

PILGRIM WEIGHS IN!

I chatted with George Gutnik the other day about updates at Pilgrim and about the confusion there's been as to the availability of Pilgrim's products since they began manufacturing in China. Thankfully George took the time to chat about their new systems, and then recapped our talk in an e-mail.

I think you'll enjoy it,
Craig Newby



Hi Craig,

Great talking to you. Let me quickly recap the points we talked about:

Product stock - Twelve containers will arrive between mid August and mid September with more coming in October. We have 78% of all goods in stock as of 8/31 and our remaining stock will arrive with the shipments mentioned above.

Our Difference - Our competitors only bring in shipments during the summer. When an item sells out dealers have to wait until the next summer. Not with us. We go to great effort to keep a well balanced inventory year round. As you know, we provide you a weekly inventory report. Please share it with your dealers if you believe it would help.

Why Pilgrim? - All Pilgrim branded items are covered by our Lifetime Warranty including grates. **NO OTHER ACCESSORY COMPANY GUARANTEES PRODUCT FOR LIFE –ESPECIALLY GRATES.**

Quality Control - In the past we've had a few products produced in China that weren't up to our standards. That's why, for the past year and a half we've had a Pilgrim management team (including our president Gene Russell) on site in China when all Pilgrim and Napa Forge goods are forged. We inspect during production, before package, and after package. This is expensive for us but it means we give our customers the best possible Pilgrim and Napa Forge available. Remember, if you or a dealer ever finds a manufacturing problem with one of our products, let us know and we'll immediately either replace or credit the item.

Custom Screens - We're the largest supplier of custom mesh screens to the specialty trade and have offered fifteen day customization on select screen styles for over 15 years. But many dealers still say, "I didn't know you guys did that!" It's a profitable sale for the retailers (drop ship – no stock) and takes just a few minutes to review the ordering information with them.

In Conclusion - Have things changed? Yes. We can't make a tool set or screen "in the back room" anymore. But there wouldn't be a Pilgrim if we didn't change our manufacturing base. Made in the USA is a great tag to have if you can make money at it but we couldn't.

We are striving to bring the best possible products to market at the lowest costs possible. We're not perfect, but I believe we still stand far higher than our competition in quality, selection, availability, and customer service. All the best to you, Craig, and your team as we step into the fall season.



Pilgrim Home & Hearth, LLC
National Sales Manager

INSIDE THIS ISSUE

Pilgrim Weighs In!	1
New Catalog!	2
Marketing Moment	3
Getting to know you	4
Communicating as a Team	4
Catalog Corrections	5
Quotes	5
Contact Us	5



NEW CATALOGS!

By Chad Buchanan - AES Marketing

Some of you who frequent the online AES Catalog may have noticed a format change. This change was made to accomplish three things:


- 1) Get you the information you need quickly.
- 2) Make it easier for you to print replacement pages. You can print your pages single sided, hole-punch them and not worry about punching through any important information.
- 3) *Coming Soon* Easier online navigation. When you view the full AES Digital Catalog, you will be able to quickly jump to sections by using the tabs at the top of the page!

We have also printed all new Catalog "Bricks" with the new formatting, if you need to update your catalog, give your Inside Sales partner a call and they'll get a new brick out to you.

Index 100 200 300 400 500 600 700 800 900 1000

Spring & Summer Products

Firegear
Outdoor Fire Pit Burners



Fire Pit Burner Systems - Direct Spark Ignition Kit
Kit includes stainless Steel bowl, fire star, stainless valve box, stainless flex line with gas fitting, battery operated direct spark ignition, variable flame remote control (On/Off, High/Low) and DIY template.

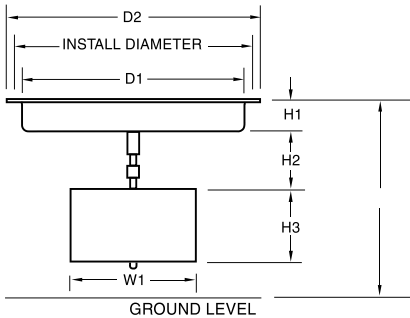
Item Number	S&F	Description	Retail
FGFPB19AFEIN		19" Bowl System - Direct Spark Electronic Ignition - NG	\$2,050.00
FGFPB25AFEIN		25" Bowl System - Direct Spark Electronic Ignition - NG	2,150.00
FG19DSILPK		LP Conversion Kit for 19" Bowl	60.00
FG25DSILPK		LP Conversion Kit for 25" Bowl	60.00
FGDSIDCA		110 Volt Conversion Kit	28.00
FGDSIWWS		Wireless On/Off Wall Switch	42.00
FGDSIWWSHL		Wireless High/Low Wall Switch	46.00

Fire Pit Burner Systems - Matchlight Kit
Kit includes stainless steel bowl, fire star, stainless flex line with gas fitting, key valve and DIY template.

Item Number	S&F	Description	Retail
FGFPB19MTN		19" Bowl System - Matchlight - NG	657.00
FGFPB25MTN		25" Bowl System - Matchlight - NG	837.00
FGFPB19LCK		LP Conversion Kit for 19" Bowl	30.40
FGFPB25LCK		LP Conversion Kit for 25" Bowl	30.40

FIRE PIT BURNER SPECIFICATIONS

Burner System	High BTUs	Low BTUs	Gas Inlet Pressure			
			NG Max.	NG Min.	LP Max.	LP Min.
FGFPB19AFEIN	80,000	50,000	14.0" w.c.	5.0" w.c.	14.0" w.c.	11.0" w.c.
FGFPB25AFEIN	110,000	50,000	14.0" w.c.	5.0" w.c.	14.0" w.c.	11.0" w.c.
FGFPB19MTN	80,000	50,000	14.0" w.c.	5.0" w.c.	14.0" w.c.	11.0" w.c.
FGFPB25MTN	110,000	50,000	14.0" w.c.	5.0" w.c.	14.0" w.c.	11.0" w.c.



MODEL	19" Burner	25" Burner
INSTALL HEIGHT (MINIMUM)	18"	18"
INSTALL DIAMETER (MIN/MAX)	20"/21"	26"/27"
D1	19"	25"
D2	21.75"	27.75"
H1	2.5"	2.5"
H2	4.5"	4.5"
H3	6"	6"
W1	10.5"	10.5"

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05/10 1013

New Navigation Bar - Click on a section and instantly go there! (Online Catalog Only, Coming Soon)

The right and left margins have been designed to allow you to print single sided and hole-punch them without putting a hole in any information.

I am always looking for ways to make the AES Catalog as user-friendly as possible. If you have some suggestions for future improvements, feel free to send me an email at chadb@aes4home.com.



MARKETING MOMENT

By Jim Rubart - AES Marketing Manager

What Color is Your Ping Pong Ball?

Let's pretend I have seven Ping-Pong balls. One yellow, one blue, one red, one green, one purple, one gold, one silver. You're standing five feet away. I toss them in the air and tell you, "Catch the Ping-Pong balls!" Odds are you'll catch none.

If I throw them again and say, "Catch the green one!" odds are much higher you'll end up with the green one in your hand. This is marketing. You have to narrow your focus till you know exactly what the purpose of your retail outlet is. What "ball" do you want to catch with your store?

Once upon a time a plumbing company said, "We're not going to do faucets anymore. We're not going to do bathtubs. No shower heads. We're going to do only one thing." The other plumbers said, "You're crazy. A plumber

has to do it all." They said, "Nah, we're going to do one thing, do it well, and become known for it. Drains." Some of you have figured out I'm talking about Roto-Rooter, one of the most successful companies in the history of America.

You have to do the same thing with your store. Focus.

It's extremely rare to find a company that succeeds in selling multiple items from different industries. (Yes, you can mention Amazon, but I don't think of them as a conventional store.) But I'm not talking as much about deciding for or against selling lattes or clothing in your store as I am about your vision for what you're doing 60+ hours per week.

What's the motivation behind your store? If it's just money, you'll never achieve a great deal of success. Think Starbucks. Their vision was to provide outstanding coffee in an atmosphere that harkened back to the day when everyone gathered at

the local pub. They obviously succeeded. Starbucks isn't selling a 900 year old commodity. They're selling an experience, they're selling a gathering place, they're selling a lifestyle.

So what is your vision? Your purpose? Your motivation? Your theme?

Knowing this is key, because when do, everything you write will be put through that filter. It will influence every marketing and branding choice you make.

Do you know what yours is? Here's a test: If someone were to wake you in the middle of the night—when you wouldn't have time to think about it—and ask, "What is your store about?" how would you answer? In one sentence (or less), can you describe the vision you have for your company?

As you're pondering this, remember, your vision isn't so much what you write as what it does for your customers.

Have a marketing question? Fire it my way: jimr@aes4home.com



SOME THINGS YOU SHOULD KNOW ABOUT CHAD BUCHANAN

Favorite Movies? Goldfinger, Zoolander

Favorite Book? The Hitchhiker's Guide to the Galaxy

What Did You Want To Be When You Were Growing Up? Racecar driver, Astronaut, Theoretical Physicist

What's The Best Part of Your Job? Seeing projects go from my computer screen to the showroom where they can help promote more sales.

What's The Worst Part of Your Job? I plead the fifth.

Favorite Quotes? "Bond. James Bond."

Favorite Hobby? Fishing, camping, anything that gets me away from a computer and cell reception.

Funniest AES Story? What Happens at AES Stays at AES.

Favorite Food? You can never go wrong with Pepperoni Pizza

Favorite Place In The World? Bogachiel River up in Forks, WA - for Steelhead fishing, not Twilight.



Chad directing traffic at Eggfest.

COMMUNICATING WELL AS A TEAM

Clear communication is vital for strong relationships whether with friends or among the staff in your store. We all know this, but making sure the lines stay open takes work. With that in mind let's take a quick look at how to develop successful team communication, which means a more successful business:

1. Know each other.

This sounds obvious and something you already do. But do you know each other's goals? Their aspirations? What makes them excited when they're not working? People are thrilled when someone else is interested in them beyond what they do during the work day. What do the people you work with need to feel encouraged? People are wired differently. Some people need to hear they've done well. Others like to see demonstrable acts of kindness.

2. Communicate fully and often.

Most people don't like surprises. Especially in the workplace. Over communication is far better than under communication.

3. Brainstorm without judgment.

Great ideas often come from the seeds of craziness. Before judging an idea for improving your store—no matter who it comes from—see if there's a diamond hiding in what might seem like a far out idea. Encourage each other to share light bulb moments, then brainstorm to flesh out what might be a profit maker for the store.

4. Don't hold it in.

If something is bothering you, get it out. Issues rarely get better by letting them stew. (See point # 2.)

Will it take practice to implement the ideas above? Of course. But the rewards will far exceed the cost.



CATALOG CORRECTIONS

Section 300

Page	Item Number	Retail
304	OCELHF645	\$64.00
304	OCELHF830	62.00
304	OCELHF845	64.00

QUOTES TO LIVE BY...

"Forget love... I'd rather fall in chocolate." *Anonymous*

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover." *Mark Twain*

'I've missed over 9,000 shots in my career. I've lost almost 300 games. 26 times I've been trusted to take the game-winning shot . . . and missed. I've failed over and over and over again in my life. And that is why I succeed.'
Michael Jordan

AES LOCATIONS

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DENVER, CO 5077 Kingston St. Denver, CO 80239 Phone: 303-937-9014 Will Call Pick-up: 8a-5p M-F, Closed 12p-1p
WEST SACRAMENTO, CA 3121 Evergreen Ave., #200 W. Sacramento, CA 95691 Phone: 916-372-7070 Will Call Pick-up: 8a-5p M-F

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