

Bergquist Bulletin



SUMMER 2013

We Stock Over 12,000 Essential Items!

BASIC ESSENTIALS

- First Stage Regulators
- Second Stage Regulators
- Integral Two Stage
- 2-PSI Service Regulators
- Changeover Regulators
- Hogtails/Pigtails
- Copper Tubing
- Brass Fittings
- Hoses
- Pumps
- Paint
- Internal Valves
- ESVs

PLASTIC PIPE & FITTINGS

- X-Risers
- Con-Stab Fittings
- PE Tubing

RETAIL PROPANE

- Cylinders
- Cylinder Cabinets
- Composite Cylinders

AND MORE!

BERGQUIST SEMINARS!

Visit the *Bergquist Academy* at bergquistacademy.com to view upcoming training programs or call us at 800-537-7518.

WE'RE HERE FOR YOU!

When you call Bergquist, you get "your questions answered by the people who know propane equipment."



Join us for this year's "best-yet" Bergquist Open Houses!

Toledo, OH • Tuesday, August 20, 9am-1pm

Bowling Green, KY • Thursday, August 22, 9am-1pm

Don't miss this exciting annual Bergquist event! Meet our team, see new products, save big on take-home equipment, plus enjoy a delicious lunch!

✓ **10% savings** on all items picked-up at either open house.

✓ **PERC's DRIVE Sales with Autogas** workshop 9am-4:30pm at both open houses. Registration is required and limited to the first 20 registrants.

✓ **Manufacturer tabletop displays**

✓ **NASCAR vehicle and transport semi** from R+L Carriers and Racing at the Toledo open house.

✓ **Our famous Bergquist lunch buffet**



*Mark your calendar
for this exciting annual
Bergquist event!*



The Leader in Propane Equipment, Knowledge, and Customer Service
800-537-7518 • bergquistinc.com • bergquistacademy.com

Are you taking advantage of the **benefits** that your propane **associations** offer?

There are services provided by the state associations, the National Propane Gas Association (NPGA), and the Propane Education and Research Council (PERC) designed specifically to help your business.

by Joe Montroy – Regional Sales Manager, West at Bergquist, Inc.

This isn't about the lobbying efforts on regulations and legislation. And it's not about the trade shows and meetings. We are all familiar with those activities. And no, this isn't a pitch to convince you to sign up. If you are not a member of your state association you probably have your reasons. I am not going to tell you how important it is to volunteer for association activities. You get to decide how to spend your time. But there are benefits to membership that you can take advantage of on your own terms. Your associations offer a wide range of tools that you can use every day to make a difference to your bottom line.

The NPGA and many state associations offer discounted business services to members.

You can find benefits like insurance coverage, credit card processing and check processing. Use programs for help with debt collection, employee background checks, business consultations and human resources issues. The associations negotiate group rates for these and other benefits. In return you get access to needed services at rates better than you may find on your own.

There are also merchandise discount programs available from your associations.

Save money on products that you need and use. Get lower prices on your office supplies from Staples. Cut vehicle costs with programs from Ford, Goodyear and Dunlap. Lower uniform costs with Cintas. These are products that you use every day. The discounts are there for you to take advantage of when you need them. Check with your association to see what products may be discounted for you.

Promoting your business is easy with tools from the Propane Education and Research Council (PERC).

PERC offers an online collection of resources called the Propane Marketer Resource Catalog (PMaRC). Check it out at www.propanemarc.com. You can look here to find print ads, brochures, press releases and radio spots, among other things to help you reach your customers. Use professionally crafted marketing items to promote your business locally.



Your association publications keep you informed of new rules and regulations that affect your business. One of the more visible benefits from the associations is the lobbying done on the industry's behalf. It benefits members and nonmembers alike. And it does not require our effort to let us profit from it. There are active association members and staff doing this work for all of us, at the state and national levels. It is important work and we are fortunate that someone is doing this. It allows us to focus on our business. Look for your association publications in the mail and online. Pay attention to stay informed of current issues and compliant with the regulations that affect you.

Our Associations are member-driven organizations. They want to provide benefits for every member, from the marketer who has been on the board for decades, to the independent dealer that signed up on a whim. There are many ways to take advantage of your association membership. You don't need to actively participate in association functions. It's not all about serving on committees and showing up at meetings. Use the services available to all members to save on expenses and improve sales. That is what they are there for.

Joe Montroy is Regional Sales Manager, West at Bergquist, Inc.

Joe began his career with the National Propane Gas Association as Manager of Member and Industry Services. He has also held sales and home office positions with Chemi-Trol Tank, American Welding and Tank, and a wholesale steel distribution company in west Michigan.



M-PACT



ABS Fun Day



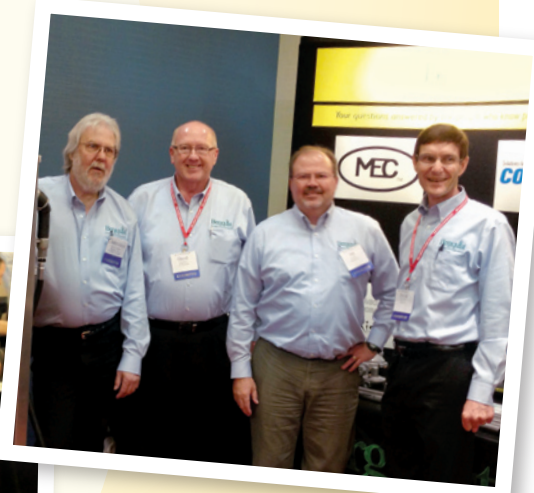
NPGA Southeastern Convention & International Propane Expo



NEFI Show



PERC's DRIVE Sales with Autogas workshop



Mid-States Propane Expo

Thank you!

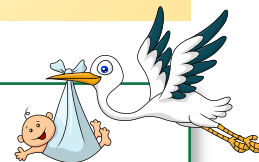
We would like to thank
all the folks who took the time
to visit us at this spring's conventions,
trade shows, PERC's DRIVE Sales with
Autogas workshop, and annual
ABS Fun Day. Your continued
support is greatly appreciated!

Want to **improve** your business?
Ask your **customers** what **they** think!

You and your staff may have some ideas about how to improve your business, but since customer satisfaction is always the bottom line, *why not ask your customers what they think?*

Many are more than willing to give their opinion! You could also offer an incentive if they fill out a short questionnaire. Then, make the improvements, and watch your sales improve, too!

Join us in welcoming our new additions to the Bergquist family!



Edward "Eddie" Bruce was born on February 18 to Don (our Director of Marketing) and Allison Montroy.

Noah James was born on April 23 to Shawn (our IT Director) and Jen Kaelber.

Brady Raymond was born on May 28 to Brian (our Area Sales Manager for New York, New Jersey, and Eastern Pennsylvania) and Jessica Doran.

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Your Propane Equipment Experts

HOME OFFICE & WAREHOUSE

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419-865-4196 • 800-537-7518

INDIANA

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756-362-1468 • 800-662-3252

KENTUCKY

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270-843-6882 • 800-448-9504

MINNESOTA

327 Marschall Road, Suite 355, Shakopee, MN 55439
952-941-1620 • 800-328-6291

MISSOURI

1828 Swift Ave., Suite 350, N. Kansas City, MO 64116
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*See inside for details about
this year's Open Houses!*



**Mark your calendar for
these upcoming
Bergquist Academy
training events!**

- July 16** - Rinnai Level II Training Class (Toledo, OH)
- July 17** - PERC's DRIVE Sales with Autogas workshop (Mission, KS)
- July 24** - PERC's DRIVE Sales with Autogas workshop (Denver, CO)
- August 20** - PERC's DRIVE Sales with Autogas workshop (Toledo, OH)
- August 22** - PERC's DRIVE Sales with Autogas workshop (Bowling Green, KY)
- August 28** - Corken Pump School and Plant Tour (Oklahoma City, OK)
- September 10** - Rinnai Level III Training Class (Toledo, OH)
- September 11** - Rinnai Level III Training Class (Bowling Green, KY)
- September 17** - Empire/White Mountain Hearth Service School (Bowling Green, KY)
- September 19** - Empire/White Mountain Hearth Service School (Toledo, OH)

To learn more visit us at bergquistacademy.com!

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videos, spec sheets, &
training information at
bergquistacademy.com

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