

The Power Pipeline

Inside this Issue:

Naming the Newsletter	1
MOTORTECH Training	2
Suwanee Award	2
Mark Sweeney	3
Name that Engine!	3
CHP and Biodiesel	4
Archiving in Outlook	4
Fresenius Medical Care	5
Word Scramble	5
Great Customer Service	6

KRAFTPOWER
The power of performance.

**Engines, Generators, and
Power Transmission Equipment**

**Catering to the industrial, residential,
mobile, and marine markets with
quality power products,
a highly trained service staff,
and an extensive parts inventory.**

**9 branch locations throughout
the eastern U.S.**

Do you have news from your branch to share, or an article idea? Send it along to: landersen@kraftpower.com

Kraft Power Quote:

If all you have is a hammer, everything looks like a nail.

~ Bernard Baruch

Naming the Newsletter

So many submissions ... *and* so many comedians! The newsletter editorial team found all your submissions witty and fun to read. It was hard to find a clear winner, but we hope you'll agree that our new name, "**The Power Pipeline**" reflects the spirit of our newsletter *and* the business we conduct throughout each of our nine Kraft Power locations.

Congratulations go out to New Jersey's **Chris Stemper** for the winning name. Some interesting runner ups?

- The Great Cheese Whiz!
- The Spark
- As The Crankshaft Turns
- Rolling Stone

MOTORTECH Certified Training in Ohio

The following press release was recently issued by MOTORTECH:

MOTORTECH GmbH, global provider of stationary gas engine system supplies has experienced a growth surge worldwide. The corporation believes it is imperative to support OEM and end-user customers with an increased aggregate of knowledgeable and factory-trained service technicians in order to provide superior technical and product support. As a result, MOTORTECH has recently initiated a global "MOTORTECH Certified Service Program".

The MOTORTECH Certified Service program is offered to authorized MOTORTECH Central Distributors and their dealers, as well as to OEM's. The course involves a comprehensive two day classroom curriculum, followed by a one day "hands-on" session. All individual participants must pass a thorough written examination to earn their certification, and all of the classroom instruction is provided by a MOTORTECH factory trainer. Subsequently, all certified technicians will be required to write and pass an internet-based exam on an annual basis in order

to retain and renew their MOTORTECH Certified Service status.

MOTORTECH's inaugural certified training session was held at **Kraft Power Corporation** at their new Massillon, Ohio facility.

MOTORTECH is pleased to announce that **Mr. Alan Thomas**, Kraft Power Service Manager, was the very first participant globally to participate and attain the status of MOTORTECH Certified Service. In addition, ten other Kraft Power service technicians and dealer associate technicians were awarded similar status.

MOTORTECH would like to congratulate Alan and commend Kraft Power on their commitment to both MOTORTECH and to their own customer base by ensuring that Kraft Power service personnel are able to offer superior product knowledge, technical assistance, and installation prowess on all projects where MOTORTECH equipment is applied or already existing.



L to R: Brent Powers-VP, Sales & Distribution, MOTORTECH; Florian Virchow, President, MOTORTECH; Alan Thomas, Service Manager, Kraft Power Massillon

Kraft Power is an industry leader in the power-generation and reciprocating engine industry sectors. Kraft Power has strategic locations throughout the United States, and offers a full range of services from new fabrication, field retrofits and upgrades, and offers extensive distributorship relationships, coupled with superior parts and service capabilities. Kraft Power is a valued strategic partner and Authorized Central Distributor for MOTORTECH (www.motortech.de) in the eastern-seaboard and Great Lake areas of the United States.

Kraft Power Award in Suwanee

I am pleased to announce that Kraft Power has been selected for the **2008 Best of Suwanee Award** in the Generators category by the U.S. Local Business Association (USLBA).

The USLBA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, USLBA members are asked to identify companies that they believe

have achieved exceptional marketing success and overall customer satisfaction in their local market and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Also, a copy of the press release publicizing the selection of Kraft Power is [posted on the USLBA website](#).



Sincerely,

Ashley Carter
Selection Committee Chairman
U.S. Local Business Association

Getting to Know Mark Sweeney

My name is Mark Sweeney, and I head up the operations out in Kraft Power's Wisconsin territory. Before



coming to Kraft Power, I worked at Waukesha for twenty-four years in a variety of positions that in-

cluded WPS Service Parts Manager, Design Draftsmen and Senior Product Designer. I was introduced to Kraft Power when I moved to the Sales Department as an Applications/Sales Engineer. I supported Kraft Power and other Waukesha distributors with "No-Code" pricing and mechanical/electrical technical support on engines generator and controls. Over the years I have developed a great working relationship with all the branches distributing Waukesha Engines. After leaving Waukesha I joined the staff at Baldor Generator working in the sales department as an Applications/Sales Engineer. Working at Baldor I was reintroduced to the diesel product, rounding out my knowledge of the engines used in power generation applications.

Outside of work I am heavily involved with radio controlled cars. I race, and am involved with the R&D and design of the cars for many of my sponsors. In the winter I race 1/12 scale on-road electric cars, and 1/8 on-road gas cars in the

summer. Last year I was fortunate enough to win the ROAR 1/8 scale Masters National Championship. Yes, my wife Jayne also enjoys racing and is my pit crew for gas races.

About the Illinois/Wisconsin branch office. The office is central located between our two major markets: Chicago and Central Wisconsin. The Waukesha parts distribution center is located just minutes from our facility. We will have an in-house staff to cover customer's sales, parts and service requirements, and an external field service staff. The branch office will have the capabilities to handle small in house repairs such as cylinder head and water pump rebuilds. This is our starting point, and we will augment our capabilities as our customers needs dictate.

The Chicago market consists mainly of peak-shaving and co-generation applications. In a peak shaving application the genset is used during the peak or high demand hours of the day when electricity prices are at their highest. The theory is to produce electricity at a cheaper rate than the electricity can be purchased. This type of application is made more feasible by introducing cogeneration. Cogeneration is the process of using the engine water circuits (jacket and auxiliary) as well as the heat generated by the exhaust to produce hot water or steam. The hot water or steam is then used within a building or manufacturing process. This proc-

ess produces steam or hot water cheaper than it can be purchased. These markets are very sensitive to the prices of natural gas and electrical power, making cogeneration a wise choice.

The Wisconsin territory targets various types of agricultural producing digester gas as well as biogas produced by landfills and waste water treatment plants. Animal waste is typically used in a digester process to produce biogas that is used for fueling the genset. This process is consider very "Green" and Wisconsin state government offers incentives for using and producing biogas. Waste water treatment plants use a similar process to generate biogas from the waste collected at their facilities.

Landfills are another source of "free" biogas. A major concern with biogases are contaminants present in the fuel. Without effective filtering and cleaning, catastrophic damage can occur within the power cylinder. Even though the fuel is considered free, the cleaning process can be very expensive. Another concern with biogases is the swing or charge with Btu's content. This Btu swing requires controls that can regulate the air/fuel mixture to maintain desired combustion in the power cylinder.

Thanks for the opportunity to share what is going on in Wisconsin. I will keep you all updated on the progress of our newest branch location, and I look forward to a great experience in the Kraft Power family.

Name that Engine!

Can you tell a Deutz engine from a Perkins? Lister-Petter from Mitsubishi? See if you can recognize some of Kraft Power's more popular manufacturer's products.



Understanding CHP and Biodiesel

What is CHP? What is Biodiesel fuel? How do they impact Kraft Power, and how do they impact the rest of the world?

CHP units (combined heating and power) are designed to utilize 2 forms of energy from 1 source (i.e.; hot water/heat and electricity from a single fuel source). CHP has also been referred to as cogeneration, cogen and district energy. Because of its smart design, a CHP unit is an energy-efficient, environmentally-friendly power producer, which makes it especially significant as the world grapples with such concerns.

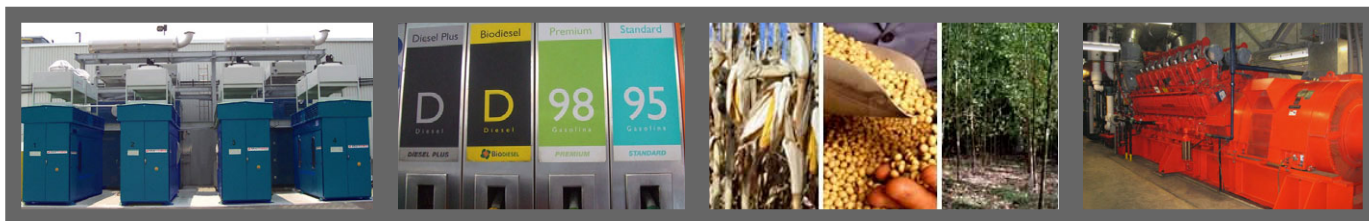
Fuels used in CHP include natural gas, fuel oil, biodiesel, propane, biomass, and renewables, such as wood waste. Biodiesel fuel is made by refining vegetable oils or animal fats for use in compression-ignition

(diesel) engines. Pure biodiesel (B100) can be used on its own, or it can be blended with diesel fuel (typically, a blend of 20% biodiesel with 80% diesel fuel (B20)). Biodiesel has lower emission rates than its fossil fuel counterpart, making a CHP system running on B100 fuel highly attractive indeed.

More and more energy consumers are finding CHP the best way to provide power and thermal energy for their energy needs, due to its numerous benefits. Traditional on-site power plants rely on several components to produce power and heat, making a smaller system that provides greater efficiency (CHP) an attractive alternative. Kraft Power experts report 85% total efficiency from a typical CHP system, as opposed to the 45% total efficiency using more traditional systems.

The cost savings associated with CHP are another strong draw: an average office building operating on CHP could see an annual benefit of \$130k after 4 years. Facilities using CHP may even provide enough power to sell excess power back into the main power grid. Waukesha and Schmitt Enertec are two manufacturing partners in our corporate family that offer CHP units. Kraft Power has installed hundreds of CHP systems to date in hospitals, factories, nursing homes and food processing facilities across the U.S.

Kraft Power has recently installed a 50kw B100 unit in Cambridge, MA, which has rather large implications if all goes well. An industrial power system that can operate completely devoid of fossil fuels could create a tremendous amount of interest from energy-focused parties in the region.



Archiving in Outlook

Have you been designated as a member of Brian's "Dirty Dozen"? Do you neglect cleaning out your email inbox until cobwebs form?

We all need to clean out and archive our emails periodically. It is easy enough to delete unwanted emails as they arrive, but archiving emails allows you to save the email locally, in case you need to refer to it later. Archiving frees up valuable space on the network, and is required of all Kraft Power email users.

Outlook has an Auto-Archive feature that can make maintaining your inbox a cinch. **AutoArchive** should be turned on by default. However, you can change its default settings.

1. In the **Tools** menu, click **Options**, and then click the **Other** tab.
2. Click **AutoArchive**.
3. With Run AutoArchive every **n** days selected, specify how often to run AutoArchive.



4. Select the options that you want.
5. To apply the changes to all folders, click **Apply these settings to all folders now**. This will override custom archive settings that you've specified on individual folders.

The Fresenius Project



Fresenius Medical Care (FMC) is the largest kidney dialysis provider in the country. Kraft Power has been awarded a National Service Account to provide

FMC with Kohler standby generators and service. We are entering our 3rd year on the project, with no end in sight.

Kraft Power is coordinating with other Kohler distributors around the country to administer service where FMC installations fall outside of our territory, which is unique. With 1,500 locations nationwide, keeping FMC outfitted with reliable standby power has become the main priority for Ed Johnson, Pat Cavanaugh, Marisol Mancia and Angela Vargas. Mike Latino manages FMC logistics at Kohler, and keeps the orders flowing. Ed estimates 200-250 installations per year. He estimates 3-5 more years of sales, and hopes to see service contracts continue for many years to come. So far we have 500 FMC generators under service contract, and we expect that number to grow with each new installation.

“This project is a huge undertaking, and we are doing well. Fresenius expects nothing short of excellence, so we have to be Johnny-on-the-spot with our responsiveness and technical abilities. Keeping all the moving parts in play and organized on this scale has been both eye-opening and rewarding.” FMC is in the process of rebuilding its infrastructure, so as each facility is rebuilt, we deliver a new standby power system to help maintain services for their patients.

The Kohler standby generators being installed and serviced offer between 100-350kw of power, depending on the size of the facility. When we learn of a new installation, we order the necessary components from Kohler and have them delivered to the site. Coordinating service work with all the FMC sites and the various Kohler distributors around the country has become a full time responsibility for Marisol. “I have to keep very organized and set constant reminders for follow up.” We work hard to keep lines of communication flowing properly between Kraft Power and the other Kohler distributors. Timely responsiveness to FMC needs will be cru-

cial to maintaining service work at Kraft Power. We expect to sign a renewal of our service contract soon, which will cover us for the next 2 years.

Fresenius’s North American Corporate office is located in Waltham, MA, and our relationship grew out of service work to an old 250kw over 15 years ago. After Hurricane Katrina devastated New Orleans, Fresenius locations in the French Quarter were desperate to keep their life saving equipment running. Our high level of responsiveness to FMC in such an emergency has rewarded Kraft Power with booming business *and* growing recognition around the country as experts in the power industry.



Word Scramble!

See if you can unscramble these **BRAND** names

1. itdcnisw
2. orawr
3. euhrlsce
4. larbdo
5. stoapccaol
6. rstprelietet

Answers on page 6...Don't cheat!!

Things learned from children...

1. When you hear the toilet flush and the words “Uh-oh,” it’s already too late.
2. LEGOS will pass through the digestive tract of a four year old.
3. Super glue is forever.
4. Always look in the oven before you turn it on.

To all of you who have learned these lessons...

HAPPY MOTHERS DAY!

HAPPY FATHERS DAY!

Great Customer Service Goes a Long Way

Great customer service, and more importantly, customer satisfaction is crucial for the success of any business. Building your company's success becomes much easier when customers are happy with the quality of products and services you provide. When a problem arises (and they always do), it is important to deal with them *before* they turn into larger issues that can alienate your customers and possibly drive them into the waiting arms of the competition. Good customer service should start with the opening line at the reception desk, and carry all the way through to decades of repeat shopping with your company. Here are a few things that you can do to ensure that Kraft Power customers are happy – and stay that way.

Communicate Well to Keep Customers Happy. Communication is the key to solving most customer issues. Your customers just want to know that you care about meeting their needs. Listen to what they have to say, let them know you understand their issue,

and if need be, *apologize*. A customer may at times say things in the heat of the moment, but a simple “I’m sorry” can defuse the situation in an instant. Remember: if you can’t meet our customer’s needs, there are many other companies out there who are more than happy to deliver on exactly what Kraft Power promises. Most people know that problems come with the territory of doing business from time to time. How you respond to those issues can make the difference between a one time customer and a life-long business relationship.

Be Proactive. Customers have options — and they know it. Even a long-time customer is likely to give up on your business if you fail to address their concerns immediately. Think of problem-solving strategies for most the most common issues in the power industry, and offer these solutions when your customer calls. You can easily turn a bad situation into a positive reflection of your abilities and Kraft Power’s responsive attitude. When you respond promptly and appropriately, you

often gain repeat business, and your customers will be more likely to recommend you to others.

Get Customer Feedback. Customer feedback can be of immense help in determining if they are happy with the services we offer. You can provide your customers with a feedback form that asks for suggestions to help you improve your products and services, or even offer new ones. Your customers may have problem-solving suggestions that you never thought of! Making them part of the solution can create a long-term relationship that keeps your business busy and your bottom line growing.



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Name that Engine Answers: 1. Perkins 2. Iveco 3. Deutz

Word Scramble Answers: 1. Twin Disc 2. Arrow 3. Hercules 4. Baldor 5. Atlas Copco 6. Lister Petter