

## Colson Casters all around...

by Don Laux, President and General Manager Colson Caster Corp.

Hello Everyone,

Just now I pulled myself to my desk and began gathering my thoughts for writing this note to you. I wanted to say something incredibly clever about casters and what it is we do. I needed some inspiration so I pushed myself back from my desk, rolled my briefcase over to me, unclipped it from the top and reviewed some notes. Still nothing significant to write. Finally, I pushed myself away from my desk and walked down the hall toward our manufacturing plant easily moving a cart out of my way that was being used to off load some caster samples in our building. Still no ideas. I slid one of the hallway doors open and continued toward the manufacturing floor nodding 'good morning' to one of the quality control managers moving a load of materials past me and down the hallway. Then it hit me...hello!...our casters are everywhere! Just in this brief, little adventure I encountered at least four caster applications and probably more that I still haven't noticed. That is our story, our mission and our good fortune. Our products are used by everyone from the nurse pushing a linen cart down the hospital hallway to the guy that has just asked us to spec a caster for a rolling platform for his heliport. Interestingly enough, his new caster could very well be a variation of the linen cart model. So we should embrace our 125<sup>th</sup> year knowing that we make a product that helps the world move. What more can I say? Well done for 125 years and let's keep up the good work!

As I continue my walk, I realize that in addition to products that move the world, we have the good fortune to have wonderful long term staff members that take pride in moving us and our customer and distributor partners into more and more productive business ventures. Did you know that the average tenure at Colson is 15 years? Wow! But, we are still learning and changing. Our new internal sales structure, which you will read about in this news letter, is designed to help with product knowledge sharing, lead development and better distributor outreach and service.

Our engineering experience enables us to design, build, and test state-of-the-art products and assembly. Right now I see two engineers with more that 45 years of expertise between them. I also jogged by (or maybe just walked quickly...) our engineering manager's office and noted that he is a past chairman of the nationwide ICWM standards committee and is currently a standards board member for revisions and updates. In addition, he alone has more than 35 years of experience in the caster business. Good for us!

Although all this experience and professionalism is evident in our final product we don't let anything out the doors without a great deal of internal and external testing. We are good at that too as we are ISO certified with two quality engineers assigned to nothing else but checking our work. They are always finding safer and more economical ways to build our caster products. We are routinely

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adopting new ways to continue to make us better.

As I head back toward my office, I am just reminded looking in the procurement area that we now have the capabilities to communicate with our customers and partners globally with an added capacity to do so in Mandarin and Cantonese. A wonderfully progressive and smart move for this 125 year old!

Back in my office, I realize that there is an incredible history here at Colson and I am happy to have all of you on board with me to help take this fun ride, all on casters, into the future!

## Colson Highlights

**Sales Tip—It's all in the follow through!**: It's hard to believe sometimes that you can set yourself apart by simply doing what you say you are going to do. Believe it or not, following up when you say you will can set you apart. Weren't you surprised and impressed the last time you received a follow-up call or note? Yes!

As soon as you promise to follow up with someone, you must stop what you are doing and scribble down, type or even speak into your calendar the day, time and subject of the needed follow up. The keys to follow-up are good organization and finding the right techniques that work for you. But, don't trust your memory for remembering when to follow-up. Nobody's that good! Plus, who needs that extra stress in your life? Things come up, other situations occur and distractions may keep you from remembering to follow-up. Hence, a promise is forgotten and a potential sale may be lost. Below are just a few tools you can use to create a reminder system for yourself, whether high tech or not:

- Handy pocket calendar
- Sticky notes...ok this is not the best option, but writing notes on stickies and posting them in your office is better than no system at all.
- Microsoft Outlook
- Various PDAs/Smartphones: Blackberry, iPhone calendar, Palm Treo, and the list goes on

Simply choose a tool and try it out. If you find that you are not consistently using that tool, try another one. For example, you may be glued to your iPhone for weather and sports updates but find that using it for follow up reminders is too much. In that case, maybe Microsoft Outlook would work better for you.

Bottom line, find a follow up system that works for you and always remember what any good coach would tell you - it's all in the follow through.

**No longer just a partner - now you have a team!**: As a Colson customer you have come to expect the expertise of our dedicated sales staff to educate, remind, follow up, and keep you abreast of current offerings and also to provide customer support. If one sales person is good,

imagine how much better a team at your disposal would be! Well, you don't really have to imagine because in January, Colson restructured to provide an entire sales team for each of our 5 territories. Each team consists of 3 team members: Regional Manager (RM), Sales Engineer and Customer Service Representative (CSR). And, each team member has as its common objective-- a mission of service and support for you, our distributor. All in all, our goal is to be more responsive to your needs, and act as part of your team facilitating the growth of your business.

To complete the 5 teams, we have added new staff, as well as shifted some talents around. Regional Manager, Porter Atkinson is now joined by David Long and Kathryn Ozbun in the Southeast Territory to increase service and support for this territory. David has been with Colson for almost 12 years, with experience in manufacturing, customer service, sales, and product management. He has accepted a new role as Sales Engineer. Kathryn comes to Colson with over 11 years of customer service experience, and joins the Colson family as our newest CSR. David and Kathryn will be working alongside Porter Atkinson. In addition, a new Sales Engineer will be added shortly to complete our Northeast Territory team.

2010 is looking even better already! Meet your team:

<b>Territory</b>	<b>RM</b>	<b>Sales Engineer</b>	<b>CSR</b>
Western	George Rife grife@colsoncaster.com 951-236-5700	Wendell Stephenson wstephenson@colsoncaster.com 408-206-9167	Ann Hudson ahudson@colsoncaster.com 800-643-3252
Upper Mid-West	Mickey Griffin mgriffin@colsoncaster.com 515-508-9414	Mike Hottel mhottel@colsoncaster.com 870-930-5468	Judy Tyler jtyler@colsoncaster.com 800-635-5180
Mid-South	Doug Combs dcombs@colsoncaster.com 972-567-4516	James Murphy jmurphy@colsoncaster.com 870-275-0720	Darlene Thompson dthompson@colsoncaster.com 800-643-2263
Northeast	Sam Cruzado scruzado@colsoncaster.com 440-242-5659	To Be Announced	Linda Kellems lkellems@colsoncaster.com 800-643-2183
Southeast	Porter Atkinson patkinson@colsoncaster.com 770-548-2458	David Long dlong@colsoncaster.com 870-275-2531	Kathryn Ozbun kozburn@colsoncaster.com 800-643-3509

There's more! Don't forget other members of our Sales and Marketing team that are here to help:

<b>Title</b>	<b>Contact</b>
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