

Marketing News

Head West for the 2011 EASA Convention, June 26-28, in Denver

Mark your calendars now for the 2011 Electrical Apparatus Service Association (EASA) Convention in Denver, Colorado, June 26-28. Fasco will be attending the show, as usual – and we'd like to see you there!

This year's show is entitled "Aspire to Leadership" – a phrase we've always taken to heart at Fasco as the industry leader in OEM direct replacement and general purpose motors, blowers and accessories. We'll be on hand to show you our latest and greatest Fasco products, which are sure to help meet your needs and those of your customers in the months and years ahead. And on the fun side, attendees of the EASA Convention will also have the opportunity to tour downtown Denver and Invesco Field (home of the Denver Broncos), plus nearby Colorado Springs and the U.S. Air Force Academy, the U.S. Olympic Training Complex, the Garden of Gods and more!

So if you're planning to attend the show and events in Colorado, be sure to stop by and see your Fasco sales representatives at the Regal-Beloit booth #401 and say hello. For more information, visit the convention's website at www.easa.com/convention.



New Product News

This summer, the forecast calls for hot – and for Fasco cooling season products!

Current long range weather trends seem to indicate that Summer 2011 may very well turn out to be a repeat of Summer 2010, with warmer than normal temperatures for many parts of the country.

So for those of us in the HVAC&R and motor industry, that can mean "hotter" than normal business! So to get your sales really heating up in the months ahead, now's the perfect time to start thinking about...and ordering...Fasco motors and accessories.

Summertime means everything's turning green – and now, so can your sales!

The new Evergreen Electronically Commutated Motor (ECM) we introduced last year gives your customers a truly "green" energy-saving alternative they can offer consumers who need new replacement motors for their air conditioning systems. That's because these motors use proven ECM technology to save energy and money every time the air conditioner kicks on. Homeowners can expect to save over 25% on their annual motor operating costs with an Evergreen motor...and up to 74% fewer watts when they run their fans between cooling cycles. To learn how to become an Authorized Evergreen Dealer, contact your Fasco Sales Representative today.

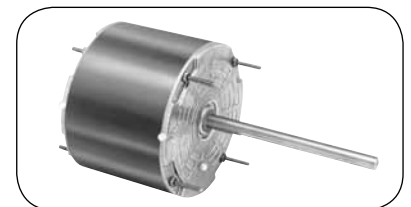


Evergreen Motor
1/2 HP OR 1 HP

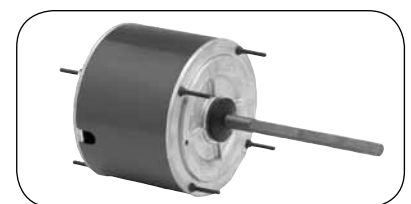
More great Fasco products you'll want to keep in stock this summer

Summer is the best time to make sure you have plenty of Fasco Condenser Fan Motors on hand. Some great choices include our best-selling D7909, D7908 and D7907 ball bearing, as well as D909, D908 and D907 sleeve bearing condenser fan motors. All are totally enclosed PSC motors that are 5.6" diameter, 208-230 volts, 1075 RPM, one-speed and reversible.

(continued on page 2)



D7909, D7908, D7907



D909, D908, D907

Congratulations to the Latest Gift Card Recipients in the New Fasco Rewards Program

Congratulations to the following Fasco Rewards Program participants who will receive \$100, \$75 or \$50 gift cards from our January Test drawing! Take the Fasco Rewards Test this month, and your name may be listed in the next issue!

- Butch Margeson
- Allen Philips
- Rhonda Evans
- Scott Callahan
- Joe Hiner
- Leeann Matroni
- Lenny Wrubleski
- Enrique Suazo
- Jary Howley
- Jim Schroeder
- Chris Schroeder
- Mike Proffer
- David Lilly
- Jeff Robinson
- Bill McCrary
- Mike Costello
- Jan Meredith
- Lori Cantoria
- Tony Stephens
- Ginny Reid
- Ron Zaker

PLEASE NOTE:
All gift cards need to be used within 12 months.

Answers to January 2011 Fasco Rewards Test

1. D – All of the above
2. B – False
3. B – 2
4. B – 1/4"
5. A – 2-6019
6. B – False
7. C – \$60
8. A – D802
9. B – The number of poles
10. D – Good Friday, April 22

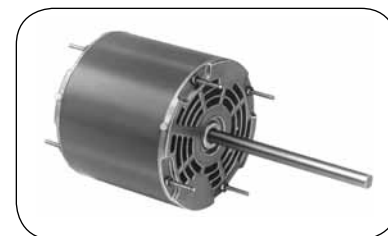
Cooling Season Products (cont.)

Then there's also Fasco's complete line of 825 RPM, 5.6" diameter condenser fan motors, available in models from 1/8 to 1/2 HP, 208-230 and 115 VAC for residential and commercial use. Available for shaft up, shaft down and horizontal applications, and in open ventilation and totally enclosed models, they're an excellent choice to keep in inventory.



825 RPM Condenser Fan Motors

For more heavy-duty commercial applications, it makes sense to keep Fasco 460-Volt Condenser Fan Motors in stock, available in 1/4 to 1 HP models. We offer these motors in both ball or sleeve bearings, and in open ventilation or totally enclosed models. See pages 42-43 in your Fasco Catalog #45 for more details.



460-Volt Condenser Fan Motors

To see the full lineup of Fasco products for the upcoming cooling season, just refer to your Fasco Catalog #45. Then to place your orders for any of these items – or for our complete line of Fasco accessories, like capacitors, contactors, fan blades and more – just call our Customer Service Department at 1-800-325-8313 or contact your Fasco Sales Representative.

Our Oracle database implementation is complete – meaning even better service for you!

Thank you for your patience during our implementation of the powerful Oracle database software. Our implementation is now complete, allowing us to provide you with even better customer service.

To get the most benefit out of our new system, please remember to always reference your customer number when calling our Customer Service Department to inquire about pricing or product availability. Using your number will allow our customer service personnel to access your individual data faster and with greater accuracy.

Our investment in Oracle is just one example of our ongoing commitment to our valued distributors...and our continued effort to provide you with the best service in the industry!