



Billiou's Launches into 61st Year of Serving Professional Dealer Base



Long-term dealers receive life time achievement awards during Billiou's 60th Anniversary Dealer Appreciation Banquet. Pictured left to right are Manuel & Alice Rodriguez, Ruthie & Ernie Phillips, Brenda & John Billiou

Billiou's concluded its 60 year celebration with a combined Open House, Service School, and Dealer Appreciation Banquet held November 15-16, 2006.

We much appreciate all the supportive dealers from

California, Arizona, and Nevada who participated in sales and service presentations for MTD, Hydro-Gear, Encore, Poulan/Weed Eater, Robin, Tecumseh, and Bahco, as well as training on

computerized resources – including Billiou's new free online ordering software – and a well-received dealer profitability segment on "The Power of 1%."

We extend a special thank you to the following manufacturers that took time from their schedules to travel to Porterville and join

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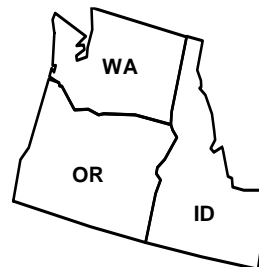


Paul Bechwar of Tecumseh Products Company honored Billiou's with a granite and glass award celebrating 60 years of success

Marketplace Weather Forecast



December 2006
1st-3rd. Showers. **4th-7th.** Fair and cold, then stormy, with strong winds and copious precipitation. **8th-11th.** Big storm moves out, then clear. **12th-15th.** Fair, then unsettled. **16th-19th.** Clearing. **20th-23rd.** Squally. **24th-27th.** Fair and colder. **28th-31st.** Clearing.



December 2006
1st-3rd. Showers. **4th-7th.** Fair, chilly, turning stormy, with strong winds and heavy precipitation. **8th-11th.** Strong winds; skies partially clear. **12th-15th.** Fair, then unsettled. **16th-19th.** Clearing. **20th-23rd.** Very unsettled. **24th-27th.** Fair, colder. **28th-31st.** Clearing.

Points of Interest:

- Billiou's concludes its celebration of 60 years in business with Service Schools, Open House, and Dealer Appreciation Banquet
- Online Ordering is currently available to save you time and money! Here's how to start using it for free today
- Santa Claus can't possible be a man and we'll prove it!
- Tecumseh "Leaner" display is your silent salesman for most popular air filters

Billiou's Launches Into 61st Year of Serving Professional Dealer Base (cont.)

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us in the celebration:

Tracy Banks – Poulan/Weed Eater

Paul Bechwar – Tecumseh

Mickey Leech – MTD

Doug Tegtmeier – Encore

Billy Harms – Encore

Graham Tomkins – Bahco

Dale Gehr – Zama

Mamoru Toda – Zama

Jim Paugh – NGK Spark Plugs

Mary Davis – NGK Spark Plugs

Dealers were given an opportunity to meet and discuss the industry with Billiou's staff and factory representatives, allowing all sides to gain information and insights to become more effective in our businesses.

Two special dealers who are retiring after this season were recognized for their long-lasting contribution to the industry and were given special lifetime achievement awards by Billiou's president John Billiou.

Recipients of this award were:

**Manuel and Alice Rodriguez
Pinedale Lawnmower
Fresno, CA**

**Ernie and
Ruthie Phillips
Powered Outdoor
Equipment
Yuba City, CA**

Paul Bechwar, Director of Service for Tecumseh Products Co., presented a black granite and glass award to John Billiou in celebration of the company's sixty years of loyal service to its customers and dedication to the betterment of the industry.



John Grover, owner of The Grover Company in Mesa, AZ, enjoys the classroom instruction given on Poulan/Weed Eater



Encore president Doug Tegtmeier instructs dealers on competitive selling points of "Serious Red" premium equipment while service manager Billy Harms (left) provides technical and service information

Start Taking Advantage Today of the Convenience and Speed of Billiou's Online Ordering with Free ProQuest Subscription and Interface

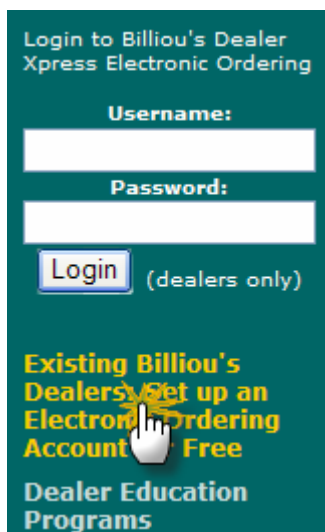
Billiou's now offers free electronic ordering at your convenience 24 hours a day, seven days a week using ProQuest's proven software applications.

These applications are free to the dealer and may be used online via our website at:

www.billious.com

Simply log in with your user name and password in the boxes on the right of the screen and you're ready to go.

If you're not already registered, you can do so quickly and easily by going to



Login from any page on our website at www.billious.com. If you don't already have an account with ProQuest, just click the link below the login area to sign up for free. It will only take two minutes. Really.

[billious.com](http://www.billious.com) and clicking the link on the right below the login box that says, "Existing Billiou's Dealers: Set up an Electronic Ordering Account for Free."

This link will take you to an area where you can specify your preferred login name and password. Once you've done that, you'll be given an opportunity to add Billiou's as a trading partner and your ready to place orders online.

Chances are that if you are ordering electronically with other suppliers you are already registered with ProQuest. If so, simply add us to your list of vendors on

your ProQuest Trading Partner Activation Site at

<http://esub.econnect.proquest.com/eSub/main.jsp>

(make sure to type the address all together with no spaces).

Once you log in, it's as easy as clicking on the Billiou's link and adding your account number.

Important: If you have separate billing and shipping account numbers, just enter the shipping account number only and we'll take care of the rest.

Via the Billiou's website you may check price and availability, place orders, and get status of orders placed online.

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Tecumseh Announces Change at Corinth, Mississippi Plant

Get real-time price and availability specific to your dealership using Billiou's free online ordering software.

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There are several advantages this method offers:

- You may place orders anytime you wish
- You can get real-time pricing and availability
- Pricing is specific to your dealership
- You can receive supplemental information regarding parts and accessories
- Orders may be specified as regular or emergency (emergency orders will be shipped via UPS Blue Label 2nd Day Air)
- You receive confirmation in real-time that the order has been accepted and are given a confirmation number
- As soon as you submit the order, it is printed as a pick ticket in our warehouse for the fastest service possible (testing showed an average of 17 seconds from the time you click "submit" until the time it prints)

The software also integrates with many dealer business management systems (free to use as well) such as c-Systems, Ideal, Softpower, MIC Systems, Inventrakk, Pathfinder Computer Systems, Sun Software, and many others.

If you are a PartSmart or Proquest Parts Manager Pro user, you may also set up these software packages to be used for order submission as well. Documentation on how to do this is available upon request, but integration through your business management system or ordering via the website give greater functionality and features.

We urge you to try this system and give us feedback. We think you'll be pleased with the convenience it offers.

new PO

Open Purchase Orders

PO#	Date Entered	Vendor
STK-06-11-16	11/15/2006	Billious

Submitted Purchase Orders

PO#	Date Submitted	Confirmation Number
1000	10/13/2006	30
1001	10/19/2006	31
1006	11/08/2006	40
1003	11/07/2006	34
1006	11/14/2006	49

Order status and confirmations are available at your fingertips with just a few mouse clicks. How convenient is that?

If you would like assistance in setting up your account or have questions on how to use the features, be sure to contact either your Billiou's Inside Sales & Service Rep or your Outside Sales & Service Manager. We'll be happy to help.

(Except in the case of lost or forgotten passwords – which we don't have access to – but we'll still put you in touch with the people who can solve that as well!)

We're pleased to be able to offer you this enhanced service and hope you'll take full advantage of the efficiencies and cost-savings it offers you.

Create your order online then submit it right away, or save it and add parts to it as needed to create a stock order.



Billiou's, Inc.

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Fax: 800-266-7337
Email: letushelp@billious.com

Rick Groves,
Business Development Manager

The Service Solution



Stuff This in Your Stocking!

...or maybe on your upcoming Spring Order and make a bit of extra profit on Tecumseh's three most popular air filters included in this sure-selling 730264 "Leaner" display.

Includes:

- ◆ Merchandising Stand
- ◆ 740061C (qty 15)
- ◆ 740083A (qty 15)
- ◆ 740095 (qty 15)

Sorry, at this special price, Santa hat not included.

\$129⁰⁰



Humor Is, As Humor Does

Santa is a She

I think Santa Claus is a woman....

I hate to be the one to defy sacred myth, but I believe he's a she. Think about it. Christmas is a big, organized, warm, fuzzy, nurturing social deal, and I have a tough time believing a guy could possibly pull it all off!

For starters, the vast majority of men don't even think about selecting gifts until Christmas Eve. It's as if they are all frozen in some kind of Ebenezerian Time Warp until 3 p.m. on Dec. 24th, when they — with amazing calm — call other errant men and plan for a last-minute shopping spree.

Once at the mall, they always seem surprised to find only Ronco products, socket wrench sets, and mood rings left on the shelves. (You might think this would send them into a fit of panic and guilt, but my husband tells me it's an enormous relief because it lessens the 11th hour decision-making burden.) On this count alone, I'm

convinced Santa is a woman. Surely, if he were a man, everyone in the universe would wake up Christmas morning to find a rotating musical Chia Pet under the tree, still in the bag.

Another problem for a he-Santa would be getting there. First of all, there would be no reindeer because they would all be dead, gutted and strapped on to the rear bumper of the sleigh amid wide-eyed, desperate claims that buck season had been extended. Blitzen's rack would already be on the way to the taxidermist.

Even if the male Santa DID have reindeer, he'd still have transportation problems because he would inevitably get lost up there in the snow and clouds and then refuse to stop and ask for directions. Add to this the fact that there would be unavoidable delays in the chimney, where the Bob Vila-like Santa would stop to inspect and repoint bricks in the flue. He would also need to check for carbon monoxide fumes in every gas fireplace, and get under every

Christmas tree that is crooked to straighten it to a perfectly upright 90-degree angle.

Other reasons why Santa can't possibly be a man:

- Men can't pack a bag.
- Men would rather be dead than caught wearing red velvet.
- Men would feel their masculinity is threatened — having to be seen with all those elves.
- Men don't answer their mail.
- Men would refuse to allow their physique to be described even in jest as anything remotely resembling a "bowlful of jelly."
- Men aren't interested in stockings unless somebody's wearing them.
- Having to do the Ho-Ho-Ho thing would seriously inhibit their ability to pick up women.
- Finally, being responsible for Christmas would require a commitment.

