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When you call Bergquist, you get your questions answered by the people who **know** propane equipment.



LESSONS FROM MY DAD

Building a Thriving Business with Family Values



Lauren Clark

I was raised by two incredible people who were often wise beyond their years. They found ways to balance between teaching, molding, guiding, and supporting us, without exerting

control or a specified recipe for how to do everything. In addition to learning from both my parents throughout my life, it has been a great honor to work alongside my dad for nearly 15 years. There have been countless lessons along the way with the three most impactful to me as a CEO being self-reliance, resilience, and integrity.

Self-Reliance

Working for my dad was not inevitable, nor was there a promise of a job in the family business. There is an infamous family story of my 12 year-old self... I may have told him "you better be nice to me because one day I'm gonna sign your paycheck," but I did not grow up anticipating I would work for Bergquist. When I was in college my dad made it clear that he expected me to get a job and find my own way. He felt, and conveyed to me, that it was important for me to learn and know I could make it on my own; that I didn't need someone to give me a job. As a leader (and a parent) we know this skill of self-reliance is important. Self-reliance fosters a strong sense of responsibility. Business professionals who are self-reliant take ownership of their actions, results, and responsibilities, which can lead to greater accountability and trust within the organization.

Resilience

First, we have to accept that there will be challenges. Complex situations arise in our personal lives and at work. As a leader of our family, and a leader of our company, Bob showed resilience and I learned from his example. Bob modeled an ability to assess the situation, to make a plan, and then bounce back. I learned the ability to bounce back is critical to survive and thrive as a company. Leadership often involves facing challenges and setbacks. Resilient leaders can bounce back from adversity and maintain a positive attitude.

Integrity

My dad has taught me integrity by modeling honesty, ethics, and moral principles. Integrity is a core value at Bergquist. Doing the right thing is something we strive to do with each customer and, more importantly, with each other. We can feel this in the fabric of our culture. I learned that open communication, admitting mistakes, and showing empathy are critical in demonstrating our integrity - and promoting it within our company. Defining a clear vision and values is something Bob and I worked on together, and refined with our leadership team. Consensus on what our expectations are and encouraging our leaders to lead by example increases integrity throughout the company.

Being the third-generation leader of Bergquist is an honor and privilege. Our world is ever changing. The 1980s climate for businesses, and for the scope of Bergquist, is almost a ghost. These core principles however will continue to shape how we stay relevant as the first choice for propane equipment in the decades to come.

Don't Ignore the Storage Capacity You Already Own

Joe Montroy
Oil & Energy Magazine
July 2023



Technology opens up new business and profit avenues

The trouble with propane storage capacity is you have too little when it's critical and too much when you don't need it. Cold winter temperatures bring a crush of demand, stretching your supply until the next transport arrives. Adding more bulk storage would help, but it's an expensive option when demand is low the rest of the year. The good news is you already own a solution.

Your tanks at customer locations provide an opportunity to add to your storage capacity. This could be thousands of gallons worth of storage you already own. Every sixty 500-gallon tanks are the combined capacity of another 30,000-gallon storage tank in your yard. Fill them up in the off season when you have more time. Know that you are going into the heating season with customer tanks topped off. This way your drivers pick up additional time in the winter to make other deliveries. And you and your customers have some peace of mind.

This type of storage solution isn't typically used. It's common to invoice customers for all of the gas placed in the tank at the time of delivery. It's a good system that has worked well for our industry for a long time. It's simple to manage and easier on cash flow. But new technology is providing opportunities to do things differently. And sometimes that makes sense.

Tank monitors allow you to track the available capacity of your tanks in the field every day. This tool is commonly used to coordinate schedules so that delivered gallons per stop are maximized. It's a great efficiency enhancer. Generating customer loyalty by preventing runouts is another benefit. But don't overlook the opportunity to create peak-shaving deliveries based on the data reported from tank monitors. The idea is simple. Let your monitor provider's software identify deliveries you can pull from fall and winter to spring

and summer. You've now moved deliveries from busy and expensive months to the more economical seasons.

Another device to consider adding are vapor meters. Metering customers' gas consumption has several advantages. A favorite of mine is that you only bill the customer for what they use each month. That is an option many competitors don't match. It eliminates the big bill many people struggle with after a delivery. That creates the kind of loyalty that reduces customer churn.

Billing from a meter also allows marketers to invoice in cubic feet. Now it's not so easy for customers to price shop when they have to compare your price to the rate per gallon from the competition.

Now back to the storage argument. Meters give you more control over your tanks. Customers don't care when you fill them because they pay as they go. You get to move gallons into the field during the summer, when drivers have time and the gas is less expensive. Most of that gas is then invoiced during the more expensive heating season. You take some of the burden off your team and improve margins at the same time.

Smart meters are new technology that makes metering easier. The primary benefit is you no longer need to send meter readers into the field to gather data. The smart meter reports the reading on a regular schedule over cell signals. It's a lot like a tank monitor. You get the information you need sent to your computer automatically.

Using new technology like tank monitors and smart meters may not be a solution for everyone. You have to be comfortable with investing up front in technology. And like all other equipment you have to maintain what you put in place. But with help from your equipment provider and a little effort you can create an opportunity to take advantage of your storage capacity at customer locations.

Bergquist Strengthens Online Ordering Experience with Enhanced Storefront

Bergquist, the industry leader in wholesale propane equipment distribution, is enhancing the customer experience with the latest update to its popular Online Storefront. The redesigned layout, driven by valuable customer feedback, ensures a user-friendly experience and provides convenient access to online ordering.

Visitors to the Online Storefront will notice changes to multiple aspects of the site, most notably the implementation of a real-time inventory and pricing system, as well as online access to order history and invoices to ensure that Bergquist shopping is accessible to customers 24 hours a day. These changes were implemented to make the online ordering process even simpler for Bergquist customers.

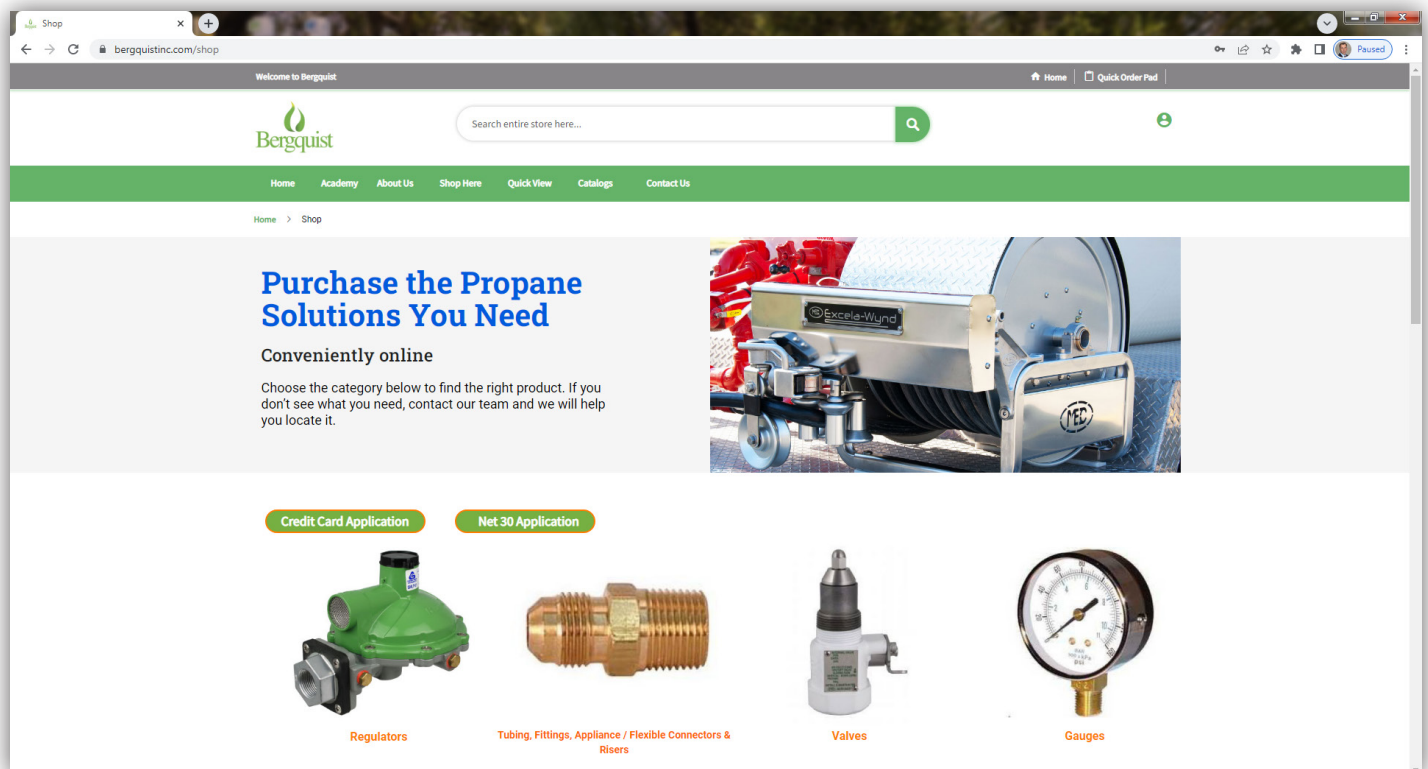
“Our customers are vital to our business, and their input has been instrumental in improving our Online Storefront design and experience,” stated Don Montroy, vice president of marketing for Bergquist. “By incorporating their feedback,

we have made the online ordering process more intuitive, enabling our customers to effortlessly find and purchase the items they are looking for to support their business.”

In addition to all-day ordering capabilities, the update introduces enhanced keyword-search functionality, a comparison of similar product features, and the ability to add multiple items to the shopping cart via CSV file.

“Since the launch of our Online Storefront 15 years ago, we have been collecting customer feedback to make necessary changes and perfect the system,” Montroy continued. “We are confident that the latest update offers an unparalleled online shopping experience for our customers.”

To explore the enhanced Online Storefront and learn more about Bergquist’s comprehensive range of wholesale propane equipment, visit BergquistInc.com.



Start shopping today!



Bergquist Bulletin

FALL/WINTER 2023



Your Propane Equipment Experts

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2023-2024 Bergquist Heaters + Outdoor Living Catalog Now Available

This season's heater catalog is now available on our website (bergquistinc.com/about-us/catalog). Review propane products from brands like Broilmaster, Empire, L.B. White, Modine, Mr. Heater, Rinnai, White Mountain Hearth, and more.

