

Cool It!

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MB MASTER-BILT
Refrigeration Solutions

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NORTH BAY RESTAURANT EQUIPMENT**

Individuals Honored At Recent Sales Meeting

Tunica, Mississippi was once again the scene of Master-Bilt's yearly national sales meeting during the week of July 8th.

While the focus of the meeting was on creating new business and enhancing service to existing customers, participants also made time for another important activity – the annual awards dinner. At this event, several internal and field personnel were singled out for their contributions during the last fiscal year.

Among the recognitions given were the fourth annual Extra Miler awards. These awards are given each year to two employees who best demonstrate a spirit of teamwork and dedication with both customers and co-workers. The Extra Milers are voted on by the recipient's peers.

The Impact Salesperson of the Year Award, added this year, was created to honor a re-

ipient who did the most to open new sales opportunities for Master-Bilt.

Winners of the 2002 Achievement Awards were:

- **Business Development Manager (BDM) of the Year** – Mike Crossen
- **Most Improved Territory of the Year (BDM)** – Don Rooker
- **Most Improved Territory of the Year (Sales Representative)** – Florida R.E.P.s
- **Largest Sales Volume** – Don Rooker
- **Sales Representative Best of Plan** – Eagle/ Frizzell Associates
- **Impact Salesperson Of The Year** – Rick Blinson, Eastern National Accounts Manager
- **Extra Miler Award** – Jane Gadd, Customer Service Manager
- **Extra Miler Runner up** – Mary Lowstuter, Administrative Assistant

New Sales Representative Partnerships Announced

Once again, Master-Bilt is proud to welcome aboard new sales representatives.

Commercial Kitchen Reps based in Rochester, New York will represent the company in upstate New York as well as western Pennsylvania and northern West Virginia.

Tom Redditt Sales Agency, headquartered in Denver, is the most recent addition to our sales rep team. With four satellite offices, Redditt is responsible for Arizona, New Mexico, Colorado, Utah, Montana and Wyo-

ming. The agency will also cover portions of Idaho and South Dakota as well as El Paso County in Texas.

"We look at these additions, along with our other new representative partnerships, as a definite sign of growth," said Bill Huffman, Vice President of Sales and Marketing. "We appreciate the confidence shown by all the sales reps in joining our organization and look forward to a mutually rewarding future."



Product Scene

CCR Refrigerators Go Digital

Digital convenience is now available in CCR series foodservice refrigerators. These models are now standard with a monitor panel and electronic controls similar to those found in the CCR freezers.



The CCR refrigerator's panel features controls for adjusting interior temperature, a fan running indicator, door open alarms and, of course, a thermometer.

While an LED readout provides reliable interior temperature readings, the panel is more than a just a thermometer. Audible and visual alarms allow busy kitchen workers to instantly know if a refrigerator door is left open. Error codes also warn if the inside temperature is too high or low thus avoiding food spoilage.



The new interior light on QMPM models is positioned underneath the countertop for optimum product enhancement.

The entirely stainless steel CCR refrigerators are available in one, two and three-door models and are now shipping complete with the digital controls.

QMPM Series Has Seen The Light

Drawing the attention of the harried, on-the-go customer becomes a bigger challenge with each passing business day. Effective visual presentation of merchandise is a must.

To help catch the eye of frantic patrons, Master-Bilt has added a new light kit accessory to the QMPM open air display merchandisers.

The kit's fluorescent light is situated underneath the countertop of the 43 inch tall QMPM models and shines down to highlight products inside the merchandisers. The kit is available for all three sizes in the QMPM line -up.

For years, the open air convenience of Master-Bilt's QMPM series merchandisers has been enhancing "grab and go" sales in c-stores, drug stores, restaurants and many other markets. The new light kit accessory is sure to further increase impulse sales.

Light kits add an extra highlight to items merchandised in the QMPM series.





Sales Toolbox

Price Lists Mailed

The marketing department has been busy lately revising and mailing new price lists. The September 1, 2002 revisions of the *Quick Ship Walk-in Price List* and the *Refrigeration Specifications and Price List* were sent out in August to Master-Bilt dealers and representatives. *The Cabinet and Merchandiser Price List* also had a minor update effective August 15th.

Customer Training Seminar Coming

Master-Bilt's next Customer Training Seminar will be held November 19-20, 2002 in Tupelo, Mississippi. For more information, contact your Master-Bilt Business Development Manager or Sales Representative. You can also contact Donna Teague at 800-647-1284, ext. 308.

For a tentative agenda, go to www.master-bilt.com/coolnews.htm#cts.

JUST FOR GRINS

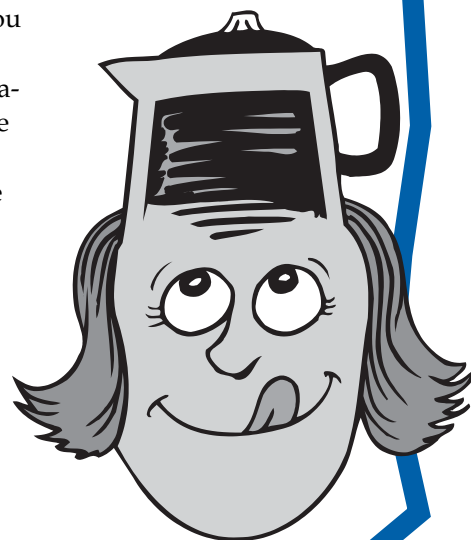


Computer Wisecracks

- The world will end in 5 minutes. Please log out...
- WARNING: Keyboard Not Attached. Press F10 to Continue.
- Bad Command or File Name. Good try, though.
- Press any key... no, no, no, NOT THAT ONE!
- Enter any 11-digit prime number to continue..
- Error reading FAT record. Try the SKINNY one? (Y/N)
- General Failure's Fault. Not Yours.
- Hit any user to continue.
- Scandisk is now checking your hard disk. You can start praying.
- Smash forehead on keyboard to continue.
- Earth is 98% full. Please delete anyone you can.
- Cannot find REALITY.SYS... Universe Halted.

You know you're drinking too much coffee when...

- You answer the door before people knock.
- You and Juan Valdez are on a first name basis.
- You grind your coffee beans in your mouth.
- You haven't blinked since the last lunar eclipse.
- Your eyes stay open when you sneeze.
- You can type 60 words per minute...with your feet.
- You don't sweat, you percolate.
- You've built a miniature city out of little plastic stirrers.
- Starbucks owns the mortgage on your house.
- You say, "Good to the last drop," when someone says, "How are you?"
- You don't tan, you roast.

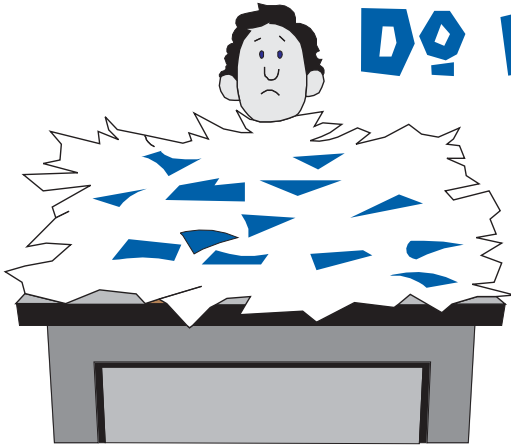


Quality is when our customers come back and our products don't.

—Siemen's motto



Should You Do It Yourself?



Proper delegating can make us better and more efficient at our jobs. Bob Nelson and Peter Economy, authors of *Managing for Dummies*, offer these suggestions for assigning tasks.

Take every opportunity to give away repetitive or information gathering tasks. If it's not absolutely necessary, don't go to every meeting or attend every presentation. Your time can be spent better elsewhere.

Any disciplinary or employee review should be done by you alone. Don't give up anything that your immediate boss asked of you personally, such as confidential matters or personnel appraisals. Tasks that demand your personal stamp should get your attention.

And when you delegate, ask yourself these questions:

- Are you clear about the outcome you're expecting?
- Did you provide enough background for the person to get the job done?
- Have you highlighted any special circumstances or requirements?
- Did you give the person the authority and support to complete the task?

—Adapted from *myprimetime.com*

WANTED: Attention Spans

People are multitasking themselves silly. The Information Age has duped us into believing we are more productive because we are juggling all kinds of information coming at us. "Taking in information these days is like trying to drink from a fire hose," writes Martha Beck, author of *Finding Your Own North Star*.

As a result we end up with our brains shorting out—literally "blinking out" on us by shutting out any stimuli. Our brains are designed to handle only a few tasks at once, not 50.

The Attention Economy, published by Harvard Business

School Press, offers strategies for managing what gets our attention and what we should leave behind:

- **Accept the notion that you can't stay on top of everything.**
- **Prioritizing really matters.** Start each day with a clear plan.
- **Keep an eye on the big picture.** Jettison tasks that don't fit into your grand scheme.
- **Focus on the task in front of you,** and put all others aside.



—Adapted from *O The Oprah Magazine*

New Key Customers

Thanks to the following companies for joining the Key Customer and Foodservice Key Customer network:

**Continental
Equipment Co.**
Metairie, LA

Golden West Equipment
La Habra, CA

Trimark Raygal
Irvine, CA



Upcoming

Events

- International Foodservice Expo
September 20-22, 2002
Orlando, Florida
- Customer Training Seminar
November 19-20, 2002
Tupelo, Mississippi

NACS SHOW 2002

NACS.

PEI
EQUIPMENT INC.

PMMA

See Us At Booth 2575

October 6-8, 2002

Orange County Convention Center

Orlando, FL

**New
Curved
Glass
Model**



Partners in Success

North Bay Restaurant Equipment Cotati, CA

Sears Point Raceway, located in Sonoma, CA, had been a racing icon within the NASCAR industry for years. When it recently changed ownership, the buyers not only decided to change the name, but they also wanted to change the entire look and feel of the facility to maintain the illustrious NASCAR events. The newly named Infinion Raceway underwent an extreme makeover this past year, and Master-Bilt played a key role in the construction of the new kitchens.

North Bay Restaurant Equipment, based in Cotati, CA was commissioned to design the new kitchens for Infinion Speedway. North Bay Restaurant Equipment has been in business for 16 years designing foodservice layouts, working hand in hand with the health department for approval and then providing equipment.

After being contacted, Jim Winkel, owner of North Bay, immediately began to work on this project, evaluating foodservice needs and design ideas. He quickly recognized the need for two large kitchens in the new speedway. One kitchen would be used to cater the suites, luxury boxes, restaurant and corporate parties, which hold up to 120,000 people at a time. The second kitchen would also provide catered food for these events, in addition to concession foods for the spectators.

As Winkel summed up, "This is a rather large speedway, so we needed two kitchens that were extremely reliable."

The planning process was going great, however there was one catch: this project needed to be completed in 65 days. Traditionally this would be a problem, however

Winkel knew he could count on the sales team at Master-Bilt to ensure that this process would go smoothly. He immediately contacted Brian Eagle at Eagle/Frizell and Associates and Dave Cahoy, Master-Bilt's business development manager. The three of them chose the best possible layouts for two walk-in/freezer combination units and immediately began work.

These storage facilities would be used to store large amounts of fresh vegetables and produce, and therefore needed a sturdy base to withstand the daily shipments. The designers indicated that a concrete floor capable of supporting heavy delivery forklifts would be necessary to ensure smooth operation. Working hand in hand with Master-Bilt, a concrete floor was installed using the Master-Bilt specifications, as well as four foot doors for forklift entrance. The first kitchen size was designated as 30x16 ft., whereas the second and larger kitchen was 16x36 ft.

This project was especially urgent as the health code approval was scheduled on a Wednesday, with service scheduled to begin on Thursday. Winkel knew he needed a manufacturer he could count on for quality products and overall customer service reliability. After all, the entire kitchen was designed around the Master-Bilt units.

"Master-Bilt was tremendously resourceful. They delivered the box onto the site and within 24 hours the units were ready to install and go. The fact that they were able to deliver the box to Nevada was key in the raceway's success," stated Winkel, "This was an extremely complex task in a short time frame, and you can't do that without a good relationship with the supplier. It was by far the biggest item that was installed. Master-Bilt truly came through."

We need your help!

To make **Cool It!** a better publication for all, we need your questions, comments and story suggestions. Send in your ideas to the addresses listed below.

From the *Drawing Board* suggestions: E-MAIL cbeng-ms@master-bilt.com • FAX 800-684-8988, ext. 573, attn: Kenny Owen

All other suggestions: E-MAIL lburge@master-bilt.com • FAX: 800-232-3966, attn: Lynn Burge



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