

B&B Benchmark

B&B ELECTRIC MOTOR CO. WICHITA, KS

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THE NEWS FROM B & B

Our President, Robert Giesen is still providing technical training seminars for our customers. He has presented information about the Application and Maintenance of Rotating Electrical Machinery to approximately 300 service technicians. He will again be providing a technical seminar on Monday, January 22, from 3 to 6:30pm. If You have service technicians that need training, please call our office as we still have openings for more trainees. The cost for the seminar is \$20.00, which covers educational materials, food, drink, and room rental. He had his first seminar presentation for the Independent Electrical Contractors Association on December 14. If you need credit hours for the electrical trades, please contact Karen John at the association office and she can enroll you in the next class. In-plant seminars can be provided for your company if you have several techs to be trained and a meeting room to accommodate the seminar.



WHO'S WHO AT B&B

We want to introduce you to Edward Giesen. Ed is the youngest son of our owner, Robert Giesen. Ed grew up in and around the electric motor shop business. He graduated from East High School and pursued a college degree attending Pittsburg State College, Cowley County Community College, Wichita State and graduating from Friends University with a degree in Administration of Justice. After graduation he worked in several security and law occupations, and then joined the Sheriffs Department of Hodgeman County where he served for three years as a Deputy Sheriff. In 1997, he joined the staff of B & B Electric Motor Co. as a repair technician. For the past three years he has been making sales calls to our customer's facilities and soliciting new customers for our business. He has been married twelve years to his wife Kimberly and has an adopted son Nikolai five years old and a son Canaan three years old. His is active in his church and enjoys the old car hobby same as his father. He has a 1929 AA Ford Express Truck which he drives on tours and parades.



MANAGEMENT TIP

DOWN TIME COSTS

Most of the time when a customer calls our office he or she has a piece of equipment down and needs quick repairs and /or a new product to keep their plant production going. When a business is in the service industry, it is a must for the business to respond quickly to the needs of the customer to keep their production at the optimum level. For thirty-eight years we have striven to give our customers quality products and workmanship, as well as a quick turn around on their equipment to get them back on line with the least amount of down time. Over the past several years with the rising cost of materials, new products, and increased business expenses it has been necessary for service companies to charge more for their products and services rendered. I know that many businesses have elected to go the route of the cheapest bid or price to save money and to keep their business bottom line looking good. In many cases when this has happened the quality of the products and the service to the customer have not been as good, causing additional down time, higher costs, and inconvenience to the customer. If you are in charge of management or maintenance for your company, you have the responsibility to make sound decisions as to who, what, when, and where you are going to do business when a crisis arises at your facility. Many manufacturing plants have spare electric motors, parts, and equipment on hand to replace critical components in manufacturing processes and this is a must to keep your production level at its highest. We have been complemented many times over the years that when we repair a piece of equipment the customer can be assured that it will perform as well as it did when it was new. Many repair facilities cannot attest to this kind of success. We can do so because we have long term highly technically trained employees and a management team that has hands on experience of repairs and new sales.

No other service center in the area can offer the quality of workmanship and expertise to their customers to keep equipment running at the optimum level and keep your downtime low and your production level high. We have had several customers over the many years of business leave our company because another service center had made them a better price, a better deal, or gave them a sales pitch that they could do the job better than B & B Electric Motor Co. After a few contacts with the other companies they came back to us and stated that the workmanship was not the same, the quality of products were not the same, and the knowledge of the personnel was not there. They could not solve technical problems and the electrical-mechanical repairs were not of the quality they had received from B & B Electric Motor Co. When you consider all the factors involved in the service of your equipment, you will find that your dollars are best spent with a service center that has competent and experienced personnel. We are the only Full Service Industrial Service Center in South Central Kansas that can keep your equipment running at its best. We carry a large inventory of replacement motors and parts to meet our customers needs. We carry the largest stock of carbon brushes in the Midwest United States. We stock for our customer's needs. Our competitors depend on B & B Electric Motor Co. to have items in stock and to be able to render service to them so they can meet their customers needs. The cost to them is the same as to our customers which in turn makes the cost to their customer higher. The next time you have equipment down contact B & B Electric Motor Co. and rest at ease that your equipment is being repaired to the highest quality standards of our industry at a reasonable cost to you our customer.



B & B
Electric
Motor Co.

332 Lulu St.
Wichita, Kansas

24 HOUR
EMERGENCY
SERVICE

CALL

(316) 267-1238

Don (316) 641-0806

Ed (316) 641-1095

Bob (316) 641-0375

Garry (316) 529-8503

OUTSIDE WICHITA
CALL (TOLL FREE)
(800) 499-1238

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Stock of New
Replacement
Motors

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THE BENCHMARK
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and click on Newsletters.

A THOUGHT ON PRICE

“It is unwise to pay too much, but it’s also unwise to pay too little.

When you pay too much, all you lose is a little money. But when you pay too little, you stand a chance of losing everything, because the thing you bought is incapable of doing what you bought it to do. The common law of business balance prohibits paying a little and getting a lot-it just cannot be done. So, when you deal with the lowest bidder, it is wise to put a little something aside to take care of the risk you run, and if you do that, you can afford something better.”

John Ruskin, English Philosopher, 1819-1900

The employees of B & B Electric Motor Co. Wish all of our Customers and Friends a Wonderful Merry Christmas and a Very Happy New Year.

We thank you for your business in 2006 and we are looking forward to serving your every need in 2007.



B&B ELECTRIC MOTOR CO
332 LULU
WICHITA, KS 67211

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Mission Statement

B&B ELECTRIC MOTOR CO. is committed to the high standards established by the Electrical Apparatus Service Association. Our pledge is to maintain these standards and to provide the quality workmanship and service to our customers which has earned us an excellent reputation in over thirty-five years of business. We continually provide the newest technology and quality products to meet the needs of our customers. Our staff of dedicated professionals provides the best quality workmanship and service, and are the cornerstone of our business.