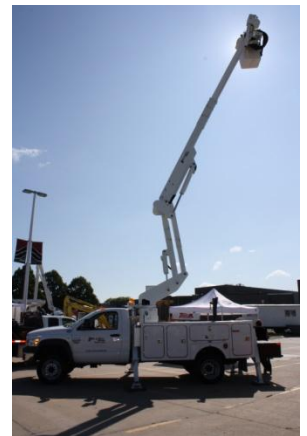


# Newsletter

August, 2009

## The Northeast Power & Equipment Show was a Success

The 11<sup>th</sup> bi-annual Northeast Power & Equipment Show was held in Norfolk, Nebraska on July 29<sup>th</sup> and 30<sup>th</sup>. On the morning of the 29<sup>th</sup>, many trucks were set up outside of the Northeast Community College displaying a variety of power equipment, many of which were aerial baskets. The total number of registered exhibitors and guests equaled around 750 and many unregistered guests attended the event as well. Guests ranged from individuals looking at equipment to large corporations like the Nebraska Public Power District (NPPD). A large amount of exhibitors with demo vehicles like ourselves were placed outside, while the others had booths inside. We were able to visit with many different individuals and companies to discuss their future needs for power equipment. The show provided a great opportunity for us to get to know our clients and helped us gain information about the market for aerial man-lifts and other equipment. Overall the show turned out to be a great success because we were able to meet with people and businesses from all over the region. Thank you to everyone who helped make the Northeast Power & Equipment Show a success.



### “Truck Equipment Tweets”

Follow Truck Equipment on Twitter. We have joined Twitter and have been trying to maintain posts over the last few weeks. For those who do not know what Twitter is, it is a social networking site that keeps people connected to one another through a series of “status updates.” It is also a good way for businesses to keep customers informed on news and upcoming events. If you are a fellow “tweeter” you can follow Truck Equipment here. If you would like to sign up for Twitter go to [www.twitter.com](http://www.twitter.com) and join!

### Save on Weather Guard & Knaack Products

When you spend \$600 on a combination of any Weather Guard or Knaack products you will receive a \$50 gift card! Offer valid until August 31, 2009.

To receive your gift card:

1. Purchase your products. Offer does not include installation fee or taxes.
2. Download the promotion form [here](#).
3. Send in the filled out promotion form with your receipt showing the model number and date purchased to:

**WEATHER GUARD Tools of Summer Promotion**  
c/o Select Marketing Solutions  
PO BOX 533  
Wadsworth, IL 60083



### NEWS from the Parts Department

We now have a new ladder rack in stock from Buyers Products Company. This pickup ladder rack is made to fit full-size domestic pickups.

## 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 Sales Team

Our sales team at Truck Equipment is knowledgeable and experienced. This wisdom has developed from over 40 years of combined experience in sales. They offer a consulting service to help customers maximize the performance on any vehicle they need designed and are willing and able to help customers with any question that might come up.



**Mike White:** Mike White has been with Truck Equipment for 20 years. He is the salesman for the Polk County area. Mike started working here in January of 1989 in the parts department. He then moved to sales in July of 1994. Mike enjoys working on old cars and has a 1968 Camaro convertible that he has had since he was 16. “. . . and like most project cars it is never done, drivable, but never done” Mike says about his '68 Camaro.



**David Chidester:** David has been with the company for 14 years. David’s area is the Northern Iowa region. David started at Truck Equipment in October 1995 as a salesman. He and his family live in the small town of McCallsburg northeast of Ames where he enjoys activities with his wife and 3 children as well as golf, NASCAR, and classic cars. David is active in his church and Boy Scouts and even helps his son run a small lawn care and snow removal business. His family also delivers two papers in the area (Ames Tribune and Des Moines Sunday Register).



**Cory Megonigle:** Cory has been with the company for 10 years and is the salesman for the Southern Iowa territory. Cory started working for Truck Equipment in 1999 as an inside salesman at HQ. In 2002, he became the manager of our Urbandale office where he stayed until recently. In January, 2009, Cory is now a salesman at our Des Moines location. Cory enjoys spending time with his wife and two young daughters as well as golf. Cory is also a huge fan of Iowa State University athletics.

## “Truck of the Month”

The truck of the month segment will feature a completed truck that Truck Equipment has built. The photos and descriptions will help to serve as examples of the quality service we have to offer customers.



This truck, complete with a Knapheide Service Body and Ventura Crane was sold to Des Moines Waste Water in July, 2009.



- Knapheide 6108DL-38J Crane Body.
- 7-Drawer Cabinet in Side Compartment
- 30,000 Ft-lb Ventura Model HT30KX-P Service Crane with Wireless Remote
- VMAC Model VR70 Rotary Screw Air Compressor, 70 cfm at 150 psi
- 25' of ½” Hose and Hose Stop
- GoPower! Model GP-SW3000-12 Pure-Sine Power Inverter
- Whelen Ultra Freedom Lightbar on Cab