufacturers Western and Blizzard to inform customers about their plows. We also will be hosting a "Cold Cash Seminar" from 8-12 that day as part of the event. The "Cold Cash Seminar" will teach you to get the most profit out of your snowplowing experience. Lunch will be provided consisting of bratwurst and hamburgers with coleslaw, potato salad, and other delicious side dishes. So come to Truck Equipment and enjoy the exciting snowplow learning experience!

# 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 Parts Team

The series continues as we take a look into the staff members that make up Truck Equipment’s parts department. These individuals are incredibly knowledgeable with every part we sell and are always ready to help customers out.



**Neal Redding:** Neal has been working at Truck Equipment for 32 years. Neal started working here in 1977 (almost since the company opened!) Working as a parts runner, it was his third full time job after working at Methodist Hospital and Coop Records. Neal was promoted to Parts Manager in 1982, the position he currently is in. Neal plays the drums and has played in various bands, most recently with Jason Brown for four years and now enjoys playing at Point of Grace church in Waukee. Neal has two sons, Alex and Kurtis, who are both in college.



**Theresa Clark:** Theresa has been working at Truck Equipment for 3 years. Theresa started working in the company in 2006, but has been working in the parts field for 13 years. Her hobbies are fishing, walking, gardening, reading, and most recently, riding Harley Davidson motorcycles. Theresa also enjoys spending time with her children Jessica, Nick, and Michael.



**John Freshly:** John has been with Truck Equipment for 1 year. He began working here in October of 2008. John and his wife, Kelly, have two children, Miranda and Lucas. In his spare time John enjoys golfing and playing soccer.

**Gary Schulte:** Gary has been at Truck Equipment since 2002 in the parts department. He and his wife, Sheryl, enjoy gardening and traveling all over the United States when they have time. Gary and his wife play drums for their Church Praise and Worship band. Gary hopes to soon return to his past hobby, fishing.

## “Truck of the Month”

This Ford F550 chassis, complete with a Dur-A-Lift aerial basket and BrandFX Fiberglass Utility Body was sold to the city of Davenport in August, 2009.



- Dur-A-Lift Insulated, Articulated Telescopic Aerial Lift DTAX-39FP.
- Steel extension boom with rubber boom support.
- Timbren Load Boosters on front axle.
- BrandFX Non-Contoured Fiberglass Utility Body (Model BFXB60D).
- Whelen 2 LED Amber lightbars.
- GO POWER! Inverter Model GP-SW1500-12
- Electronic Backup Alarm.

**Urbandale Location  
Opened Monday,  
September 14!**  
2879 99th Street  
Urbandale, IA 50322  
(515) 402-8785  
Open Monday-Friday:  
8 am-5 pm



### Tip of the Month:

Check with Truck Equipment’s sales department before buying a truck to install a snowplow on. Often, when buying a new or used truck, the front axle is not rated heavy enough to carry the snowplow.