

THE CUTTING EDGE

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Summer 2007

OPEAA Investigates

"Increasing Your Market Share By Adapting To Change" At 2008 Annual Meeting

Mark your calendars now to attend the 2008 OPEAA Annual Meeting, February 16-19, in historic Santa Fe, New Mexico at the Eldorado Hotel & Spa!

Nestled in the foothills of the Sangre de Cristo Mountains, Santa Fe is an exhilarating, multi-cultural destination steeped in history, heritage, arts and culture. Santa Fe offers a wide variety of attractions – the Palace of Governors, St. Francis Cathedral, Loretto Chapel with the Miraculous Staircase, rides on the famous Santa Fe Southern Railway through high desert scenery, the Georgia O’Keeffe Museum, the Institute of American Indian Arts Museum, the Santa Fe Plaza with its many boutiques and artisans and the over-200 art galleries along Canyon Road.

An equally exciting program is being developed by the Annual Meeting Program Committee. The keynote speaker will be Ridley Williams, Executive Vice President, N.A. Williams Co., Inc. headquartered in Atlanta, Georgia. Mr. Williams will speak on “Partnering with the Customer” with value-added services to jointly attach the marketplace.

Ridley Williams started with N.A. Williams in 1993 as a territory sales rep covering Florida and Alabama. He moved back to company headquarters in 2001 and has assumed the role of Executive Vice President (third-generation of Williams ownership).

N.A. Williams is a manufacturer’s representative agency established in 1934 by Neal “Red” Williams. The company began representing automotive aftermarket companies in the eight southeastern United States, selling to repair shops and warehouse distributors. Today, N.W. Williams services the entire United States and employs over 100 people. The company has acquired multiple businesses in the last 20 years, expanding into tools and equipment, heavy duty, performance and accessory, and service arenas.

Additional general sessions will include “The Positive Aspects of Change,” “Logistics in a Global Economic Market,” “An Update on Doing Business in China,” and The Growing Green Factor in a Global Economic Market.”

The Opening Reception and Silent Auction, Breakout Sessions, the Bill Bergman Annual Banquet, special tours and optional events will round out the program. Further program and speaker details, along with registration information, will appear in the fall issue of “Cutting Edge” mailed to all members in November and will be emailed as well.

Questions? Please contact Susan Dove, Vice President of Operations, at 202-775-8605 or sdove@opeaa.org



From The President

By Robbie Fogle - Desert Extrusion Corp

It has been several months since our annual meeting in Sarasota, and I am sure that all of you are back in the flurry of activity that comes each year at this time. Time for quiet reflection tends to be precious, but I wanted to make an effort to look back at our organization and the path it has traveled over the last few years. This, I hope, will help us focus on where we want to be heading.

During my term as President, I think I would do well to repeat the good work done by our past leaders. Annual meetings have been well organized and well attended. David Duffy did an outstanding job in planning this year's annual meeting program and, as we all are aware, was given great support by our Washington staff. Deborah Beck and Susan Dove handled the behind the scenes work and did a superb job!

Under Bob Titterington's leadership, membership increased nicely. I think you will agree that a growing membership provides the necessary enthusiasm, revenues and ideas to maintain a healthy organization. It was exciting to see several new members at this year's annual meeting. Not only are we attracting new members, but they are becoming involved by volunteering to serve on our committees. We welcome Gregg and Keith Giddens of Liquid Combustion Technology, Mike and Dave Watts of Better Heads, and Dale Marcel of Frederick Manufacturing.

While not new members, it was good to see Barry Byars and Steve Southers of the Holland Grill Company at the annual meeting for the first time. It was also wonderful to see Helen Nelson again, wife of Rotary's founder, Bill Nelson, and Ed Nelson's mother.

The Market Analysis Committee, as you know, prepared the data and helped refine the first annual report on current trends in the aftermarket parts business. The committee objective is to present annually a report on specific areas of the aftermarket business, comparing market size and share of OEM vs. non-OEM replacement parts sales. It is also the intent of the committee to prepare a formal version of the report to be offered for sale to members attending the annual meeting, non-attending members, and possibly others in the industry.

Off-shore manufacturing of power equipment and parts will be with us for quite a while, I believe. For all of us, especially those in the manufacturing sector, keeping abreast of the activity internationally is imperative. As a result, I feel that some aspect and update on parts manufacturing in China, India, and other far eastern countries should be a part of our annual update.

With these points in mind, I would like to summarize my thoughts and intentions. We should focus on the following areas for the year:

- Maintain and grow the membership.
- Present topics at the annual meeting that will be pertinent to understanding the current changes and influences in the aftermarket parts business.
- Present an annual "Market Analysis Report."

Now for a really important item -- somehow, I became the self-appointed interim chair of the OPEAA Golf Committee which consists of only two members -- Susan Dove and me! My final mission as ad hoc chair of this committee is establishing an annual prize for the winning team of the Lee Woodcock Memorial Golf Tournament.

Being a southerner, and partial to the golf tradition inherent at the Masters Tournament, I decided that a "Green Vest" would be a fitting reward for those proficient artisans of our annual links competition. The vests have been purchased, the logo has been designed, and the winners of the 2007 tournament in Sarasota will receive their due reward! Members of the winning team will be able to don their vests at the 2008 annual meeting even if we don't golf in Santa Fe!

As a part of future golf awards ceremonies, the previous year's team winners will present the new team winners with their just reward -- the "Green Vest." I believe that this has been the tradition at the Masters Tournament since inception.

(cont from page 2)

I would also like to thank those who have agreed to serve our organization as Committee Chairs for the year:

Bob Wehmuller	--Education Committee
Gregg Giddens	--Education Committee
Deborah Beck	--Legal/Legislative
David Duffee	--Marketing Committee
Craig Smith	--Membership Committee
Sue Chaney	--Membership Services
Robbie Fogle	--Market Analysis

Enough said. My hopes for a good and successful year to each of you.

LIQUID COMBUSTION TECHNOLOGY ANNOUNCES ROLLOUT OF NEW MAXXPOWER SERIES ENGINES

Liquid Combustion Technology has announced the rollout of its newest line of gasoline and diesel powered utility engines, the MaXXPower Series. Production of MaXXPower engines began January 20 with shipping to all markets available immediately. The first two MaXXPower engines scheduled for production, a 208cc engine and a 420cc engine, will be the most powerful engines in their respective classes and are compliant with all emissions standards.

“We are very excited about our newest entry in the outdoor engine market,” said Keith Giddens, president of Liquid Combustion Technology. “With increased horse power, torque and durability, the MaXXPower series represents a new era in small engine performance.”

LCT’s MaXXPower series engines offer the largest displacement in their class for increased torque and horse power, and LCT is the first engine manufacturer to boast a 1000 hour qualified engine. MaXXPower engines also feature a revolutionary design, including the signature hexagonal valve cover and recoil design which has become the identifying feature of LCT engines, and automotive style fuel cap, and a high oil fill tube. Additional advantages that come standard on LCT MaXXPower engines are dual ball bearings, forged crankshaft, and a cast iron sleeved cylinder to ensure high reliability to the end customer under the most rugged conditions.

Founded in 2001, Liquid Combustion Technology is a privately held, US owned and operated manufacturer of gasoline and diesel powered utility engines. Backed by the power of global resources – headquarters and warehouse in the US, factory in China, sales office in Sydney, Australia and 5000 service centers in the US and Mexico – LCT employs more than 300 world wide and has sold more the 400,000 engines.



Bill Nelson Scholarship Endowment Announces 2007 Recipients

This year, the Bill Nelson Scholarship Endowment has awarded two scholarships, each in the amount of \$2,000. The recipients are Abigail Taylor of Clinton, Tennessee and Trang (Trish) Nhan of Phoenix, Arizona.

Currently attending the University of Tennessee, Ms. Taylor is active in numerous extra-curricular activities including the Boys and Girls Clubs of America; the Children's Miracle Network Fundraisers; Relay for Life; the Public Relations Student Society of America; Phi Mu Standards and Discipline Board; Knoxville Student Advisory Board and Phi Alpha Delta Pre Law Society to name just a few.

Ms. Taylor is seeking a Bachelor's Degree in English with minors in Communication Studies and Business and then plans to take graduate classes for a Master's in Communications concentrated in Public Relations. "The value of education in the real world is growing every day and it is my greatest desire to achieve the long-standing goal of mine to get the best education I can," she says. Abigail's mother, Kathryn Taylor, is employed at Carlisle Tire & Wheel Company in Aiken, South Carolina.



Ms. Nhan plans on attending Arizona State University this fall to study architecture and music. She is active in numerous volunteer and school activities including the University Club; Asian Club, National Junior Honor Society, Vietnamese Association of Arizona, as Treasurer and President of the Lions at Peace Club, North Arizona Summer Enrichment Program, Choir Club and as Vice President of Alhambra's Digital Arts & Media Club. She received the Academic Excellence Award, Scholar Athlete Award, Most Improved Woodwind Musician Award – all in 2003; Greater Phoenix Honor Choir in 2004-2006; North Central Regional Honor Choir in 2007 and Alhambra Honor Choir 2005-2007. Her parent, Thanh Nguyen, is employed at Desert Extrusion in Phoenix, Arizona. "Being the first generation in my family to attend college makes me and my family very proud," she remarked.

The Bill Nelson Scholarship Endowment is an educational charity designed to advance the academic pursuits of employees and the children of employees who work for member companies of the Outdoor Power Equipment Aftermarket Association. The Endowment is governed by five Trustees who annually review applications and make awards: Chip Armstrong, American Lubricating Co.; David Errick, D.E. Errick; Bob Phillips, Desert Extrusion; Ed Nelson, Rotary Corporation; and Bob Titterington, Phoenix Manufacturing Co.

OPEAA LAUNCHES NEW AD CAMPAIGN

In its continuing efforts to promote and support the aftermarket industry and the OPEAA membership, a brand new advertisement has been developed which will be sent to all industry magazines.

The OPEAA Board extends a special thanks to the marketing department at Stens for its help in creating the ad. If you would like a copy of the ad, please contact Susan Dove at sdove@opeaa.org.

The success of your business rests in your hands.



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From The Executive Vice President



*Deborah Beck
Executive Vice President*

In 2000 the Bill Nelson Scholarship Endowment (BNSE) was established to honor the memory of Bill Nelson and all he did to help create and advance our industry. Without his vision and leadership, there is no doubt our segment of the outdoor power equipment industry would not be what it is today. Likewise, Bill's role in helping to start and support OPEAA was one more step in the creation of the aftermarket industry as we know it today.

Bill Nelson purchased Rotary from his uncle in 1966 and spent three decades building a remarkable success story. From a humble beginning in a Glennville, GA home garage to a worldwide presence with a customer base spanning the U.S. and more than 60 foreign countries, Rotary has become one of the industry's premier companies as a result of Bill's leadership, entrepreneurial spirit, determination, strong work ethic and uncompromising principles.

Bill Nelson was also committed to the industry he loved so dearly. In 1984, he joined other aftermarket owners to establish OPEAA, serving as an officer and director with the organization for nearly 10 years. Bill saw good in all people and was always grateful when people succeeded in life, helping when possible. He offered to fund a scholarship for a local student and was given six applications. After much deliberation, he decided to fund all six scholarships. In 1999, following his death at 68, he was posthumously inducted into the College of Business Administration Hall of Fame at Georgia Southern University.

In addition to honoring Bill Nelson, you have an opportunity to help educate members of our own aftermarket family. Your pledge of support will mean that each year academically qualified students, who are a part of or related to our industry, will receive support toward their tuition in the name of Bill Nelson. Thanks to the generosity of many companies within OPEAA'S membership, the BNSE awarded two \$2,000 scholarships in 2007! Please note the article on page 4.

I hope you will agree to be a supporter of the BNSE by completing the donor form included in this issue of "Cutting Edge." Donors are recognized in a variety of ways that are designed to give your company maximum exposure for the level of support you choose. Of course, the real recognition is knowing you are assisting exceptional students in their quest to earn a business-related degree thanks to the Bill Nelson Scholarship Endowment.

We Want To Hear From You!

Is your company launching a new product or service?

Have there been personnel changes or promotions in your company?

Is there an industry-related topic you feel strongly about?

**If so, please submit a write-up for inclusion in "Cutting Edge"
to Susan Dove, sdove@opeaa.org or fax to 202-833-1577.**



BILL NELSON SCHOLARSHIP ENDOWMENT

1726 M Street, N.W. * Suite 1101 * Washington, D.C. 20036 * 202-775-8605 * Fax 202-833-1577

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to the **Bill Nelson Scholarship Endowment** in support of scholarships for academically qualified employees of OPEAA member firms and/or their immediate family members.

Enclosed at this time, please find an initial payment of \$_____ toward this commitment. I/We plan to provide payment of the balance according to the following schedule:

\$_____ on _____, 2008
\$_____ on _____, 2009

YES, I/We would like to make a one time contribution in the amount of \$_____

(Signature)

(Date)

**Please make checks payable to Bill Nelson Scholarship Endowment (BNSE).
The BNSE is a 501c3 charitable organization; all contributions are tax deductible.**

SUPPORTED BY: **OPEAA**



OPEAA Member To Run Marine Corps Marathon

On October 28, 2007, Tom Chaney will be participating in the 32nd Annual Marine Corps Marathon as part of the Nurses Organization of Veterans Affairs (NOVA) Foundation team. Tom and his wife Susan, a member of the OPEAA Board of Directors, run K-C Sales, the largest supplier of after-market snow thrower paddles and scraper bars in the United States.

Tom will be running on behalf of former OPEAA Executive Vice President Bill Bergman, who passed away last summer. Bill's long-standing association management company, William S. Bergman Associates, also manages the NOVA Foundation, and Tom's fundraising will directly contribute to the William S. Bergman Memorial Research Grant, which is awarded to a nurse researcher studying infectious disease.

This past summer Tom has competed in three Triathlons, most notably the Steelhead Half Ironman, which consists of a 1.2 mile swim, a 56 mile bike ride and a 13.1 mile run. Tom is inspired by anyone who sets a goal, even if the result of that goal is failure.

The Marine Corps Marathon will be Tom's first full Marathon. His goal, as with all of his races, is a "same day finish." He recently started running again early last year and has since completed numerous races, including The Detroit Free Press Half Marathon, Running Fit's Half Trail Marathon and numerous other races of shorter distance.

Tom and Susan live in Plymouth, Michigan with their two children, Jordan 14, and Jack 11. Tom currently has plans to complete a full Ironman race next year which involves a 2.4 mile swim, a 110 mile bike and a full marathon of 26.2 miles.

We wish all the best for Tom and his family as he embarks on this great challenge on behalf of a very worthy cause.

Outdoor Power Equipment Aftermarket Association

1726 M Street, N.W., Suite 1101
Washington, D.C. 20036
Phone: (202) 775-8605
Fax: (202) 833-1577

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