



## Creativity

Jake was hired by a major store chain for the Christmas season. With absolutely no sales experience and limited technical skills, he was assigned to the hardware department.

If not for the assistance of the other salespeople, he probably would have been fired that first week. As the holiday season progressed, he was not able to count on too much help from the other salespeople.

The week before Christmas, he was called into the store manager's office. Jake knew he was about to get fired, but he had hoped that management would wait until after Christmas.

When he got to the manager's office, he was introduced to the vice president in charge of the entire Northeast area.

"We've been reviewing your records and frankly we're puzzled," the vice president said. "Most of your numbers are average or below average right across the board."

"Except in one area," he said. "You led the country in sales of bathroom plungers and we'd like to know how you did it."

Delighted that he was going to collect a few more paychecks, Jake explained his sales technique.

"When a customer asks for a plunger, I show him the inventory, explaining the advantages of each style. After the customer makes a selection, I take two plungers in hand and head for the register."

"Almost all of them object at this point, saying that they only want one plunger. I try to have enough distance between us so that I have to raise my voice."

"Then I ask in a loud voice, 'You mean you're going to use the **same** plunger in your kitchen sink that you use to unclog your toilet?' Usually they buy the two plungers," Jake explained. The vice president & manager dissolved in laughter. Each of us is creative. Remember Jake and make your creativity work for you.

Each Month a Different Simonson Employee is Featured

### Spotlight on Elroy Eull



**Elroy Eull**

Elroy Eull is the Manager of Simonson Lumber in St Michael. He has worked for Simonsons for 20 years. Married to Kathy, they have 2 children, Chris and Sandra and one adorable little grandson, Kane. Elroy enjoys working at Simonsons because of the people. He says it feels like they are a part of his extended family. When we asked him if they have any pets, he said, "NO!" Favorite leisure pastimes include fishing and gardening.

A favorite vacation spot is Lake Sydney in Ontario Canada. Elroy says he really enjoys the beautiful scenery and the peace & quiet. The fishing is great there also. The best advise that Elroy ever received was given to him by his father. His father said not to incur any unnecessary debt and Elroy thinks that is a wise rule to live by. If he could travel through time, he would go back 80 years to meet his grandfather and get to know him. The highway is Elroy's pet peeve and the people who don't pay attention to their driving and make illegal turns or cut in front of other drivers with no warning signals.

Something that Elroy thinks people probably don't know about him is that he and his wife specialize in raising hybrid roses. He says they have more than 120 different varieties. They also have many other perennials and bulbs in their extensive garden.



Simonson Lumber's new enclosed trailer



*We send condolences to Mark & Melissa Grams. Mark's mother passed away in August.*

*We also extend our sympathy to Darrell Tucker whose brother passed away September 24.*

### **FOOTBALL CONTEST**

**Are you ready for some football? These folks are. The winner for Week 1 of our football contest was Paul Lahr. The winner for Week 2 was Lori Vance. Congratulations to both of them! Are you having trouble selecting the winning teams? Don't give up yet... there's still plenty of time to bring your score up. Keep playing and Good Luck!!**

## **Happy Birthday**

- Missy Murphy 10/02,
- Wayne Holbeck 10/03,
- Larry Hanson 10/05,
- John Harper 10/08, Linda Boie 10/10,
- Scott Abraham 10/10,
- Matt Murphy 10/13,
- Roxanne Jergens 10/14,
- Betsy Rakotz 10/14,
- Joe Theisen 10/14,
- Aaron Hexum 10/18,
- Justin Tetrick 10/18,
- Frank Albert 10/24,
- Mike Sroga 10/26,
- Danny Boyer 10/29,
- Tony Borka 10/30.



### **Gender Issues**

Women always worry about the things that men forget; but men always worry about the things that a woman will remember.



## **News from the Yards**

Labor Day week, Paul Lahr and his riding club vacationed in the Dakotas.

They rode their horses for miles and miles. Paul said they had a great time and very tired cheeks (from smiling?).

Roger Kaufmann completed the 50 mile MS walk September 16-18 and loved it so much he has already signed up for next year.

Once again this August, Joe Helm & five members of his "Salt-2-Salt" race team took their '53 Studebaker to the Bonneville Salt Flats to try to break their 2004 speed record of 117.9mph. They couldn't do it but neither could anyone else and their record stands!

Betsy Rakotz & family took a well deserved vacation the 1<sup>st</sup> week of September at a resort on Leech Lake in Walker.

**Light travels faster than sound. This is why some people appear Bright until you hear them speak.**



### **Celebrating a Simonson Anniversary**

- Lynn Geyen ~ 1 yr,**
- Ralph Johnson ~ 2 yrs,**
- Brian Carlson ~ 3 yrs,**
- Jane Kedrowski ~ 5 yrs,**
- Joe Theisen ~ 5 yrs,**
- Denise Wilkins ~ 5 yrs,**
- Greg Voss ~ 5 yrs,**
- Kevin Cronquist ~ 14 yrs.**