

Billiou's, Inc.

February, 2008

Volume 21, Issue 2

THIS MONTH:

Billiou's Receives MTD Dealer Satisfaction Award	1
Lawn Clippings Gets a New Modern Look	1
Download Tecumseh Service 2008 Update	2
A New Beginning – A New Identity	2
RedMax Selling Schools Planned for Southern California	2
Customized RedMax Hangtags Available to Dealers	3
Snapper Brand Lawn Equipment to be Available at Sears	3
c-Systems Software Celebrates 25 Years	3
The Last Laugh...	4

Billiou's Receives MTD Dealer Satisfaction Award



Gordon Manning, president of MTD Consumer Group (left), presents Brenda and John Billiou with MTD's 2007 Best of the Best Dealer Satisfaction Award

It's a really tough part of the job, but John and Brenda Billiou were up to the task of sacrificing their time in the gray, fog-shrouded San Joaquin Valley to fly to the tropical paradise we call Maui to be honored by MTD's top brass on January 16th at the Grand Wailea Hotel.

The happy couple received the MTD's 2007 Best of the Best Dealer Satisfaction Award from Gordon Manning, president of MTD's Consumer Group, while President/CEO Kurt Moll and other top MTD staff looked on.

The award was based upon the 2007 dealer

survey ranking their MTD Central's levels of support in such areas as shipping performance, customer service, helpfulness in developing business, and overall experience. Billiou's – according to you, our loyal MTD dealers whom we really appreciate – scored among the top three in the nation. For that, we thank you.

Still, it's hard not to rib John about his "business" trip under the swaying palms.

"But we actually worked there," contends John. "Part of the reason for the trip was to hold an MTD Centrals Meeting where we devised sales and service strategies for the 2009-2010 selling season."

Uh-huh. And what strategies did you come up with?

"We're still working on them."

Thought so.



Lawn Clippings Gets a New Modern Look

At the last quarterly sales meeting, the guys reminded me of when my wife thinks it's time for a new outfit.

"It's been the same for too long. It's out of style. I'm tired of the way it looks."

Just like I usually buy new

clothes for my special lady when she asks, I guess the salesmen were right about changing the appearance of the newsletter as well.

Hopefully, you'll like the new layout. I've tried to make it a bit more modern and inviting.

Smaller articles, got rid of the weather report. More space for the promo – all the stuff the guys asked for.

The only place I wouldn't budge is getting rid of the jokes. I like funny stuff.

Let me know what you think.

Billiou's, Inc.

1343 South Main St.
Porterville, CA 93257

Phone: 800-245-5468

Fax: 800-266-7337

Email: letushelp@billious.com

Rick Groves, Editor

Visit us on the Web!
www.billious.com

Download Tecumseh Service Update

Billiou's honors your time and has opted to provide dealer schools in the field on an every-other-year cycle. Since there were live updates last year, this year you stay focused on the sales and service work that supports your shop.

This doesn't mean we aren't still addressing your service information needs. You can download this year's Tecumseh Technical Service Update from our website at:

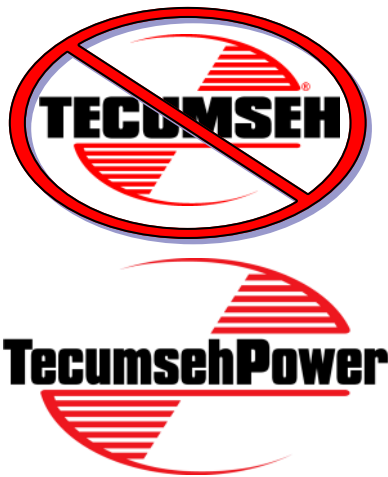
http://billious.com/files/tecumseh_update_2008.pdf

If you don't want to type in a long address, just go to our website and look for the link below the dealer login box.

You'll find information regarding the recent buyout by Platinum Equity, LLC, as well as service information about changes in:

- Fuel Line
- Air Filters
- Carburetor Welch Plugs
- Starters
- Gaskets
- Oil Filters
- New Technicians CD
- New Service Tools

Download this year's Tecumseh Service Update at www.billious.com.



A New Beginning – A New Identity

With the recent acquisition by Platinum Equity, LLC, Tecumseh's swirl logo has been modified to identify the company as "Tecumseh Power".

Starting immediately, please be sure to use only the new logo for all advertising and publications. The old logo

should no longer be used for brand identity.

New logos can be obtained from the dealer portal at www.tecumsehpower.com.

Once you login as a dealer, just choose "Marketing and Advertising Materials."

You'll find the new logos as

well as a complete assortment of graphics, print ads, radio scripts, and press releases to grow your business.



RedMax Selling Schools Planned for SoCal

Details and locations are being pinned down as I write this, but Andrew Kuczmar has agreed to be in Southern California February 19th and 20th to share a wealth of 2-stroke knowledge with our RedMax dealers, arming them with information that will allow them to outshine and outsell the competition.

Andrew is RedMax's Director of Product Knowledge and Corporate Training. Those of you who encountered this gentleman while he was in a similar position with Echo already know this is a tremendous opportunity you simply cannot afford to miss. His knowledge of 2-stroke technology was forged while involved in hydroplane and snowmobile racing and tempered through long service in our own OPE industry. In my 20+ years in the industry I've encountered some tremendous people, but none whose professionalism and knowledge I admire as much as Mr. Kuczmar's.

More information will be available shortly, but if you're interested in attending or want to find out more, please contact your Billiou's Territory Manager.



Andrew Kuczmar teaches a stellar school you simply cannot afford to miss.



Customized RedMax Hangtags Available to Dealers

Billiou's is supporting your marketing efforts by supplying customized hang tags to help merchandise your RedMax equipment.

Measuring 3.7" x 8.5" for great visibility, these full-color, two-sided tags are printed on 80# card stock and list equipment specifications on one side with feature/benefits shown on the other. They come with a single top hole and an elastic loop for fastening the tags to your equipment on display. They can be printed with suggested retail pricing, your own specified custom pricing, or without pricing so you can write it in yourself.

Other available merchandising aids include DVD, Lighted above-counter panel displays, Lozier wall displays (available in 8' sections), Grid wall displays, Display hooks and header panels, 8' parts counter, Dualite outdoor lighted signs, Posters, Banners, and Oil Display.

Need merchandising aids? Just talk to your Billiou's Territory Representative today and he'll be glad to get them for you.

Snapper Brand Lawn Equipment to be Available at Sears

Two of the most trusted names in outdoor power equipment are teaming up to offer homeowners a new line of reliable mower products. Beginning this spring, Sears becomes the exclusive national retailer to sell the Snapper brand of lawn equipment. The select Snapper branded products to

be carried at Sears stores nationwide include three new self-propelled walk behind mowers, two new lawn tractors and a new zero turn riding mower. All three product lines are newly designed to be homeowner friendly and affordably priced. In addition to these new products being available

at Sears, they will be included in the broad array of Snapper branded lawn and garden products available through independent dealers nationwide.

Aren't you glad you sell RedMax, available only through professional dealers?



c-Systems Software Celebrates 25 Years



c-Systems software celebrates 25 years of powering OPE distributors and dealerships

This year marks a major milestone for c-Systems Software, a business management software company based in Arlington, TX. Pioneering the industry for Outdoor Power Equipment dealers, c-Systems has continued to offer cutting-edge technology in today's highly competitive OPE market. Serving dealers and distributors in 49 states, Canada and Puerto Rico, c-Systems delivers intuitive, feature-rich software, installation, training and world-class support to some of the OPE industry's most successful businesses. The system is scalable to any size shop, and affordable for most any budget. c-Systems' reputation as a leading provider of OPE business management systems is well earned.



Billiou's would like to offer a special congratulations to owner Jim Phelan and his team. You've been our software partner for nearly two decades and have been very instrumental in shaping our business.

Special thanks to Mark Matthews, Brian Sorensen, and Stephen Gray for all your help through the years.

solo®

Backpack & Handheld Sprayers

Solo Sprayers are world famous for their quality, & durability – your best choice for all around performance and satisfaction. Solo constructs these sprayers from high density polyethylene and other chemical resistant materials. Solo sprayers are great for herbicides and insecticides as well as for general commercial or home spraying needs. Given proper maintenance, these sprayers should last for millions of pumps and many years of use.

Terms: 60 day dating on all orders over \$1000 (1/2-30, 1/2-60) subject to credit approval

Freight: Free shipping on 6 or more backpack sprayers or \$500 (contiguous U.S. only, other areas receive 5% freight allowance)

<p>LCS-1G List \$21.99 Cost \$16.50</p> 	<p>LCS-2G List \$26.99 Cost \$19.94</p> 	<p>Telescoping wand</p>  <p>420 List \$19.99 Cost \$15.06</p>
<p>425 Piston</p>  <p>425 -or- 475 List \$99.99 Cost \$73.59</p>	<p>475 Diaphragm</p> 	<p>430-1G List \$34.99 Cost \$26.06</p> 

Order must be placed with Sales Department. Special pricing and free shipping during February 2008.

The Last Laugh...

Differences Between Men and Women

Names: If Mary, Susan, Claire and Barbara go out for lunch, they will call each other Mary, Susan, Claire and Barbara. If John, Brad, Tony and Daniel go out, they will affectionately refer to each other as Bruno, Scrappy, Peanut-Head and Godzilla.

Eating Out: When the bill arrives, John, Brad, Tony and Daniel will each throw in \$20, even though the total is only \$34.25. None of them will have any smaller bills and none will admit they want change back. When Mary, Susan, Claire and Barbara get their bill, out come the pocket calculators.

Money: A man will pay \$10 for a \$5 item he needs. A woman will pay \$5 for a \$10 item that she doesn't need, because it's on sale.

Bathrooms: A man has five items in his bathroom: a toothbrush, razor, shaving

cream, a bar of soap, and a towel from the Motel 6. The average number of items in a woman's bathroom is 328. The average man would not be able to identify most of them.

Arguments: Women always have the last word in an argument. Anything a man adds after that is the beginning of a new argument.

Cats: Women love cats. Men may say they love cats, but when women are not looking, men will kick cats.

Future: A woman worries about the future – until she gets a husband. A man never worries about the future – until he gets a wife.

Success: A successful man is one who makes more money than can be spent by his wife. A successful woman is one who can find that man.

Marriage: A woman marries a man

expecting he will change, but he doesn't. A man marries a woman expecting that she won't change, but she does.

Dressing Up: A woman will dress up when she goes shopping, empties the garbage, answers the phone, waters the plants, gets the mail and reads a book. A man will dress up for weddings and funerals.

Natural: Men wake up looking as good as when they went to bed. Women somehow deteriorate during the night.

Children: A woman knows all about her children. She knows about their best friends, romances, secret hopes and dreams, favorite foods, fears, and dental appointments. A man is vaguely aware of some short people living in the house.

Thought for the Day
Married men should forget their mistakes. There is no need for two people to remember the same thing.