

THE AES BARGAIN CORRAL IS OPEN!

By Jeff Davidson - AES Controller

Do you have shoppers who are always looking for a deal? Their primary motivation seems to be finding the lowest price? Yep, I'm sure you know what I'm talking about.

So how do you make any kind of margin on customers like that? They take as much time to sell as other, more value conscious customers, often *more* time!

The AES Bargain Corral might be a solution.

Have you checked it out? It's full of a wide range of brand new products that have been marked down an additional 10% to 25% off our regular prices.

This means you'll have items in your store you can direct bargain shoppers to when they're really pressing you for a low price, and you can still make a decent margin.

You can browse the items through the Partners part of the AES Web site. When you log onto the AES Partners Site, hit the Inventory button and look for the Bargain Corral button in the upper right hand corner. If you have any questions, please grab the phone and call your AES Inside Sales partner. They're up to speed on all aspects of the Bargain Corral and can answer any questions.

HAVE YOU ORDERED YOUR BEEFEATER YET?

G'day mates!

Do you remember us telling you in the last Hearthbeat that the Beefeater grills were making their way from Australia to Seattle? They're here! And they look even better than we expected.

We confess, the first thing we did is fire up one of the models and try out the pizza oven. Unbelievable. It worked perfectly and the pizza tasted so good.

A quick reminder why this grill will have your customers salivating:

1. Price - pricing on the Beefeater hits the sweet spot; this is a high quality grill that is affordable for the average consumer.
2. Because of the burner set up—three and a half inches from heat to meat—these grills can cook almost anything to perfection.

Price points start at \$549.00 complete with the trolley and a cover. The upper end is \$2,650.00 for a 5 burner with cast stainless burners, a side burner and grill cover.

Carts come with either a powder coated metal or stainless. Does this grill get hot? You better believe it! Wok Plate option? Absolutely!

If you haven't placed your order yet, now is the time. We have 'em in stock, they're ready to roll.

We assure you, the Beefeater will be an eye catcher on the sales floor and a line that will cause your cash register to ring.

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Yes, that is a Pizza Oven!



MY UNSUNG HERO

Do you have any unsung heroes in your life? I have one in mine; Ron Kearney, purchasing manager for AES.

April was Ron's 18th year at AES. When he started working for Kirk and me, Ron managed our old warehouse. His first winter in the AES warehouse was a cold experience—literally. We could have hung meat inside. With tons of freight coming in, plus frequent will call customers showing up, the warehouse doors were always open. Hats, gloves and sometimes even scarves were standard issue for more than a few weeks that winter.



A few years later, we moved into our current location. Since it was only two miles from our old warehouse we decided to use our own trucks to move all our products. Can you imagine how many trips Ron took hauling everything over to the new warehouse? I bet Ron doesn't want to think about it ever again!

Thirteen years ago, we asked Ron if he wanted to become our purchasing manager which would come with a warm office in the winter and air conditioning in the summer. It took him about half a second to say yes. But he soon understood the saying, "The grass might be greener on the other side, but sometimes it's much tougher to chew." Don't misunderstand. Ron enjoys his job, but some days winning the inventory game is impossible.

Ron, why do you have so many of these in stock? Ron why are we out of this? Why don't we have more of that? Why didn't you know this product wouldn't sell?

Ron constantly gets feedback from our outside and inside sales staffs—so he isn't flying blind—but there's no question his job is getting tougher. Keeping the right mix and balance in stock is a challenge when manufacturers come out with new products within each line, not to mention price adjustments that happen—sometimes as often as every 60 days.

That's one reason we ask for a dating order from you in the spring, which gives Ron at least some idea of what you have in your stores which helps him understand what he needs to order more of. So if you take part in our early buy programs, you'll get a Big Thank You from Ron!

If you've got an idea, suggestion or want to talk about a product we should carry, give Ron a buzz. His extension is 3050 and if he's not there, he'll certainly call you back.

I know it sounds like a cliché to say this, but Ron does all of the above with a smile. I don't think I've ever seen him angry. On top of that, you rarely get a higher quality person than Ron Kearney.

Now that I've said publicly what I've felt for 18 years, I'll challenge you to recognize one of the unsung heroes in your company. You'll be glad you did.

Finally, I want to express my sincere thanks for choosing to do business with AES. I know we have all had a tough couple of years and I hope the light is truly at the end of the tunnel soon. For all of you.

Sincerely,

Craig Newby



ONE OF OUR OWN MAKES GOOD

On April 1st, AES Director of Marketing Jim Rubart had a lifelong dream come true when his first novel released from B&H Fiction.

It's the story of a young Seattle software tycoon who inherits a home down in Cannon Beach that turns out to be a physical manifestation of his soul. For a time, it was the # 1 download in the Amazon Kindle store and it's been selling out in local area bookstores.

If you're a fiction reader, this one is un-put-downable. (At least that's what we're seeing from reader reviews on Amazon!)

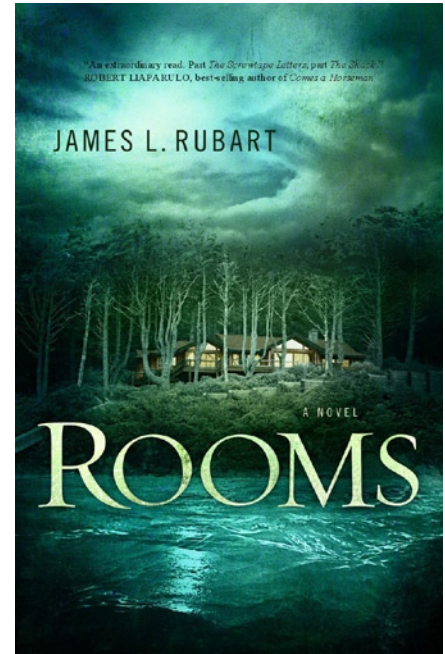
Jim's novel, ROOMS, is available in all major book stores and online at Amazon, Barnes & Noble, LifeWay, Books-A-Million, etc.

Hey, and if you do read it, you can call Jim and talk to him about it!

[Order ROOMS from Amazon.com](#)

[Order ROOMS from Barnes & Noble](#)

[Order ROOMS from Borders](#)



YOU'D LIKE SOME MO' MONEY?

By Lisa Thompson - AES Data Processing Manager

I think everybody needs Mo' Money, so I'm here again talking up ways to save you mo' money. I can't help it, it's just what I like to do!

So here's the deal: We all know advertising brings in customers, but they need to see the advertised products on display. That's a big factor in closing the sale.

Most vendors recognize this and offer great display programs, giving you incentive to put their products on your floor. For example:

- Forrest Paint offers free paint Racks with 10 cases of paint purchased
- RH Peterson has a great display program for Gas Logs
- Kingsman (they just work) offers an additional 50% discount for burning displays.



Touchy, feely, helps sell. So, do you have plenty of touchy, feely in your showroom? Com'on What are you waiting for? Play the display game and get paid to do it! And it will make your profit margin happier.

Remember, if you need ideas or want to explore your options, e-mail me at: lisat@aes4home.com or give me a buzz at: 800-682-9722 ext. 3007.



WHAT? YOU DON'T CONDUCT CUSTOMER SURVEYS?

By Jim Rubart - AES Marketing Manager

Sales 101 says your best potential buyers are existing customers. If they bought from you once—and were satisfied—they will be highly receptive to buying from you again. Existing customers are also a tremendous source of info on what you're doing right and what areas you could improve on. Don't worry if you've never done a customer survey or even thought about conducting one. They don't have to be complicated.

Ready? Below are six questions that can tell you a ton about why your customers are happy or why they're not:

1. What made you decide to shop in our store the first time?

How did customers discover you? Blogs? Web site? Radio ad? Word of Mouth? TV ad? Newspaper ad(s)? Reviews? Drive by? Google? After a while you'll start to see a pattern which will tell you where to focus your marketing efforts.



2. What's one thing we do that you like — that other stores don't do or don't do as well as we do it?

You might find out it's your rollicking newsletter, or your stellar sales staff, or the ... Here you want to get specific answers; generalities like "Oh, I enjoy being in your store ..." won't be very helpful. For this type of question I suggest providing a number of options to choose from as well as a line that says "Other ___" so responders can fill in their own answers. Powerful information could come out of this.

3. What's one thing we could do — that we don't do — that you'd really like?

The most popular ad in the Super Bowl this year was a Doritos spot made by amateurs. As one article said, "The public knows what the public wants." If you ask this question you'll get a lot of answers you can't use, but you might get an idea that makes a lightbulb explode over your head. Who better to ask what your customers want than your customers themselves?

4. Have you recommended our store(s) to others? If yes, why?

The answers to this question will be gold. Out of this will come taglines, slogans and deep insight into your brand. Answers here will tell you what it is about your store(s) that make customers grab their friends and say, "_____ is a great store!"

(If you're really gutsy, you can ask why they wouldn't or haven't recommended your store(s) to a friend.)

5. What would you Google to find stores like ours? And if you Googled our store, what did you type in?

If you want to be found online—and that's where the world resides these days—you have to know how people are searching for you. The flaw in this question is people won't remember exactly what they typed in. But their answer will be close. And over time, you'll learn what types of phrases you'll want to put into your Web site, radio ads, TV ads, Facebook page, etc. Also, visit the Web sites that come up on that first page of results. They will tell you where a truckload of your potential customers are hanging out.

Where to pose your questions

You can send out your survey to your e-mail list if you have one, you can develop questionnaires on sites like www.surveymonkey.com. You can use a Facebook fan page to ask your questions or you can simply type your questions up, print them and hand them to customers.

Marketing questions you'd like answered in the next Hearthbeat? E-mail me at: jimr@aes4home.com



TEN THINGS YOU SHOULD KNOW ABOUT ADRIANA BOSI

Favorite movie? Breakfast at Tiffany’s, I love Audrey Hepburn.

Favorite book? The Twilight series.

What did you want to be when you were growing up? A banker, now I work in purchasing which still deals with money.

What’s the best part of your job? Getting to interact with everyone here, we have a great crew.

What’s the worst part of your job? The weekends.

Favorite quote? “When you think all is lost remember the future remains.” Robert H. Goddard

Favorite hobby? Making scarves & crafts.

Funniest AES story? One day, we had an old employee, Michael Mudge, come by to visit so I went to say hello. Bill says to us, hey, you two are about the same height. He put our receptionist, Brandie, Michael Mudge, Mike Franks and myself all together and was taking a picture. Next thing you know everyone wanted to get a picture of us since we are all vertically challenged. We should have started charging a dollar a picture!

Favorite food? Lasagna, nah, anything Italian.

Favorite place in the world? Italy, I’d love to go back.



HOW LOW CAN WE GO?

You like the idea of 10% off? How 'bout 20%? Anyone for 30%?

I think we have a winner at 45% off!

Right now—for a limited time—we have “Tranquiline” Whistle-Free Gas Log Connectors with Fittings - Black Coated. And yes, you read right, you can buy them at a 45% discount off list.

These are in stock and ready to ship immediately.

Yes, our Inside Sales team is standing by. Give 'em a call.

No Whistle - Black Gas Flex Connectors

Part Number	Description	List
FGT102213212	3/8" OD 3/8" MIP X 1/2" FIP X 12"	\$13.00
FGT102213218	3/8" OD 3/8" MIP X 1/2" FIP X 18"	15.00
FGT102213224	3/8" OD 3/8" MIP X 1/2" FIP X 24"	16.00
FGT102213230	3/8" OD 3/8" MIP X 1/2" FIP X 30"	21.00
FGT102213236	3/8" OD 3/8" MIP X 1/2" FIP X 36"	25.00
FGT202213212	1/2" OD 3/8" MIP X 1/2" FIP X 12"	15.00
FGT202213218	1/2" OD 3/8" MIP X 1/2" FIP X 18"	17.00
FGT202213224	1/2" OD 3/8" MIP X 1/2" FIP X 24"	20.00
FGT202213230	1/2" OD 3/8" MIP X 1/2" FIP X 30"	24.00
FGT202213236	1/2" OD 3/8" MIP X 1/2" FIP X 36"	26.00



STAY IN TOUCH!

Do we have your e-mail address?

This is the quickest and most efficient way for us to get you updates for:

- Your catalog
- New pricing
- Promotions
- New product info



Call your Inside Sales Partner to make sure they have your correct e-mail address so you're never out of the loop!

QUOTES TO LIVE BY...

"Failures do what is tension relieving, while winners do what is goal achieving." Dennis Waitley

"I cannot give you the formula for success, but I can give you the formula for failure--which is: Try to please everybody." Herbert Bayard Swope

"Nobody can go back and start a new beginning, but anyone can start today and make a new ending." Albert Einstein

AES LOCATIONS

PAYMENT REMITTANCE

Associated Energy Systems
P.O. Box 60196
Renton, WA 98058-3196

BUSINESS CORRESPONDENCE

Associated Energy Systems
8621 South 180th Street
Kent, WA 98032-1027
local phone 425-251-3901
local fax 425-251-6230

AES WAREHOUSE LOCATIONS

SEATTLE, WA
8621 South 180th
Kent, WA 98032
Phone: 800-682-9722
Fax: 800-682-8611
Will Call Pick-up: 8a-5p M-F

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

CONTACT AES - Find this info on the web at <http://www.aes4home.com/contact.html>

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