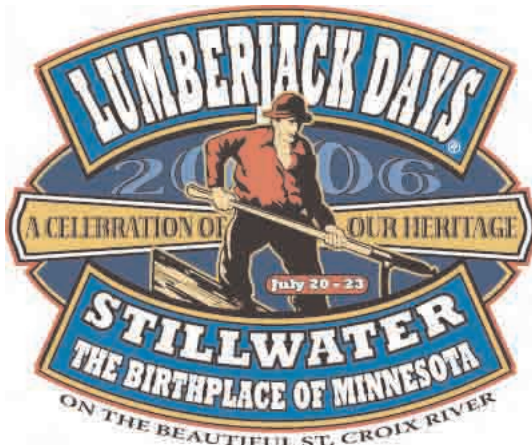


## TimberSports Finals Slated for Lumberjack Days Festival

(Stillwater, Minn.) - Are you ready for elite lumberjack sporting events full of saw-screaming, chip flying action? The town of Stillwater, Minn. will host a STIHL® TIMBERSPORTS® championship weekend as part of Lumberjack Days '06. The weekend's highlights include the STIHL® TIMBERSPORTS® Professional Series Championship, the STIHL® TIMBERSPORTS® Collegiate Series Championship, and the STIHL World Championships of Log Rolling and Boom Running. Fans can see all the action live July 20-23 at Mulberry Point Demonstration Stadium in Downtown Stillwater.



"This is going to be the ultimate championship weekend," said Roger Phelps, promotional communications manager for STIHL Inc. "We're sure that the fans of lumberjack sports will be treated to non-stop excitement as the very best athletes compete for the top honors in their respective disciplines."

The STIHL® TIMBERSPORTS® Series competition will be filmed for broadcast later this year on ESPN2. The professional competition is the last stop on a three-city tour that starts with 32 axemen, 12 speed climbers and 12 boom runners. The Stillwater competition will pit the top eight lumberjack sport athletes against one another in their respective disciplines to determine the ultimate champion.

The STIHL® TIMBERSPORTS® Collegiate Championship, filmed for ESPNU and scheduled for broadcast in August, features the top competitor from each of the four regional US qualifiers (Atlantic, Western, Southern and Northeastern) and two from Canada. These six college athletes will vie for the STIHL® TIMBERSPORTS® Collegiate Championship title. In addition to bragging rights, the honor guarantees the winner an automatic place in next year's pro series.

To round out the week of competition, STIHL is proud to introduce the STIHL World Championships of Log Rolling and Boom Running. Presented in conjunction with the International Log Rolling Association (ILRA), the official sanctioning body of the sport, the World Championships will feature four days of competition in both men's and women's log rolling and boom running.

"The lumber industry and lumberjacking activities have tremendous historical significance in Stillwater," said Dave Eckberg, coordinator of Stillwater Lumberjack Days. "Bringing in the STIHL® TIMBERSPORTS® Series is a wonderful addition to our festival. We are honored that they are joining us."

Dodge, the official truck of the STIHL® TIMBERSPORTS® Series, will showcase some of the latest Dodge vehicles; Carhartt, official work wear sponsor for the Series, will operate its show trailer with displays and prizes; and Cabela's, official outfitter of the Series, will add to the excitement with the "Cabela-tron" and additional giveaways. ESPN2 will air the STIHL® TIMBERSPORTS® Professional Series this November and December, and ESPNU will air the STIHL® TIMBERSPORTS® Collegiate Series this summer, with all shows rebroadcast throughout the year.

For more information and latest updates, log on to: [www.stihltimbersports.com](http://www.stihltimbersports.com)

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# CDC • BME Begins Rolling Out eCommerce Storefront

We are currently in the process of gradually switching dealers from Proquest (EDN) to our own online inquiry/ordering web application called CDC • BME eCommerce Storefront.

At present this new system will not interface with any dealer application system. It will however provide much more functionality than the current EDN system.

“Dealers are being brought into the system a few at a time,” said Mike Brothers, manager of CDC • BME’s IT department. “Ten dealers at a time will receive their username and password access codes, the URL of the website, and a QuickTips start-up guide. Once they’re up and running, we will invite the next batch in.”

STIHL Inc. is seriously considering making the Storefront system standard for all STIHL dealers.

## What You Can Accomplish with Storefront

- Login and place your orders online.
- Real time connection to our backend system.
- Current dealer pricing based on each dealers specific product bracket.
- Order history shows current and previous month by default, with 36 months of Order History available through targeted search.
- Inquiry on account information.
- View open invoices.
- View paid invoices.
- View and track current purchase orders through our warehouse.
- Track FedEx and UPS shipments
- Emailed purchase order confirmation.
- Search or Browse inventory by product class.
- Single or multiple item entry if item numbers are known.
- View a list of item number specials or other pertinent information.
- Automatic quantity round up of items with standard pack quantities.
- Links or URL's to other valuable web sites and documents such as:  
CDC • BME: main web site, marketing advantage and playbook.  
STIHL: eService, iCademy, PowerChord and marketing web sites.

**cdc** CRADER DISTRIBUTING / BLUE MOUNTAIN EQUIPMENT

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[Get Started with Storefront Quick Tips 2006 PlayBook](#)

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**Cart Item Add**

Item Number:

QTY:

UOM:

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[Order History](#)

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[Paid Invoices](#)

[Review Orders](#)



# “If You’re Not in this Ad Program, You’re not Interested in Growing Your Business”

So says Dave Wood of Smitty’s Lawn & Garden in Olathe, Kansas. And Dave isn’t the only dealer who has good reason to be a fan of the Marketing Advantage ad campaign.

No one is more enthusiastic than Johnny Gasset, whose J Gasset’s Lawn Products has seen a 40% increase in the sale of STIHL since the ad campaign began this spring. “We’re seeing people we’ve never seen before,” Gasset told us. He went on to describe a new level of upscale homeowners that are coming in. “They’re the non-Home Depot customer, people who don’t shop the big boxes, who have been wondering where they can find STIHL.”

Marketing Advantage is “all about dealer awareness. The money I’m spending is to promote the dealer – telling the customer where he can buy STIHL.”

Alvin Moran at American Lawn and Leisure in Topeka, Kansas, is also a big believer in the power of the Marketing Advantage ads. He reports that his STIHL sales are way up thanks to days like the memorable Saturday in May when he had seven people standing in line with STIHL trimmers.

“People are coming in already knowing what (model) they want because they saw it in the ads,” Alvin told us. “Most of them have all had box store brands that haven’t made it through the year, and they’re tired of that stuff. They want STIHL because it’s such good quality.”

“That’s all I have in my store any more,” he added. “I only sell STIHL handheld. If you find something you know is good, why mess with the other stuff?”

Back in April, right after the ads started running in south Texas, Territory Managers Mark Hilliard and Tony Salmon were helping out at Triangle Lawn Equipment’s open house, where the TMs heard two great sales success stories. One was about a Triangle customer who had just purchased a Mantis tiller when he saw the Marketing Advantage ad featuring MM 55. He had no idea STIHL made a cultivator, but he was familiar with the STIHL reputation. He immediately canceled the Mantis order and bought the STIHL. Another Triangle customer reported that

**Think you can't afford the best for Dad?**

**Think again.**

MS 170 Chain Saw only **\$169.99**

BG 55 Blower only **\$139.99**

FS 45 Trimmer only **\$129.99**

Exclusively at Your Local STIHL Dealer

he had ordered a cultivator from Sears and they accidentally shipped him an edger. The man's son saw the MM 55 ad and convinced his dad that STIHL had the best quality made, so he canceled the re-order of the Sears cultivator and took home an MM 55.

"That was two units stolen from mass merchants," Tony crowed.

"You gotta love it!"

You do, indeed.

Do you have a Marketing Advantage success story? Call Connie at 573-238-2675 x 255 and we'll share it with everyone in an upcoming issue of the POST Powerline.

**Most people think STIHL is high quality and expensive.**

**They're half right.**

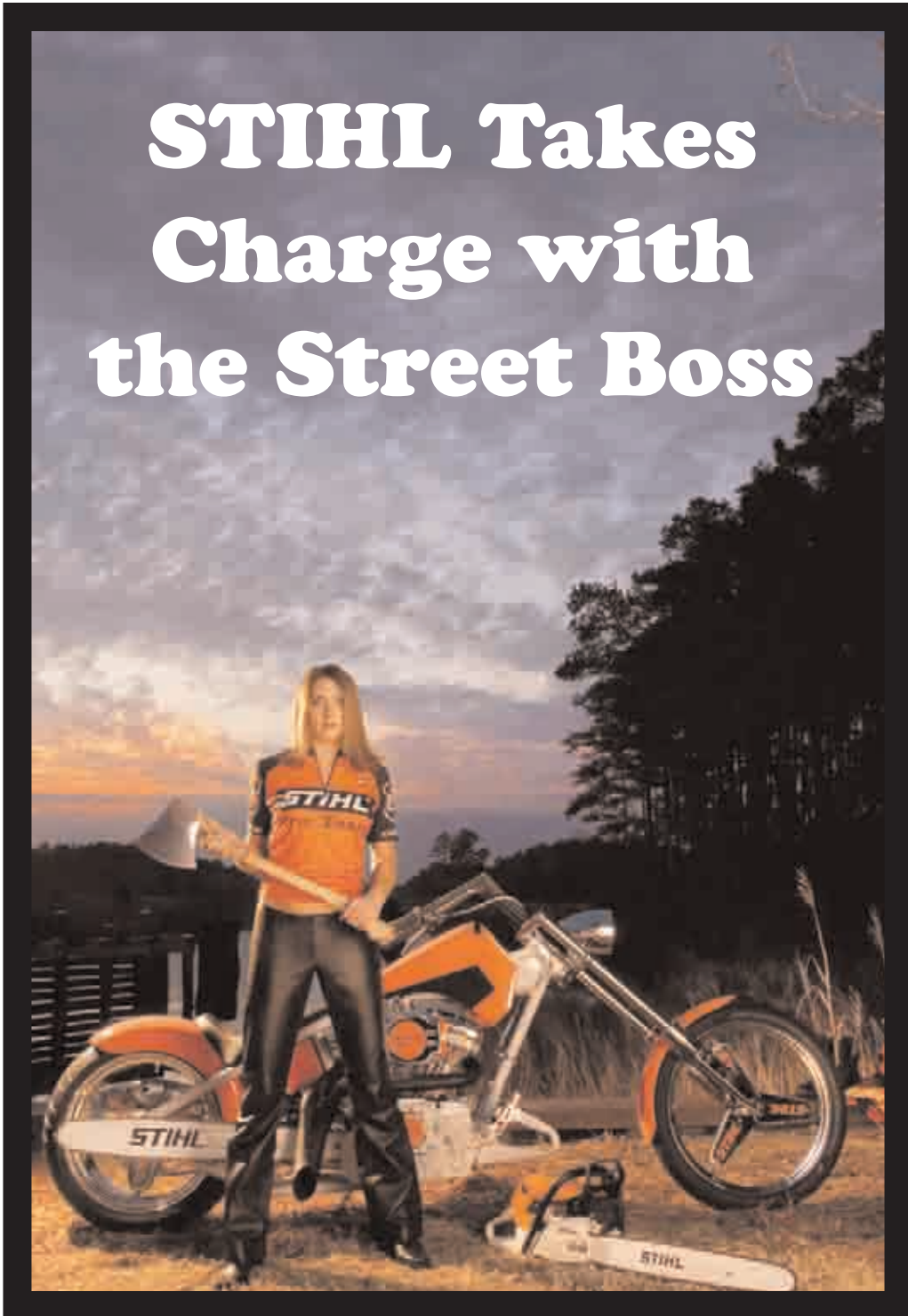
BG 55 Blower only **\$139.99**

MS 170 Chain Saw only **\$169.99**

Exclusively at Your Local STIHL Dealer



# STIHL Takes Charge with the Street Boss



Team STIHL member Erin is a medal-winning competitor in one of the sport's top-rated events. Her STIHL means business as a professional logger. Erin is proud to ride her 441 STIHL Magnum™ chopper. The Street Boss® custom chopper.

The MS 441 STIHL Magnum™ chopper features an efficient prefiltration system that extends the filter life of form. On the MS 440, this machine's low vibration has been reduced. When speaking of rides, check out the Street Boss chopper inspired by the professional chain saw. The Street Boss has wheels, with a chain saw mounted on the tank, eye-catching guide rails, and the mark STIHL orange and black. Ride a chopper like it on the road.

And the best news is that the Street Boss®. Every time you see a saw between May 19, 2011 and August 31, 2011, call or visit us online to enter to win the Street Boss.

## See for Yourself

Date	Location
7/1 - 7/2	Decatur, AL
7/22 - 7/23	Stillwater, MN
7/31-8/1	Minneapolis, MN
10/6 - 10/8	Louisville, KY
11/9 - 11/11	Baltimore, MD



**Send your customers to**

Erin LaVoie wears our name with pride as a competitor at the ESPN Great Outdoor Games and is a featured female chopper. She also shows that she's a professional when she's working as a professional. To introduce two monsters of industry, the MS 441 Magnum chain saw and the STIHL MS 441 Street

The Magnum™ chain saw boasts a new, highly advanced system that extends cleaning intervals, downer systems. Compared to the legendary Magnum, it boasts a 15% fuel efficiency increase, and is cooled by 60% for an improved "ride." And to top it off, our awesome one-of-a-kind custom STIHL Street Boss® is a virtual MS 441 on wheels. It features a custom starter handle, a custom-shaped gas tank, handguards mounted on each side and a trade-show inspired gray paint scheme. There really is no other like it.

So much so that you could actually win the STIHL Street Boss®. To enter, simply purchase and register a STIHL chain saw by May 31, 2006 and May 31, 2007, you are automatically entered to win the STIHL MS 441 Street Boss®.



### STIHL StreetBoss Specs

- Displacement:** 1638 cc
- Power:** 110 hp
- Compression Ratio:** 10:1
- Engine:** Polished 100 in. 4X4, Speed: 6500 rpm
- Transmission:** Polished 6-speed, Torque 115 ft. lbs
- Belt Drive:** 3-inch BDL
- Frame:** Pro-One
- Complete front end:** Pro-One
- Custom Details:** Side covers and "saw handle" were fabricated from solid chunks of aluminium. (Some may think that they are plastic covers). Rear saw blades are STIHL blades cut down to fit bike. Gas tank is a one-of-a-kind fabrication specifically made for this bike.
- Wheels:** 250 rear / 21 in. front. One of a kind; made especially for this bike alone. Chains used on the wheels are of course STIHL.
- Rear Brake & Sprocket Combo:** Made by GMA
- Fenders (Front & Rear):** Pro-One
- Seat:** Seat was especially made for this bike by Pro-One
- Unique Start:** Being a chain saw bike, it is only fitting that the bike be started by pulling the handle.

### Events on the StreetBoss Tour

Event
STIHL® TIMBERSPORTS® Series Qualifier 2
STIHL® TIMBERSPORTS® Series Qualifier 2
Int'l Society of Arboriculture (ISA)
Int'l Lawn, Garden and Power Equip Expo
Tree Care Industry Expo (TCI)

Go to **STIHLusa.com** to enter



# Are You Ready for Hurricane Season?

**It's here. Hurricane Season 2006 officially started on June 1 with good news and bad news. The good news is that there will be fewer named storms than 2005's record-breaking 27. The bad news is that experts expect many of this year's storms to be category 4 and 5. Depending on who you ask, they also predict an 81% probability that at least one humdinger will hit the U.S.**

**That number was calculated by William**

Gray, who leads a team of storm experts at Colorado State University. He predicts an 81 percent probability that at least one major hurricane will make landfall along the U.S. coastline this year – and a 47 percent probability that one will strike the Gulf Coast.

Gray and his Colorado State colleague Phillip Klotzbach predict there will be 17 storms strong enough to deserve a name. Nine of those will become hurricanes and five of those will be intense – a Category 3 or stronger.

The Atlantic seasons were relatively mild from the 1970s through 1994. Since then, all but two years have been above normal. Experts say the world is in the midst of a 20-year-cycle that will continue to bring strong storms.

Between 1995 and 2005, the Atlantic season has averaged 15 named storms, just over eight named hurricanes and four major hurricanes, according to the National Hurricane Center. Before this latest above-normal cycle, from 1971 to 1994, there were an average of 8.5 named storms, five hurricanes and just over one major hurricane.

Last month during National Hurricane Preparedness Week (May 21-27) Deputy Secretary of Commerce David A. Sampson noted, "Preparation is the key message that President Bush wants to convey during National Hurricane Preparedness Week (May 21-27). The impact from these storms extends well beyond coastal areas



so it is vital that residents in hurricane prone areas get ready in advance of the hurricane season."

"Whether we face an active hurricane season, like this year, or a below-normal season, the crucial message for every person is the same: prepare, prepare, prepare," said Max Mayfield, director of the NOAA National Hurricane Center.

"One hurricane hitting where you live is enough to make it a bad season."

**Which hurricane forecaster has the best crystal ball for 2006?**

<b>2006 Predictions (as of April)</b>			
	<b>Tropical Meteorology Project at Colorado State</b>	<b>Weather Research Center in Houston, TX</b>	<b>2006 Actual</b>
Named Storms	17	11	?
Hurricanes	9	5	7
Intense Hurricanes (category 3 or stronger)	5	2.5	?

<b>2005 Predictions and actual storms</b>			
	<b>Tropical Meteorology Project at Colorado State</b>	<b>Weather Research Center in Houston, TX</b>	<b>Actual</b>
Named Storms	13	10	27
Hurricanes	7	5	15
Intense Hurricanes (category 3 or stronger)	3	2.5	7

<b>2004 Predictions and actual storms</b>			
	<b>Tropical Meteorology Project at Colorado State</b>	<b>Weather Research Center in Houston, TX</b>	<b>Actual</b>
Named Storms	14	7	14
Hurricanes	8	4	9
Intense Hurricanes (category 3 or stronger)	3	2.4	6

**Insurance Journal - April 2006**

- .....81% probability that a major category three, four, or five hurricane will make landfall on the U.S. coastline
- .....55% above average chance that a major hurricane will make landfall
- .....April forecast for 2006 utilizes 52 years of past global re-analysis data
- .....the nation must learn from the 2004 and 2005 hurricane seasons and prepare now for what could be a worse 2006 season than what happened in 2005.

**Are You Ready for a Storm? Are you ready for a STIHL?**

## Chances Are...

PROBABILITIES THAT AT LEAST ONE MAJOR (CAT 3-4-5) HURRICANE WILL MAKE LANDFALL ON EACH OF THESE COASTAL AREAS:

- 1) Entire U.S. coastline - 81% (average for last century is 52%)
- 2) U.S. East Coast Including Peninsula Florida - 64% (average for last century is 31%)
- 3) Gulf Coast from the Florida Panhandle westward to Brownsville - 47% (average for last century is 30%)
- 4) Above-average major hurricane landfall risk in the Caribbean

Researchers say we are in a 20-year cycle of more frequent, more powerful storms.

What's the message? **BE PREPARED!**

Are you?

The Atlantic hurricane season runs from June 1 to Nov. 30.

The names chosen for 2006 storms are:

**Alberto • Beryl • Chris • Debby • Ernesto •  
 Florence • Gordon • Helene • Isaac • Joyce • Kirk •  
 Leslie • Michael • Nadine • Oscar • Patty • Rafael •  
 Sandy • Tony • Valerie • William**



### Marketing Advantage Ads... Are You Ready to Retail?

Dealers throughout CDC and BME territories dressed up their showrooms this spring with products featured in the Marketing Advantage Ads. These are some of the pictures we snapped of these snappy displays .



Top left: Kirkpatrick Ace Hardware, Tyler, TX. Top right, Scott Kolbeck of Scott's Tractor in Smithville, MO. That's the Man of STIHL award Scott's holding.

Middle Row: "While Supplies Last" BG 55 and FS 45 displays at Allied Power Mart in Conroe, TX

Bottom: Top Cut Lawn Center, Harlingen, TX



## THE POST POWERLINE

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