

CONNECTIONS

The Newsletter of Electronic Engineering

Fall 2006

Auto Car Wash – “Auto” Pages Attendant

Companies are always looking for ways to provide excellent customer service and, at the same time, maximize the productivity of their employees. But how do companies do both?

That was the challenge that faced ShortStop Stores. Their Soaks Car Washes utilize an attendant to greet the customer, do some vehicle prep work and guide the vehicle into a wash bay and onto a moving conveyor.

The problem was, if the car wash was slow, it still required an attendant to be there. So productivity of the attendant was greatly reduced.

According to Jim Hoelker, Chief Operating Officer of ShortStop Stores, “We were looking for a way to alert our car wash bay attendant when a car was approaching the entry gate. But we didn’t know how to accomplish that. That’s when Deb Chiafos and Electronic Engineering (EE) stepped in. When we met with Deb she did lots of listening and aligned our needs with EE’s capabilities.”

Deb went back and talked to Corry Hill, EE’s Technical Service Manager, to brainstorm about possible solutions. A cell phone would be too expensive, a buzzer too annoying. Then Corry said, “What about combining some of the services EE provides? A self-contained paging system, that would be tied in with an alert detector, that watches the drive-in to the car wash area. When a car pulls in, it trips the detector which would instantly broadcast a page to the car wash attendant.” With Corry’s idea, EE went to work on engineering a solution which would join the detector with the paging system. It was a first. We had never put the two together before.

“The system that EE came up with accomplished what we wanted to do. Not only giving excellent customer service and personalizing the car wash experience, but also maximizing the productivity of our car wash attendants,” said Jim Hoelker. “The alert from the detector goes off early enough, so wherever the attendant is working, they can get to the car wash in plenty of time. We knew, based on EE’s reputation that they were the leader in the market of paging systems. Their solution was effective and we couldn’t be more pleased.”



This customized paging system worked so well, it is now installed at all five locations of the Soaks Car Washes. Each location has four pagers—one for the manager, an attendant, an assistant attendant and a spare pager.

EE’s Corry Hill said, “I think we did a good job of joining two different technologies to fulfill our clients needs. It’s the phrase: See a need, fill a need. That’s what we try to accomplish everyday.”

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Give a
Life-Sized
GiftSM

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EE installs
first Mobile
Video Enforcer
system

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Employee
Profile

Product Spotlight

“Chocolate” by LG

Chocolate is the future of wireless. Part mp3 player. Part phone. Totally sweet. That way you can be rocking where ever you go.

Features:

- Capable of holding up to 1,000 songs
- Bluetooth® Stereo
- Picture and video camera
- Expandable memory
- Navigation system
- VCAST music and video
- Exclusive to the Verizon network

*Available at Electronic Engineering locations featuring Verizon Wireless.



A Letter From The President



This summer was personally busy for me as I changed residences after 12 years. It is amazing the number of keepsakes (and junk) one can collect after several years. I spent time, before and after the move, sorting memorabilia and purging files and records.

It was time to begin to save keepsakes for the children, like their first blue ribbon, first (legible) drawing, pictures, school report cards and even piano recital programs. I also mentally began marking items that I planned to continue to use, but upon my passing – who might like to have it? My hand carved wood chess set, my antique sports car, the hand painted plates from my great aunt.

I also reflected about some of my cherished keepsakes, that no family member would want – the slightly broken decanter that belonged to my father, the homemade ice cream freezer and trinkets from the ol' college days. Will someone want these cherished personal possessions when I am gone?

Some things are of no intrinsic value to some, yet are priceless to many others. It amazed me, as I had just described the work and the needs of the **Iowa Donor Network**, our corporate charity.

My most valuable possessions – my organs, while currently priceless to me – have no value to any of my family members. They have absolutely no value to me after I am gone. They also cannot be saved for later, in case a family member needs one, some time in the future. Yet for someone in need – there is no price that can be attached – they are truly priceless!

If my personal possessions give me great joy, and I want to see them passed on to someone who will enjoy them as I have, why would I not consider letting someone extend their life by using an organ, after I have no need?

Becoming an organ donor is truly the “Gift of Life” I

hope each of you will consider. There are several easy, yet important steps. Add the organ donor designation to your driver's license, go to www.IowaDonorRegistry.org to complete the registration, and let your family know of your desires.

Over 90,000 people are currently on waiting lists to receive a life saving donation. I am registered as a donor and so are my children. How about you? **Only you have the power to donate life.**

Thanks for listening, and we will talk to you next quarter.

Mark Clark

Give a Life-Size GiftSM

The Iowa Donor Registry (IDR) is Iowa's only organ and eye donation registry operated by The Iowa Donor Network. Electronic Engineering is committed to helping them save lives by providing pagers to families waiting for an organ donation and by promoting the IDR in the communities Electronic Engineering serves throughout the state.

Here's how you can help:

- Call the Iowa Donor Registry toll free: (877) 366-6742
- Register online at www.IowaDonorRegistry.org
- Stop by any Electronic Engineering office for an Iowa Donor Network brochure.
- Let your family members know your intentions.

Electronic Engineering Locations

Des Moines (515) 283-1100	1100 Keo Way (800) 343-3998	Mason City (641) 423-6818	608 S. Delaware (800) 343-2688
Ames (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	Mt. Pleasant (319) 385-7650	126 N. Main Street (800) 458-2355
Cedar Rapids (319) 364-1900	1900 6th Street S.W. (800) 762-0795	Omaha (402) 346-5123	13704 P Street (800) 315-3579
Davenport (563) 322-0981	1354 W. 4th Street (800) 322-0981	Sioux City (712) 258-5234	500 W. 20th Street (800) 243-3756
Fort Dodge (515) 576-2411	2411 5th Avenue S. (800) 343-3405	Waterloo (319) 235-5556	750 Ansborough (800) 365-9702
Marshalltown (641) 752-0778	913 Iowa Avenue E. (800) 345-2540		

EE installs first Mobile Video Enforcer system

Motorola's new Mobile Video Enforcer (MVE) is a digital camera system designed to help promote officer safety and possible evidence collection by storing, capturing and cataloging incidents that occur during an officer's shift. This innovative system, seamlessly integrates in-vehicle video cameras with the in-office management of collected data. This allows the law enforcement agency to archive video for officer reviews, officer training, evidence, and file retention management.

Recently, Dallas County became the first law enforcement agency in the state to add this technology to their patrol cars. Giving them unprecedented documentation of what happens at each stop. This video can be used in a courtroom to both protect the officers actions and prosecute criminals.

The MVE is a complete in-car digital video recording solution that comes with a mobile digital video recorder and an in-office digital video management solution.

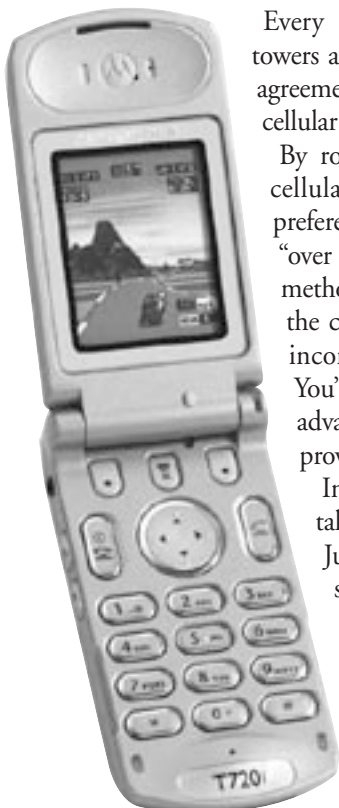
To learn more about the MVE system, contact Electronic Engineering today.



Key features for the MVE system:

- A 60 GB hard drive
- 24 hour recording capacity
- Digital Zoom Camera
- Wireless microphone
- Auto iris adjust for nighttime capture of license plates
- Pre-event recording
- Event-triggered recording
- Filtering of video by classification and priority
- Search / Select / Automatic random review
- File retention management

Minimize Roaming Fees, easy "Over the Air" updating



Every month new cellular towers are added, and roaming agreements between the various cellular carriers can change.

By routinely updating your cellular phone roaming preferences, through an easy "over the air" programming method, you can minimize the chance that you'll incur incorrect roaming fees. You'll also be able to take advantage of your cellular provider's new features.

In most cases this will take less than a minute. Just follow these easy steps – but make sure you are in your home digital area.

- Power on your phone.
- Dial *228 <send>
- Follow the instructions, remain on the phone while it is being programmed. Press <end> when the recording says programming is complete.

This process works with most cellular networks including Verizon and US Cellular. It is recommended that you do this updating at least every two months.

No charge for 411

Some wireless phone companies are now charging \$1.49 or more for 411 informational calls when they don't have to.

When you need to use the 411 for information, simply call 1-800-FREE-411 or 1-800-373-3411 without incurring an extra charge. You will incur standard airtime fees if you use your cellular phone to make the call.

Electronic Engineering Employee Profile



Name: Dennis Pinegar

EE location: Des Moines

Job title: Service Manger

Job history: During high school, worked at Smitty's Donuts, then joined the Navy. After active duty worked at a car wash. I was also a service station attendant until I applied for a job with Electronic Engineering in 1967. (Next year,

Dennis celebrates his 40th anniversary at EE!) I was hired and started fixing air conditioners. Then I moved to the Installation department. I've had my current job at EE since 1995.

My first "real" job: I fried glazed donuts, frosted and filled sweet rolls at Smitty's Donuts.

Recent accomplishments: Adding a deck to the back of my house and cleaning up my garage.

The toughest part of my job: Juggling all the different aspects of my job.

Someone I admire: My Dad. He was a very knowledgeable person.

About my family: My wife Elaine and I have been married for 25 years. I have a son, Matt, and 3 stepsons, Brian, Ken, and Larry - who died last year in a car accident. We have 6 grandchildren.

Something else I'd like to accomplish: I need to finish remodeling my house.

Something about me not everyone knows: I am the middle child of 7 siblings.

Outside interests: Building, repairing and racing stock cars.

Favorite vacation spot: Hawaii or anywhere with warm sunny beaches.

If I had a different job: It would be working in a NASCAR organization.

Words you live by: Live and Let Live.

Can You Guess the Year?

- The Winter Olympics were held in Calgary, Alberta, Canada
- The Last Emperor, directed by Bernardo Bertolucci won 9 Oscars.
- Actor Haley Joel Osment was born

Think you know the year? Email your answer to contest@connectingyou.com.

Every correct entry received by Oct. 31st will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

Last quarter's winner:
John Garretson, Fort Dodge

John was the first one to guess correctly the year was 1993.

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Two-Way Radio Battery Blowout – 2-Ways to Save!

NEW Electronic Engineering Private Line

- Up to 50% off Motorola battery pricing
- Available on most popular Two-Way models
- 12 month warranty

Genuine Motorola OEM Batteries

- Buy two and save 10% on each battery
- Buy six or more and save 20% on each battery
- 16 month warranty

Offer ends 12/31/06



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09/06

Electronic Engineering. Home of The Beeper People, The Cellular Store and Two-Way Connect.