

Marketing News

Welcome to the New Fasco Rewards Program!

The wait is finally over! Starting now, you could be one of the lucky Fasco Rewards participants to receive gift cards to your favorite stores in the amounts of \$100, \$75 or \$50, just by reading about and testing your knowledge of all the great quality Fasco products your customers have come to rely upon year after year.

As you know, we've been working on the new Fasco Rewards Program these last months, as well as on our Rewards Program website, which has also been under construction getting some necessary software upgrades. We certainly have appreciated your patience during this longer-than-expected process – but now is the time to keep on learning and earning!



Every test you take gives you the chance to earn rewards!

You'll notice a few changes with the new Fasco Rewards Program compared to the earlier program. We've divided the United States into seven regions, with each region having three program participants selected every month to receive \$100, \$75 and \$50 gift cards. All you have to do for your chance to be randomly selected is to correctly answer 9 out of 10 test questions related to that month's Fasco Rewards Distributor Newsletter, as well as *Fasco Facts* and the *Stock Replacement Catalog #44*.

As before, you may take a printed version of the test, or take the test online at rewards.fasco.com. After you take and correctly answer at least 9 test questions, your name will automatically be entered into that month's Fasco Rewards drawing. Those whose names are drawn will then be posted on the new Fasco Rewards site every month.

Plus, you could be 1 of 14 selected to receive even bigger annual rewards!

At the end of 12 months, 2 participants in each region will also be selected at random to receive this annual reward: a \$450 gift card to their favorite store! Every successfully completed monthly test you take will also serve as an entry into the annual drawing. So even if you aren't selected to receive a monthly reward, you still have a great chance to receive an annual reward at the end of 12 months!

Remember, as the saying goes, "It's as easy as one...two...three":

- 1) Read the monthly newsletter
- 2) Successfully answer at least 9 of 10 test questions, and
- 3) Watch for your name on the "Rewards Recipients" page of the new Fasco Rewards site. So visit us at rewards.fasco.com and start qualifying for the drawings today!

Keep your newsletter and these Fasco resources handy to help you answer test questions and get more chances to win!



Fasco's Product Catalog #44

Fasco Facts

Product Info

Voltage Designators on Definite Purpose Contactors



To help you determine the voltage on our 1, 2, 3 and 4 Pole Definite Purpose Contactors up to 40 Full Load Amps (FLA), Fasco marks each contactor with a color designation on the coil as follows...

- 24 VAC Red
- 120 VAC Black
- 208/240 VAC Blue

Look for the color designation on the coil of your Fasco Contactor as indicated by the arrow shown here.

Year-End Holiday Non-Shipping Dates

It's that time again, when we're fast approaching year's end and the upcoming holidays! So here's your annual reminder of the dates that Fasco will be closed for the Thanksgiving, Christmas and New Year's holidays, and will not shipping...

Thanksgiving

Thursday, November 25th
Friday, November 26th

Christmas

Friday, December 24th

New Years Day

Friday, December 31st

AHR Expo-Mexico Breaks Records & Fasco Was There! Next Stop: AHR Expo 2011 in Las Vegas, Nevada.

Fasco was a proud exhibitor at the recent AHR Expo-Mexico, held October 26-28 at the World Trade Center in Mexico City. AHR Expo-Mexico is the biggest, most important trade event for the Mexican and Latin American HVACR marketplace, and once again this year, the Expo set new records.



The Fasco team at the recent AHR Expo-Mexico in Mexico City.

Now it's time to look forward to the next big industry event: the AHR Expo held January 31 – February 2, 2011, in fun-filled Las Vegas, Nevada. Here's hoping that next January and February, what happens in Vegas means lots of new business for Fasco distributors all over the U.S.!

Company News

Meet your distributor support team member Barbara Good



Barbara Good, Coordinator, Distribution Sales Department

For many of our distributors like you, the members of our Distributor Sales Department are the voices of Fasco. After reporting on Tannis Roehrig's retirement in last month's issue of the Fasco Rewards Distributor Newsletter, we thought it would be a good idea to introduce you to other members of the Distributor Sales Department team, so you can put a face with name of the person on the other end of the phone or email, and learn a little bit more about them.

This month, let us introduce you to Barbara Good, a Distribution Sales Coordinator who's been with Fasco since 1977. During her 30+ years with us, Barbara's had extensive experience working in many different areas of the company, learning about our business from many different perspectives.

Barbara began her career at Fasco in production, then transferred to the Tipton, Missouri, plant where she worked in Quality Control as an Inspector. When that plant closed, Barbara transferred back to Fasco's Eldon, Missouri, plant in the production area, then shortly thereafter, again moved to our Quality Control group as an Inspector. From there, Barbara moved to the Receiving Department as an Inspector, then to the Purchasing Department as a Front Desk Receptionist and Switchboard Operator. When Fasco's production plant moved, Barbara became a Coordinator in our Distribution Sales Department.

So the next time you call us Distribution Sales, if you talk with Barbara, please say hello and that you saw her picture here in the Fasco Rewards Distributor Newsletter!