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Starting from Scratch

Cornwell dealer Kevin Baker has built a wonderful life.

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Just like his own customers, Kevin wears a uniform to display professionalism.

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Out with the old, in with the new?



Published by
Cygnum Business Media
P.O. Box 803, 1233 Janesville Ave.
Fort Atkinson, WI 53538-0803
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Reprints - Foster Printing, Attn: Rhonda Brown,
4295 Ohio Street, Michigan City, IN 46360.
1-800-875-3251 or email sales@fosterprinting.com

Professional Distributor (ISSN 1553-6211) (online 2150-2080) is published nine times a year in Feb., March, April, May, June, Aug., Sept., Oct. and Dec. by Cygnum Business Media, 1233 Janesville Avenue, Fort Atkinson, WI 53538. Postage paid at Fort Atkinson, WI and additional mailing offices. Subscription rates, in U.S. currency only, are: one year \$35; two years \$65; Can/Mex \$50 one year; \$95 two years; international, \$75 one year; \$145 two years. Back issues are \$10 per copy. Send check to: Cygnum Business Media, P.O. Box 3257, Northbrook, IL 60065-3257. POSTMASTER: Please send change of address to Professional Distributor, P.O. Box 3257, Northbrook, IL 60065-3257. Canada Post PM40063731. Return Undeliverable Canadian Addresses to: Professional Distributor, Station A, P.O. Box 54, Windsor, ON, N9A 6J5. For change of address or subscription information: Toll-free (877) 382-9187 or (847) 559-7598 Email: circ.profdistmag@omeda.com

Printed in the U.S. Volume 20, Number 2; March 2012



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For Everyone's Benefit

Some thoughts about state safety inspections

The Utah state legislature is debating eliminating safety inspection for privately owned passenger vehicles. So is the state of Missouri. The governor of Hawaii is studying a similar bill, while the District of Columbia eliminated safety inspection of private vehicles in 2009.

Today, 19 states require safety inspection for private passenger vehicles: annually in 13 states, biannually in two and the rest are irregular, usually when the title is transferred. Some inspections are quite comprehensive, while others are ... not.



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The political argument against safety inspection is, as stated by Utah State Rep. John Dougall, "There is nothing that shows that it makes our roads safer." In a panel discussion several years ago I learned that even though police, DMV administrators and insurance companies have all tried to promote safety inspection programs, no one has been able to generate statistics showing that they improve highway safety. Without solid statistics to back them up, elected officials don't want to spend money on inspection programs or force their constituents to spend money on car repair.

Pennsylvania has required safety inspection since 1936, and it's one of the most comprehensive. For residents it's just a fact of life, and there's never been any serious consumer pressure to end the program. But having been a PA inspection mechanic, I saw first-hand the two main objections I hear today from people who oppose it: government interference in our business, and dishonest inspectors taking advantage of captive customers. I cannot agree with these objections.

Dishonest shops don't need an inspection program to abuse customers.

Pennsylvania shop owners tell me that dealing with the DMV is not a big deal. The shop must meet certain criteria and specific tools and equipment must be on-hand, and techs must pass a test to get an inspection license. None of this is hard or too expensive to recover (we're discussing SAFETY inspection, not emissions inspection). While the state-set price doesn't cover the shop's real cost, there are very few shops in PA that don't have an inspection license because customers expect "their" shop to inspect their car. For shops in Pennsylvania, state inspection is just a normal part of business.

As to the second objection: Safety inspection generates a lot of work, real work, and anyone reading this knows there's more than enough honest work for capable shops to succeed in this business. Dishonest shops don't need an inspection program to abuse customers. In fact, it's more common that they'll issue stickers to vehicles that shouldn't pass inspection.

The day I moved to another state, I saw a car on the highway with bald tires, sagging rear springs, no brake lights, a rope holding the hood down and a driver constantly working the steering wheel just to keep the car in its lane. It was a frightening and unforgettable sight, and I think it's reasonable to expect the state to keep dangerous cars like that off the road.

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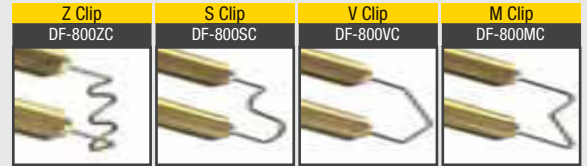
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Starting From Scratch

Cornwell
dealer
Kevin Baker
has built a
wonderful life.



Word of mouth is a powerful thing, a fact that Cornwell dealer Kevin Baker understands very well. “I’ve found as long as I treat my customers right, they will recommend me to their friends. Some of those shops have become some of my best customers.”

In a small town like Indiana, PA, Jimmy Stuart’s hometown, personal recommendations are important. Kevin’s territory is focused on this old coal mining town in the hills east of Pittsburgh. When the mines began closing, the Indiana University of Pennsylvania remained as the only big employer in the local economy.

However over the past decade, the Marcellus Shale natural gas fields have created a lot of new opportunity, especially for Kevin’s business.

CONTINUED PAGE 10

Top 5 tools

- 1.) Cornwell Super Sets (socket-and-ratchet sets).
- 2.) Air tools.
- 3.) Pullers.
- 4.) Bit sets (torx, hex, etc).
- 5.) Cordless power tools (Makita, IR, Cornwell).

“About a dozen well companies have set up shop on Airport Road. They employ a lot of people in the area, and that’s boosted my business too. A lot of my customers work on fleets and specialized (drilling) equipment.”

Getting Started

Seven years ago when his enlistment in the U.S. Air Force ended, Kevin returned home “looking for something to do.” His father had a long career in tool sales, and as a Cornwell District Manager it was easy for him to show Kevin the



The most prominent display area is the toolbox just inside the door where customers tend to stand.

business. Kevin liked what he saw.

“There had been no Cornwell dealer here for four years when I took over this territory. All I did was go to the phone book to find the shops. My dad and I spent a couple of weeks scouting them out (and) I just started going into garages

and introducing myself. It started out kind of slow, but the guys eventually realized that I was showing up every week. Some had some broken tools and I took care of the warranty for them, and then they started to buy tools.”

Kevin’s business includes a fairly



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even mix of new-car dealerships, independent shops, heavy duty shops, fleets and a few customers that, like the drilling companies, maintain their own machines. One of these is a family-owned landscaping business. "Nick (the landscaping business owner's

son) was visiting one of my customers when I stopped in, and he asked me to stop by his place. They've bought two toolboxes and the tools to fill them, all in less than a year. They asked (another tool dealer) to stop by too, but he doesn't seem interested, so they said 'OK we'll



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just deal with you.”

Kevin's inventory reflects the variety of his customers' businesses.

“I try to keep a little of everything on the truck; heavy duty, electronic stuff, air tools... I love selling air tools, and they move pretty fast too. Usually if a guy buys a 1/2” impact, pretty soon he'll want a 3/8” impact, then an air ratchet and then maybe a drill or a die grinder ... once they get started it's not hard to keep them rolling. Usually if you can show a customer how the tool will make the job go easier or faster, especially the flat-rate guys, they'll buy anything that will make the job quicker.”

But Kevin was quick to add that big-ticket sales are not everything. “The little things count too, I won't pass up a 10- or 15-dollar sale... I make sure to take care of the little things, so when it comes time to buy something big they're thinking of me.”



A popular selling item on Kevin's truck hangs to the left: beef jerky.

His Own Tools

One tool that's important to Kevin's business is his image. “Guys want to get on the truck and see a neat, clean

store. It makes a difference with your customer.”

Kevin drives a 2007 GMC 18-foot box with a Duramax engine. It's quiet

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and roomy, and the inventory is laid out so there's no empty space, but no clutter either.

We visited Kevin on a rainy day and made several stops at muddy truck yards, but his truck always looked neat and tidy inside.

Kevin noted that his own appearance is just as important, a point he said is brought up each year at the Cornwell Tool Rally. "The guys in the dealer-

The guys in the dealerships all wear uniforms and it looks professional. I want my customers to look at me as a professional, so I wear a uniform too.



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ships all wear uniforms and it looks professional. I want my customers to look at me as a professional, so I wear a uniform too."

Other tools in Kevin's business utilize technology that makes him more efficient and profitable. He told us the company's inventory management software "is really helpful with the paperwork, and the system has come a long way too. It's still evolving but it gives us a lot of capabilities we didn't have before."

About two years ago Kevin began using a smartphone for his business. "It's really come in handy because Cornwell has gone pretty much all electronic. I'd call for customer service

Packages with eye-catching pictures are at eye level.





Kevin utilizes every area of his truck to show off as many tools as possible.

and maybe wait till the end of the day for an answer. But if I email the question, I'll hear back pretty quickly, and my phone lets me know when the email comes in."

According to Kevin, the other important resources are his wife of two years and his parents, especially his father, Ken Baker. Although now retired, with all that experience to draw from, it was no surprise when Kevin said "Dad still helps me."

Giving 100 Percent

Kevin drives about 450 miles to see just over 200 active customers in a 60-hour week.

His average turn is seven weeks, but he intentionally slows that down around the holidays. "Even though it's less each week, I (can) still collect money in the slow times; keeps my cash-flow going." He says skips have been an issue over the years, "but it's not hard to manage."

When asked what he would advise someone just entering the business today, Kevin didn't even have to think about his answer. "I would tell you to go for it 100 percent. It's a perfect opportunity to own your own business. With the quality of the tools and the customer service I get from the company, all the resources are there to be successful." ■

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To Tweet, or not to Tweet - That is the question

Would using social media benefit your business?

BY PHIL SASSO



Q I've been thinking about using social media for my business, but I have no idea what to do, where to start, or if I even should be doing it at all. Can using social media boost my sales? Or, is it just an ego booster and a big time waster for a tool and equipment dealer?

A Social media can be tricky. Done right, it can help increase your sales. Done poorly it can be a huge timesuck. And if you're like most mobile dealers, you already barely have enough hours in the day to get everything done.

There are tons of social media opportunities out there like Facebook, Twitter, Blogspot, YouTube, Flickr and LinkedIn. You could flush hours and hours down the drain just learning them all, much less generating content for them.

But using Facebook and Twitter wisely may help you build better relationships with your customers while actually saving time, says Jim O'Hara, VP of Marketing at Clore Automotive

and previously part of the SK Hand Tools marketing team.

Here's how he sees it: Let's say you learn a tech tip from a customer at your first stop one morning. You want to share this tip with all your customers. You could tell each customer over the next week. Say it takes just a minute for each customer -- that could eat up two hours or more of your week. But what if you sit down at the end of the week and tell all your customers at once with a quick five- or ten-minute Facebook post or Tweet? How much time would that save you?

Obviously, not all your customers will follow you on social media, but even if only one third do, it's that many more customers you're able to connect with again each week. Even better, you're connecting with them on their schedule at a time when you have their full attention and they're not thinking about that SUV with a weird DTC code in their service bay.

Don't fall into the trap of thinking your customers aren't using social media. More Americans have a social media account than drive the same brand of car.

Facebook is the gold standard of social networking sites connecting friends, families and FarmVille players across the globe. As of December 2011 there were 800 million Facebook users worldwide, more than 350 million accessing Facebook through

their mobile devices, according to Facebook. Many of these users are your customers.

Twitter, on the other hand, is the granddaddy of social micro blogging. It challenges users to communicate with followers in 140 characters or less. Founder Jack Dorsey (@jack) posted his first tweet on March 21, 2006. Since then, Twitter has grown to over 300 million users tweeting over 300 million messages and doing 1.6 billion search queries per day. Twitter mobile

use increased by 182 percent from 2010 to 2011. That means many of your customers may be using Twitter right in their shop bay.

"If you think your customers aren't using social media, you're missing the boat," says O'Hara. "A lot of sports fans are following their favorite sports personalities on Twitter."

As a matter of fact, Tim Tebow broke records by being mentioned in 900 tweets a second as he played his losing NFL playoff game back in January.

And many of these Facebook and Twitter users aren't as young as you might think.

"My 58-year-old brother-in-law uses social media," O'Hara says. "Many of your customers may not be using social media now for work. But more and more will be using it in the future. Better to learn it and use it now so you're ahead of the curve."



Phil Sasso is president of Sasso Marketing Inc. (www.sassomarketing.com), a technical marketing agency specializing in tools and equipment. Subscribe to his free marketing tips at philsasso.com/blog.

I concur with O'Hara on learning social media now -- even if just a few of your guys are using it. It's much better to face a learning curve when you have 12 followers than when you have 120. Like anything, it becomes easier with time. So, get up to speed before all your customers join and watch you make all your beginner's mistakes.

Listen Before You Talk

Don't just jump right into social media with both feet -- even if you use Facebook personally every day. Before you begin, spend a few weeks or even a month just listening. See how others are effectively using social media in the tool and equipment market and get a feel for what they're doing.

"If you're branded, I'd first follow your brand on Facebook and Twitter," says O'Hara.

By following your flag's and/or

your WD's feed, you'll get to know how it works. The people at corporate running these Facebook and Twitter accounts have invested a lot of time and energy learning the ins and outs of social media. They usually know what works and what doesn't.

"Next, I'd follow the other brands' feeds," says O'Hara. In essence, think of social media as a nice little competitive intelligence tool. Use it to your advantage.

Following the competition may give you even more ideas on ways to use social media. It also gives you a pulse on what the competition is doing and the new products they're introducing. This isn't really spying. After all, these aren't secrets -- they're posted online for the world to see.

"But most importantly, if I was a dealer, I'd keep track of my manufacturers," O'Hara continues. "Follow them on Twitter and friend them on

Facebook to get their newsfeed," This can help you keep updated on their tools and give you something to share with

customers face-to-face and eventually on your own social media sites. (Also, consider following "Professional Distributor magazine" and its website, "VehicleServicePros.com" on Facebook, for up-to-date industry information.)

If you do all this, that should give you enough to chew on for a while. Next time, I'll give details on setting up accounts and some dos and don'ts of social media. ■

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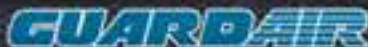
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The following products are among the most requested tools and equipment from recent issues of *Professional Distributor's* sister publication, *Professional Tool & Equipment News*.



SHIELDS AGAINST FRIGID AIR

MechanixWear introduces the Wind Resistant Glove. As the weather turns cold and the wind picks up, a thicker glove helps protect your hands against the elements. Reinforced fingertips meet a heavier fleece, creating a comfortable, yet practical shield against wind chill and the frigid air. The glove features a hook-and-loop closure and a rubberized, water-repellent palm. The heavyweight fleece shell provides a wind-resistant barrier. Also includes a double-reinforced thumb and fingerprint.

Enter 59 at "e-inquiry" on vehicleservicepros.com

PERFORM BRAKE SERVICE

Autel introduces their Electronic Brake Tool, No. EBT210. Technicians can use the updateable EBT210 to perform brake service on vehicles with electronic calipers, and is compatible with AUDI/VW, Mercedes-Benz, Volvo. Users have the ability to read codes and calibrate the system after performing service.

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DETECTS WATER CONTAMINATION

The SPX OTC Brake Fluid Tester, No. 4598, is specifically designed to analyze the amount of moisture content within the vehicle's brake system, and analyzes moisture content in a matter of seconds. The unit features a tri-colored LED display for easy recognition that matches the moisture content with a color chart to determine brake fluid quality. This reading can also be shared with the customer as a definitive reason to service the fluid in the system. The

Perhaps you've already received requests about some of these items. They are definitely products you should take a closer look at stocking for your customers. ■

MULTISYSTEM IGNITION ANALYZER

The General Technologies' TA500 SmarTach+COP Multisystem Ignition Analyzer is capable of testing and diagnosing ignition systems on engines using: coil on plug, coil near plug, DIS (distributor-less) or waste spark, magneto and conventional distributor/ignition coil technologies. Simple to use, the TA500 requires no special adapters, cables or a scope and is equipped with a large digital display that shows spark plug voltage, spark burn time, RPM, as well as min/max readings in real-time.

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CONVERT RUST TO PAINTABLE SURFACE

PlastiKote's Rust Converter organically converts rust to an iron-hard, paintable surface. Non-toxic and environmentally safe, the Rust Converter formula is non-flammable and contains no hazardous chemicals. No bleed-through staining of subsequent top coat paints and no bubbling or foaming. Available in 8 oz and 16 oz sizes.

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4598 tester is powered by a 1.5V battery and automatically powers off after 12 seconds of inactivity to conserve battery life.

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VARIETY OF CUSTOM MODIFICATIONS

Koken Tools launched a new line of products with the Z-Series, including various types of sockets and socket sets, ratchets, hinge handles, extension bars, universal joints and quick spinners. These tools offer a variety of custom modifications adapted to better satisfy customer needs. The compact design of these tools is 5-9mm shorter than standard designs, making them ideal from working in tight areas. Manufacturing tolerances of the hexagon opening and square drive are precisely controlled, and the tight tolerances and ball mechanism gives a secure connection between the socket and handle.

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**EASILY FITS
IN SHIRT POCKETS**

The sleek Coast Products A-Series A9 flashlight easily fits into a shirt pocket. Weighing only 1.6 oz, this flashlight is pencil-thin at just 0.37" in diameter. Almost indestructible, it wipes clean in a second. The A9 projects 23 lumens of pure white light in a flood circle that is perfect for thousands of uses, whether it's under the hood or under a sink. It runs up to 14 hours on three AAAA batteries and projects a beam up 65-1/2'. It comes with a tough pocket clip, and the recessed rear switch makes it very easy to use.

Enter 65 at "e-inquiry" on vehicleservicepros.com

**ONE-PUSH
SAFETY COUPLER**

The Prevost PSI Truflate Safety Coupler eliminates the risk of hose-whip, an issue causing personal injury or vehicle damage. The PSI vents pressure and then releases the plug with the push of a button. The PSI uses Prevost long-life seals to produce easy-to-use, leak-free and energy-saving connections. The PSI Truflate-Profile Coupler features an ergonomic shape and intuitive, color-coded design. The body is made of a lightweight, rugged composite that resists scratching, impact, abrasion, corrosion and is anti-static.

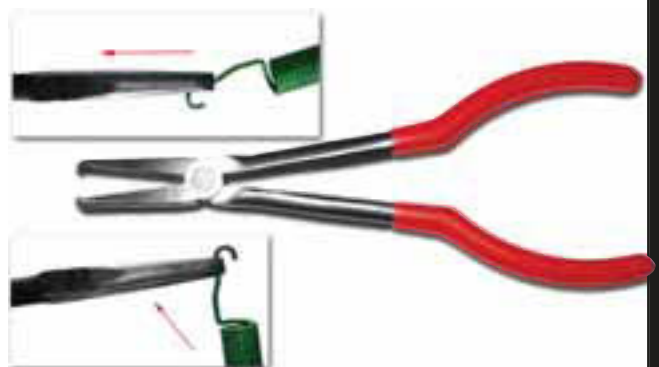
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**PERMANENTLY
REPAIR
LEAKS**

Blue Devil Oil Stop Leak permanently seals oil leaks in gasoline or diesel engines. It is non-clogging and will not harm an engine. It restores and rejuvenates dried, cracked and hardened rubber seals to "like-new" condition. Safe and easy to use, one 8-oz bottle treats four to six quarts.

Enter 67 at "e-inquiry" on vehicleservicepros.com



BRAKE SPRING PLIERS

V8 Tools introduces the V8-989 Brake Spring Pliers. In addition to including a pair of end cutters, V8 improved the tool by making it longer with wider and stronger tips that can hold the spring better, without leaving deep cut marks. This tool makes a normally frustrating job quick and easy.

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SNEAK PEEK

Welcome to Sneak Peek, *Professional Distributor's* brand new product section! This new section features exclusive, recently introduced automotive tool and equipment products. In Sneak Peek, we'll show you new tools even before automotive technicians get to read about them in *Professional Tool & Equipment News* magazine. Sneak Peek products will help you stock your truck with the latest and greatest tools on the market.

GREAT FOR TROUBLESHOOTING

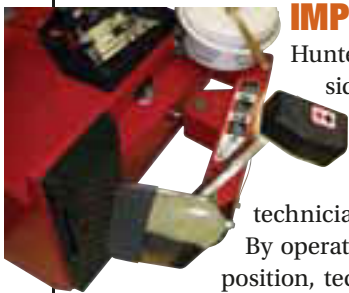
Milwaukee Tool Corporation introduces the 160x120 Thermal Imager (No. 2260-21), powered by M12. The new tool features 160x120 pixel, high-resolution thermal images, a visual camera for standard pictures, and the broadest temperature range in its class (14 to 662 degrees F) for unmatched productivity. Users can easily download images from the Thermal Imager with the included 2GB SD card or USB connection port. By simply switching SD cards, users can even take the tool back into the field while someone else generates the report to minimize downtime. All images use versatile JPEG file format. Enter 69 at "e-inquiry" on vehicleservicepros.com



STRAIGHTEN FRAME RAILS AND MOTOR MOUNTS

With its unique telescoping feature and compact size, the Porter-Ferguson SM0014T Mini Ram delivers fast power in remote or confined spaces and offers auto body repair shops tremendous versatility when tackling jobs such as straightening frame rails and motor mounts. The Mini Ram is a two-stage tool. With the piston fully retracted, the height is only 2-5/16". Height with the first stage extended is 3-5/16" and the maximum height when fully extended is 4-5/16". Maximum capacity is 4-ton for stage one and 1-ton for stage two. Made in the USA.

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IMPROVED BEAD LOOSENER

Hunter TCX575 tire changers now include the new PowerOut side-shovel bead loosener system. The PowerOut system provides fingertip bead-loosening controls outside of the wheel on the shovel handle. This ergonomic design eliminates the foot-pedal control that often forces technicians into awkward positions when loosening beads. By operating the loosener at a more efficient and comfortable position, technicians gain additional power, speed and control, especially when servicing large or wide assemblies.

Enter 70 at "e-inquiry" on vehicleservicepros.com



WITH C4 LED TECHNOLOGY

Streamlight introduces the SL-20L and SL-20LP rechargeable flashlights. Both of the new full-sized, professional-grade lights use a C4 LED to deliver up to 350 lumens measured system output, and 60,000 candela peak beam intensity for long-range beam distance. The lights also feature a deep-dish parabolic reflector, which optimizes peripheral illumination while providing a tight, focused beam. Each of the lights offers three microprocessor-controlled, variable intensity modes, as well as a strobe setting.

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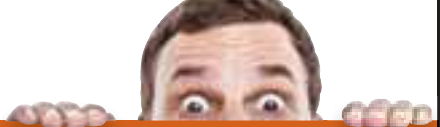
RUST REMOVERS, LUBRICANTS, GREASE AND MORE

WD-40 introduces the WD-40 Specialist line of products formulated to help users get specific tasks done with ease. The line features the following products:

- **Rust Release Penetrant** penetrates deep into crevices, threads and seams to break bonds that hold stuck parts together.
- **Water Resistant Silicone Lubricant** safely lubricates, waterproofs and protects metal and non-metal surfaces, including rubber, vinyl and plastic.
- **Protective White Lithium Grease** is ideal for metal-to-metal applications that require heavy duty lubrication and protection against rust and corrosion.
- **Long-Term Corrosion Inhibitor** protects and lubricates metal parts.
- **Rust Remover** dissolves rust quickly without harming surrounding parts, trim, gaskets or paint.

Enter 72 at "e-inquiry" on vehicleservicepros.com





UPGRADABLE LIGHTING

The TerraLUX InfiniStar CR features the world's first upgradeable light engine, and upgradeable battery. Powered by the MiniStar ST-EX LED conversion, the InfiniStar CR produces 300 lumens for over two hours on a single charge. Available in gloss black, or high-visibility orange finish, this light features sturdy aluminum construction, a heavy duty switch rated at over 100,000 cycles and includes an AC charger. The InfiniStar CR comes with a limited lifetime warranty. **Enter 76 at "e-inquiry" on vehicleservicepros.com**

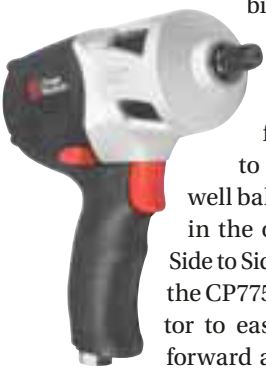


TEST LEADS FOR TROUBLESHOOTING

Electronic Specialties introduces the No. 143 Automotive Test Lead Kit. This kit features quality test leads with an extended length of 64". Each accessory test probe connects with the main test lead via straight banana plugs. This new kit includes large crocodile clips, standard alligator clips, test probes and a deluxe storage pouch. This kit also includes back probing pins made of flexible silicone. These are used to back probe intact electrical connectors for tapping readings. They are completely flexible and bendable in any direction, for much easier application. **Enter 74 at "e-inquiry" on vehicleservicepros.com**

INTRODUCING CARBON FIBER INLAY TECHNOLOGY

The Chicago Pneumatic CP7759Q family of 1/2" impact wrenches combines new Carbon Fiber inlay technology, extremely quiet operation and comfortable ergonomics to create a tool that is well balanced to fit perfectly in the operator's hand. The Side to Side Technology (S2S) in the CP7759Q allows the operator to easily change between forward and reverse with one hand. Featuring 780 ft/lbs of maximum real torque, this impact tool weighs 3.74 lbs. **Enter 75 at "e-inquiry" on vehicleservicepros.com**

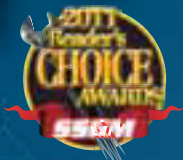


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- leak-free/energy-saving connections • resists scratching, impact, abrasion, & corrosion • lightweight, rugged, anti-static composite

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Sam Memmolo Uses Prevost.

See Sam and more at: YouTube.com/prevostUS



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Tool Storage

Toolboxes, carts, cabinets and other storage are a quintessential part of a technician's tool arsenal, because it's where he stores all of his tools. Don't overlook this important item. Although it's not an everyday purchase, the right tool storage system can save techs time and money.



Lockable storage

The Mountain 15-Minute Quick Together Cart, No. MTN3345XW, offers a total lockable storage capacity of 7,771 cu. in., plus bottom tray storage. This cart includes mag wheels and a powdercoat high-gloss white finish. Drawers have ball bearing slides, and double slides come on the extra-large bottom tray, with a 75-lb capacity on each slide. Other features include flip top lids with enclosed drawers and 36" prybar and screwdriver holders under the locked lid.

Enter 15 at "e-inquiry" on vehicleservicepros.com



perfectly match even the most sophisticated storage environments.

Enter 16 at "e-inquiry" on vehicleservicepros.com



All-aluminum storage systems

The CTECH Ultra Line of Garage and Shop Cabinets are all-aluminum cabinet storage systems for mobile and fixed applications. The patented Motionlatch handle on the cabinet drawers and doors is easy to open with just one finger, even while wearing gloves or carrying tools. All closet and base cabinets have an integrated toe kick with heavy duty adjustable leveling feet. Base cabinets are standard with a GasketLoc countertop system, which prevents any liquids from running behind or into the cabinet. Company provides custom build-to-fit storage for any shop. Standard cabinet sets also available.

Enter 17 at "e-inquiry" on vehicleservicepros.com

I like a box with fewer but larger drawers. It's easier to find tools.

I kept the old tool cart as a work surface for under the car.



Customizable work stations

Shure offers their ShureTech Bench Systems, with a design that works to maximize shop organization and technician efficiency. Each unit integrates storage and a larger working area with features that include:

- Drawers that are available in various lengths with 400-lb load capacities.
- Available in stationary or portable configurations.
- Stainless steel bench tops, with other top options available.
- Additional optional accessories include a 1/4" Shureguard rubber mat, backstop, heavy duty vise, upper cabinets, carts, tool boards and one of Shure's 22 standard powder coat paint colors.

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No matter what's in your box, you still don't have everything.

Mobile carts

Lista International Corporation announces the availability of its Technician Series mobile carts. The mobile shelf cart has 2" deep pan shelves at the top and bottom, which are covered with a ribbed rubber mat. The drawer units include a core lock and two keys, as well as a premium mesh drawer liner. The carts, which provide a 400-lb capacity, have two fixed and two swivel-with-wheel-lock casters. Lista's mobile carts are available in two styles: Model NS carts are 17.5" wide and available in 14 different configurations, Model ST carts are 31.75" wide and available in nine different configurations.

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Easy wrench storage

Hansen Global's Quik-Pik wrench racks organize wrenches while the clear labeling makes sizes easy to grab-and-go. Empty slots quickly show which wrenches are missing, and patented spring tabs in each slot keep wrenches in place. These low-profile rack fits 2" deep toolbox drawers. Made in the USA, of tough polypropylene plastic with a lifetime warranty. Two sizes available: Metric (gray) No. 5302, holds 6mm, 7mm, 8mm, 9mm, 10mm, 11mm, 12mm, 13mm, 14mm, 15mm, 16mm, 17mm and 18mm sizes. SAE (red) No. 5301 holds 1/4", 5/16", 11/32", 3/8", 7/16", 1/2", 9/16", 5/8", 11/16", 3/4", 13/16", 7/8" and 15/16" sizes.

Enter 20 at "e-inquiry" on vehicleservicepros.com



Modular drawer design

The 36" Crossover 6-Drawer Top Chest & Roller Cabinet from Montezuma offers a modular drawer design including ball-bearing drawer slides with drawer liners and a load rating of 100 lbs per set. The embossed stainless steel work surface has a 100-lb capacity.

Includes an air tool holder, side towel holder and can holder. The 5" by 2" casters (two swivel with brakes, and two rigid) are rated at 550-lb capacity each. The cabinet includes aluminum corner trim. The shell, drawer inners and drawer fronts are constructed of 20-gauge steel while the caster channels are 16-gauge steel.

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- Clear line drawings
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DRIVING SALES

Pre-configured or customizable



Versatility's new line of modular storage cabinets are designed for productivity improvement. Choose from several pre-configured models or create your own custom storage solution using Versatility's "Easy 6 Step System." Choose cabinet shell size, drawer

type, base, top and color options. Divider systems include user-configurable compartments for hardware or components, hard foam for tools and equipment, and trays for organizing inserts and cutting tools. Heavy duty construction allows for drawer loads of up to 200 lbs or 400 lbs. Versatility's patent-pending IataTime drawer interlock system ensures heavy loads are handled safely.

Enter 22 at "e-inquiry" on vehicleservicepros.com

Big is good, but a tool cart to go with it can save a lot of walking.



Easy, quiet rolling

MONSTER introduces the Two-Shelf Heavy Duty Monster Cart, No. MSTTC1100. Easy assembly with rubber mallet included, this cart offers easy and quiet rolling around the shop. Other features include 5" heavy duty swivel casters, a shelf clearance of 25", molded plastic construction and two cup holders. Both trays are reinforced with aircraft-grade aluminum.

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Full access to stored items



Ideal for the storage of heavy, bulky items, the Stanley Vidmar Roll-Out Tray Cabinet provides full access to all stored items at once plus the ability to fully extend its pullout trays. Available in all Vidmar cabinet footprints, these cabinets offer an integrated tray handle with lock-in mechanism and lockable doors that close flush over trays. The tray height can be adjusted to accommodate different item sizes, and users can open the tray front for easy removal of items. Each tray is fully extendable and provides a 400-lb weight capacity. Comes with a lifetime guarantee.

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MANUAL BUSHING REMOVAL & INSTALLATION SET

- A budget minded alternative to hydraulic systems
- Allows quick R&R of suspension bushings
- Comes with 22 cups and receivers for 100's of size combinations (Range OD 44 mm / ID 34 mm to OD 85 mm / ID 75 mm)
- 4 acme thread spindles, 10, 12, 14 & 16 mm with ball bearing thrust washers for smooth operation
- 1 Hydraulic press protector pad to protect adapters from hydraulic press ram



Bushing removal



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- More Light
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- Save bumpers, RV parts, Truck Fairings, Headlight tabs
- Works on all thermoplastics

REGULATOR ACTIVATOR Patent Pending

- Controls window regulator without jumper leads
- Reverse polarity instantly
- Thermal fuse to protect relays
- Complete with 3 different probes

See video demonstration at www.killertools.com
10 Years of Quality & Innovation 800-369-4262

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Store and charge cordless power tools

Mac Tools introduces the Macsimizer Power Drawer Tool Box, No. MB7432. The Macsimizer Power Drawer toolbox is complete with a power drawer to store and charge cordless power tools, and a laptop drawer. The MB7432 is 74" wide and 32" deep, which allows for a 29" deep drawer. The Power Drawer, located at the bottom right of the box, has a 110V power strip which can accommodate up to four battery chargers. The box comes completely pre-wired and a 10' power cord is included to plug in the box to a wall outlet.

Enter 27 at "e-inquiry" on vehicleservicepros.com



Size matters.



With 4,000 lock combinations

International Toolboxes announced a major redesign of its Professional Series of toolboxes. On the top chest, the hinged lid-stays have been upgraded to gas struts, making the lid easier to open and stay open more securely. All top chests and bottom cabinets in the Professional Series now include a new high-quality, high-security lock, with 4,000 lock combinations. Available in red, blue or black, the Professional Series comes in 27", 34", 42" and 52" lengths, with a wide variety of drawer configurations.

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NEW
Cobra Quick Set



**MOBILE JOBBER
SELLING TIPS**

Place top jaw on object and slide bottom jaw into position. Great for hard-to-reach places.

- Thin head is great for getting into tight areas.
- Angular jaws grip round, square, hex and flat pieces.
- Finger-saving pinch guard
- 2.5" working capacity

Part Number:
87 21 250

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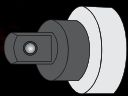
23-24mm 15 1/16" HF-23*	21-22mm 13/16" - 7/8" HF-21*	19-20mm 3/4" HF-19*	17-18mm 1 1/16" HF-17*	16mm 5/8" HF-16*
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DRIVING SALES



Multiple layout options

Rousseau Metal Inc. offers the Specialized Technicians Work Center, No. R5XHG-4005, giving shops a multitude of possible layout options for any workspace. The specialized structure for technicians allows you to store a number of accessories, from the simplest of tools to a computer with LCD monitor; while being very easy to access. The component layout is easy to change with a minimum number of tools. Users can easily change and expand the structure. All screws are hidden from view, for an overall aesthetically appealing look.

Enter 31 at "e-inquiry" on vehicleservicepros.com

I built a shelf in the hutch
for the laptop
to free up work space.

Slide-top service cart

Homak's 35" Pro Series Slide-Top Service Cart features dual HMC High Security Tubular locks, full-length brushed aluminum drawer pulls and four sturdy 5" by 2" Polypropylene Swivel Casters. Quality rubber mats provide a protected work surface, while hard-formed bumpers keep this cart's legs safe from damage. The sliding top opens to reveal an ample storage compartment. Cart also includes four drawers equipped with 416mm ball-bearing drawer slides and a bottom shelf for additional storage.

Enter 32 at "e-inquiry"
on vehicleservicepros.com



Magnets on the back of the drawers will keep them from
drifting open by themselves.

Organize pliers

The Plyworx PliersRack helps technicians organize the pliers in a toolbox drawer. This organizer is 30" long and holds 32 pliers in a drawer that is only 2-1/2" deep. By placing the rack at the rear of the drawer, pliers will stay in place when the drawer is shut. Users may also place the rack along the side of the drawer. The rack has 10 extra-wide spaces for insulated handles, is made of 3mm steel wire and coated with vinyl to last a lifetime.

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Limited edition Harley Davidson design

Matco Tools announces the launch of its Special Edition Harley-Davidson Toolboxes and Heavy-Duty Carts. Matco's durability is now available in combination with three limited-time designs, including two-bay and three-bay configurations and a heavy duty cart, for the Harley-Davidson enthusiast to choose from. Two-bay options: either 25" or 28" deep drawers, with capacities of 26,727 or 30,275 cu. in. Three-bay options: either 25" or 28" deep drawers, with maximum capacities of 33,141; 34,357 or 38,918 cu. in. Enter 34 at "e-inquiry" on vehicleservicepros.com

The new box isn't just bigger, it's a lot nicer too.



Heavy duty storage system

Extreme Tools offers their EX7215CH Extreme 72" Professional 15 Drawer Top Chest. This tool storage system offers super heavy duty steel construction, double steel wall drawer fronts, and triple channel spot welded support brackets on the underside of each drawer. With 15 large full-extension drawers incorporating heavy duty ball bearing glides load rated 300 lbs to 600 lbs each, Extreme Tools has made a chest that will last a lifetime. Unit weighs 650 lbs.

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I made drawer liners for the deep drawers from indoor/outdoor carpeting.



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RUPES SKORPIO Orbital Sanders

RUPES offers its SKORPIO line of random orbital sanders in the United States. Available in 12 models, with a full range of orbits from 3mm to 12mm, 125mm or 150mm size pads, and a range of 0-11,500 RPM, there is a SKORPIO model to meet any application's need. The new noise suppressor guarantees the maximum comfort even in long use applications. SKORPIO achieved a low noise level of only 78 dB(A), with no affect on performance. Comes in central vacuum, self-generating vacuum and non-vacuum configurations.

Models available

» No. RH153A

SKORPIO 3mm orbit is suitable for finishing work with abrasive grains between P320 and P3000. The reduced orbit, combined with high RPM and

proper abrasive grain dimensions will deliver a high-quality finish, making painting easier and better looking.

» No. RH 156A

SKORPIO 6mm orbit is the result of years of field experience by the RUPES R&D department. This orbit allows the best efficiency (time/result) in plaster smoothing and paint removal without diminishing the final quality. With 20 percent more efficiency compared to a traditional 5mm orbit, suggested abrasive grains are between P100 and P320.

» No. RH 159A

SKORPIO 9mm orbit satisfies the need of the end user to optimize working time. An aggressive tool that is fast but extremely lightweight, it's ideal for roughing applications, wide surfaces or material removal. Suggested abrasive grains are between P60 and

P120.

» No. RH 112A

SKORPIO 12mm orbit is the most powerful SKORPIO. Excellent tool for fast cutting. Aggressive performance but with low vibration, allows for accurate work control and reduced strain on the operator. This sander is recommended for coarse grain processing.

Origin

RUPES is an international leader in the professional tool market. Established in 1947, its R&D is driven by creativity and innovation. Its manufacturing philosophy is defined by exceptionally high quality. RUPES offers extensive product lines for sanding, polishing and dust extraction.

RUPES is now bringing its engineering and industry expertise to the North American market, along with a product line that is best in quality and performance.



Specs

The SKORPIO line is designed and manufactured by RUPES in Vermezzo, Italy.

General Specifications for product line:

- 0 - 11,500 RPM.
- 3mm, 6mm, 9mm and 12mm orbits available.
- Central vacuum, self-generating vacuum or non-vacuum configurations.
- 125mm or 150mm back up pads.
- Weight: 1.65 to 1.85 lbs.
- Noise: 76 dB(A).
- 90 psig.

Selling points

» Patented Switch Lever

The new and unique ergonomic design, when pressed down, slides the switch lever fulcrum forward lifting the back, thus creating a stable and ergonomic support for the hand/arm system of the worker.

» Service Key

Makes pad replacement for different applications or for daily maintenance very easy. Keeping the SKORPIO dust-free, will improve performance and product life.

» Multi-stage Noise Suppressor

The new noise suppressor guarantees the maximum comfort even in long-use applications. SKORPIO achieved a low noise level of only 78 dB(A), with no effect on performance.

» Slim, Multi-hole Pads

The new RUPES pad, with reduced height, allows users to reach small and tiny areas, while also increasing stability by lowering the tools' center of mass.

» Anti-spinning System

Due to the action of the rubber shroud, the free rotation of the pad is impossible, thus avoiding any possible risk of damage (scratches) when touching the working surface. The shroud also ensures more efficient dust extraction.

» Self-injecting Engine

The new high-efficiency motor allows for a faster start and less stress on the components. The new motor delivers high torque and high performance even with larger orbits.

» Double Bearing Dust Protection

Increased stability of the SKORPIO during operation and ensures the best protection in the long-term, even in heavy duty applications.

For more information

Michael Mancini
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66340- 16 PC set includes sizes 8.25mm-12mm in 0.25mm increments

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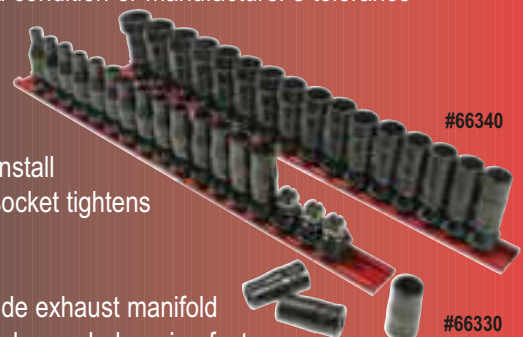
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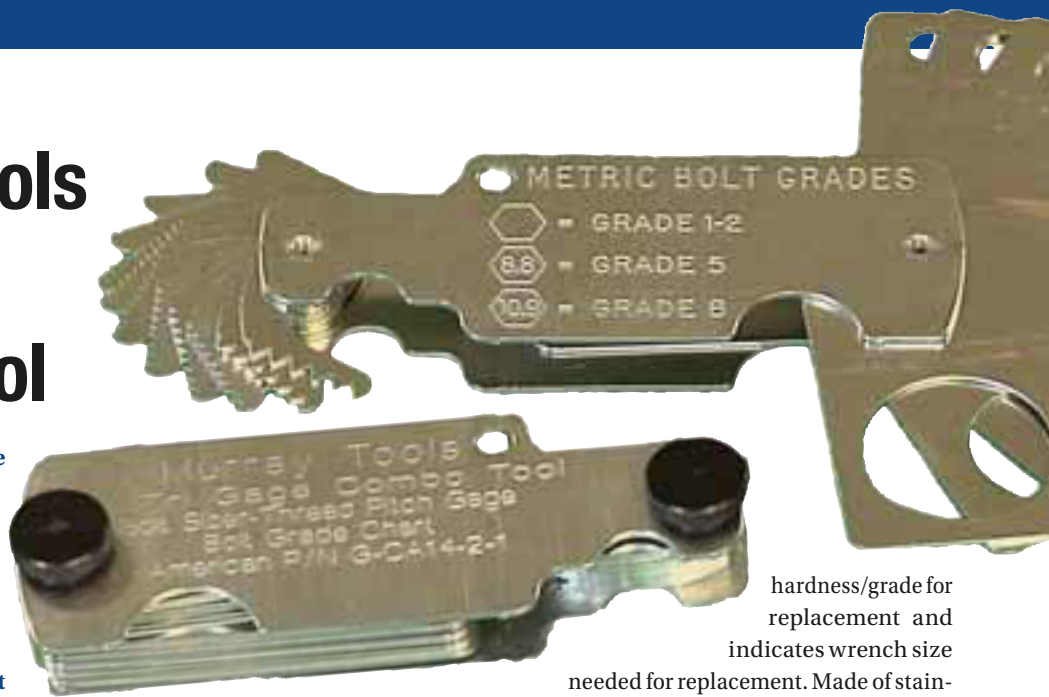
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Murray Tools TriGage Combo Tool

Murray Tools' TriGage Combo Tool measures bolt diameter, thread pitch and bolt grade to ensure that when users are replacing bolts or studs, they select the correct size. This tool also helps to select the correct size split thread repair die when repairing exterior threads.



Features and benefits

This tool quickly and accurately measures bolt/stud diameter, thread pitch,

hardness/grade for replacement and indicates wrench size needed for replacement. Made of stainless steel, the TriGage Combo Tool is durable, and compact compared to other gauges. This tool can be placed against bolts that are in use or not as accessible, unlike larger plastic gauges

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that require the user to have the bolt/stud in-hand and up against the gauge.

TriGages come in a vinyl storage pouch which zip-locks shut, with an instruction sheet inside.

Origin

In some cases, it is not possible or practical to repair a damaged stud. When a bolt or stud needs to be replaced, it is important to select the correct size to match the original. The TriGage measures the bolt's diameter, thread pitch and the hardness. Users don't need to test by trial and error, or grab possible replacement bolts from a bin and try one after another. The tool

also indicates the wrench size needed to replace the bolt. No need to go back and forth to the toolbox and get the right size wrench.

Specs

- The TriGage tool is made in the USA, of stainless steel for long life and avoiding corrosion.
- Bolt diameter blades and thread pitch blades are folded in to become compact and swivel for use and can be locked in place.
- One metric tool, and one standard tool available.

Selling points

- Quickly helps replace damaged bolts accurately.
- Long-lasting and durable.
- Helps to select the right size wrench

for replacing bolts/studs.

- Helps to identify the correct size split die needed when repairing damaged studs.

Suggested retail price

\$19.99

For more information

Mike Jared
(443) 589-0245
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#15100



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Lang Tools 4-in-1 Brake Caliper Press

Works on twin and quad piston calipers, as well as single and twin piston floating calipers.

The Lang Tools 4-in-1 Brake Caliper Press (No. 279) works on twin and quad piston calipers, as well as single and twin piston floating calipers. The centrally located ratchet evenly spreads force in a parallel manner to prevent misalignment of pistons. Ratchet technology gives a full 360-degree swing, so that the spreader may be placed at any position. An extended reversing lever allows for easy change from spreading to retracting.

calipers found on today's cars and trucks. The centrally located ratchet evenly spreads the force in a parallel manner to prevent misalignment of the pistons or scoring of the cylinders. The tool works on single and twin piston floating calipers, as well as twin and quad piston fixed calipers.



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Features and benefits

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The built in ratchet technology has a full 360-degree swing allowing the spreader to be placed in any position. The extended reversing lever allows for easy change from spreading to retracting.

Origin

Most new vehicles today have disc brakes. With the advent of the twin and quad fixed caliper design, existing brake caliper piston retractors would not work. Our engineers saw an opportunity, did some research, talked to the technicians, and came up with a

tool that fits most vehicles found today. This allows the end-user to do their job faster and more efficiently.

Specs

The tool is made in Racine, Wisconsin, using carbon steel and manufactured to the Lang Tools professional quality standards.

Selling points

With the ratchet integrated into the spreader, no other tools are needed to retract the piston, saving the technician time.

Suggested retail price

\$69.99

For more information

www.langtools.com

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Alert Stamping 30 LED Retrofit Module

The Alert Stamping 30 LED Retrofit Module, No. RTL30, replaces inefficient incandescent light bulbs with highly efficient LEDs in worklights.

Features and benefits

The RTL30 helps technicians avoid burning their hands since LEDs operate cool and in any temperature. Unlike glass bulbs, LEDs will not burn out or break, leaving sharp shards of glass. Diodes consume little energy and do not pollute landfills with mercury, as fluorescent lamps do.

Origin

US Congress mandated that due to inefficient electricity consumption, incandescent light bulbs cannot be manufactured during 2012. Alert designed and developed a low-cost, cutting-edge solution. This product allows the end-user to continue using their Trouble Light while upgrading with a “Green Earth Friendly” solution available through their mobile tool distributor.

Specs

This 120V module is made to Alert Stamping’s patented design specs in their China factory. The housing is extremely impact-resistant plastic and the lens material is shatter- and scratch-proof polycarbonate which will not yellow over time.

Selling points

- Simple drop-light screw-in socket design.
- Zero maintenance.
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- Bright 110 lumen output.
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- Swivel hook.
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Storage and display

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Suggested retail price

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For more information

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Out with the old, in with the new?

Be mindful of what you already have to balance between new and existing relationships.

Each of us has witnessed a child receiving a new toy. The surprise, joy and look of anticipation in their eyes is amazing. But, the toy is quickly left behind as the excitement builds for the next undiscovered toy. The new one is soon in-hand without another thought.

New versus old

Many of us could easily recall having a childhood friend who was, for the most part, our shadow; where you would see one you could find the other: inseparable, together to the end!

As high school rolled around the copious amounts of time from earlier years that seemed endless were fast disappearing. With hitting classes, making sports and meeting new people being the leading factor of its consumption, little time was left for “together to the

that are still “young” in their connection to each other? It really doesn't take long before spotting the couple of many years as their actions exhibit “going through the motions.” Nothing too exciting here; no longer a “wow” factor (old toy). A newer couple stands out, almost appearing happier, possibly because everything is still young (new toy); the unknown is keeping it alive and fresh with no real end in sight.

The new toy in town

Route sales, when you think about it, could very easily be compared to the scenarios above. Servicing the same customers for years certainly helps form connections. This does not preclude the chances of these interactions becoming mundane. Now accustomed to the weekly occurrence, it has developed into part of the shop's culture. The novelty can wear off over time. This does not reduce the relevance - just the allure.

Now add into the mix a new customer in a valued shop. After a short conversation, it has become clear that many tools are needed. Like a child receiving a new toy, a renewed sense of purpose is born and there's a little extra spring in your step.

Over the following weeks the tech has many needs. Tending to the new tool purchases consumes time - this must be pulled from somewhere. Being extremely proficient at this point is the only way all of the tasks of the day can be accomplished. Now, more than ever, treating a veteran customer like an old toy will surely leave the perception that his needs are of little concern compared to the *new* tech on the block.



Finding the balance

Our self acclaimed “busy” lives could easily have us walking a fine line from which the treasure we seek will not be gained, either side we fall. It is when on this line that the significance of family, friends and customers could possibly be reduced, or at least appear that way. And in this business, it's crucial that the little things are not overlooked, because doing so may allow them to grow and transform into something very *big*.

Relationship: this is an interesting word that has a few different meanings. Even if you know its meaning, I urge you to pull out the dictionary (OK, just Google it) and read the definition. Then, read it again slowly. Each of us has relationships with family, friends and customers; our understanding of the meaning and application in each situation will directly affect failure and success.

Commitment, attention and follow-up are required for the health of the relationship to remain viable. Eliminate any one of those elements and be prepared for the impending doom.

New oftentimes is nothing more than different - that too will change with time; being mindful of what you currently have will always keep new in check and help balance existing relationships. ■



JOE POULIN

Joe Poulin is a district manager based in Gray, Maine, for Mac Tools. Send any comments or feedback you have for Joe by e-mail to dpoulin2@maine.rr.com.

end.” Wanting to participate in as much as possible meant that decisions had to be made. Personal desire dictated who or what took priority; the result of an oversight or blunder was negligible at that stage. Through all of this and without knowledge, a metamorphosis has begun, a juggling act begins, and you are in the early stages of multi-tasking.

Have you ever attended a function where you did not know all of the people present? Observed as folks mingled and talked? If so, could you study the room and decipher which couples have been together for a length of time and those

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