

Winter Driving Safety Tips

By Mike Leech (Safety Coordinator)

Taking a few simple precautions will give your loved ones the gift of being prepared!

The Winter of 2014 surprised a lot of drivers around the Upper Cumberland area. In a matter of hours, we were blanketed with inches of ice. Tree limbs fell, power was knocked out, and a lot of people were stranded at home with no heat. Residents were advised to stay home unless it was an emergency. Rescue crews clearing roads of trees and power lines were having a hard time getting around.

When winter is approaching, it's best to prepare ahead of time. This is especially true in areas that do not get frequent snow storms. People who live in areas that are not frequented with heavy snow and ice are not used to dealing with road conditions that can leave you stranded in freezing weather. There is also the possibility of not being able to purchase gas or diesel due to stations not being open.

There are some things that you should check before winter arrives. Winterizing your vehicle is a good idea to keep you safe if you have to get out in winter weather. Here is a list of things to check:

- Antifreeze Levels – ensure they are sufficient to avoid freezing
- Battery and Ignition System – Have battery tested prior to cold weather. Cold weather may drain your battery quickly.
- Brakes – check for wear and fluid level.
- Fuel and air filter – replace and keep water out of the system by keeping a full tank of fuel, and/or using additives to remove water and keep your fuel lines from freezing. This is especially important with diesel, which gels in cold weather.
- Heater and defroster – It's very important to be able to clear your windows.
- Lights – check for serviceability.
- Thermostat – vehicle will not warm up and run properly if the thermostat is not operable.
- Windshield wipers – replace blades when worn, and fill washer fluid with a cold weather fluid to ensure it does not freeze.
- Tires – ensure tires have adequate tread and are properly inflated. For every 10 degree drop in temp, tires pressure will drop 2 psi.

In case you have to get out in winter weather, there are some items that are good to have with you in case you get stranded. If stranded, you could be stuck for a long time before someone travels by. Here



is a list of items to keep handy in your vehicle:

- Appropriate size tire chains
- A shovel
- Sand or kitty litter for traction on ice
- A flashlight
- Water
- Snack foods
- Blankets
- Tow chain or rope
- Jumper cables
- Fluorescent distress flag
- Extra clothing in case you have to stay in the car or have to hike out

If you get stranded, it is best to stay in your vehicle if rescue is likely. Hang a distress flag to catch a passerby's attention. If you cannot see a safe location nearby, it's best not to leave the shelter your car provides. If you can see houses, and it is safe to walk to them, then proceed to one for help.

Going the Extra Mile

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year. Moeller assisted fire & rescue services in this event by collecting items for the yard sale, donating food items for the event, and helping them the day of the sale. The fundraiser was held on Saturday, October 3, 2015. The event was hosted at the Sparta Rescue Squad, and everyone arrived early to make sure that everything was set up and ready to go.

The yard sale was a huge success, and several citizens stopped by to donate

funds—without purchasing a thing! Despite this being a very rainy Saturday, we were able to help them raise \$1109.72. All representatives of Sparta Emergency Services were extremely thankful for Moeller's decision to support them this year. Ray Brown, Assistant Chief of the Sparta-White County Rescue Squad said **"It's not very often you see a manufacturer support the emergency services like that. We need more people in this society like you and your group."**

What an amazing opportunity for Moeller to support this excellent organization of men and women! Our fire department and rescue squads are made up of high caliber individuals who voluntarily risk their lives to save others in need. Moeller wants to take this opportunity to thank Sparta's volunteer emergency services for the contributions that they make to our community every day!

FUEL FOR THOUGHT



A MOELLER MARINE PRODUCTS NEWSLETTER

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Moeller Customer Services staff members celebrate the season.

Going the Extra Mile

By Hana Nash (Human Resources)

This year the employee event planning team, TEAM 25, chose to assist with a community event that supported our local volunteer fire and rescue services. The need for our local emergency services was highlighted by the ice storms our region experienced in February of this year. TEAM 25 hosted several planning sessions with the local representatives of Sparta Emergency Services, and together we decided to do a fundraiser for them during the Million Dollar Mile Yard Sale.

The Million Dollar Mile Yard Sale is an annual town yard sale hosted by the City of Sparta in October each

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Rave Reviews

By Sunshyne Morack (Finance)

More than meets the eye

So many factors make up a positive experience for our customers! Engineering reviews and change orders make sure that we design what the customer needs. In production, our in-line quality system ensures that each tank or component looks and performs as promised. Our shipping department uses resource planning to get the product to our customers on time.

What happens after delivery? What if our customer has a question or concern? With many companies which offer customer service, phoning into the service department means trying to reach a call center overseas. For other companies, service is undervalued by management and consequentially becomes second rate. Even if a company provides a great product, but their service is weak, customers are left feeling frustrated and unappreciated.

That is not the case with Moeller, where standards are high and service is a priority!

Loading donated tanks for emergency services to deliver to residents hard-hit by February's ice storms.

Setting the service standard

What a great opportunity we have to work for a company that thrives on providing excellent service and quality products. I have been on a quest to find some feedback from our customers, and I'm so excited to share what they're saying!

"I appreciate the lengths to which you and your staff have gone to help me"

"Thank you guys for sending someone to help us quickly! I really appreciate the customer service we receive from your company."

"Moeller Marine has exceeded my expectations for customer service and support!"

"Thanks for the quick turn around on that part. We didn't miss a beat thanks to you guys."

"Thank you very much. I know where I will continue to purchase my fuel tanks and products from now on and always..."

Building relationships

We aren't just selling products; we are building relationships by taking care of our customers' needs and exceeding their expectations. Giving great service **and**

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In the next issue, read more about news and events at Moeller!

To submit articles or ideas for an upcoming issue of Fuel for Thought, email hnash@moellermarine.com.



2015: A Year of GIFTS

By Holly Hunter (Marketing)

When the Newsletter Team met back in October to plan our final issue of the year, we discussed many of the exciting events which occurred during 2015. It's no exaggeration to say that 2015 has been a banner year for Moeller Marine! We celebrated our 25th anniversary in Sparta, won the MasterCraft Supplier of the Year Award, were named Upper Cumberland Business Journal Manufacturer of the Year, received a formal commendation by the TN State Legislature, formed TEAM 25, passed our ISO re-certification with flying colors, sponsored two successful events to support community organizations, and met aggressive sales and production projections.

2015 has been a very special year indeed, and the Newsletter Team unanimously decided to focus our final issue on the gifts we have received—and given.

In a recent interview, Gary attributed our continued success to our deep tracks in the industry, design sophistication, commitment to excellence, and a culture that fosters a dedicated and smart workforce.

Each and every one of us is a part of the Moeller Success Story! Each and every one of us can take pride in the achievements of the past year because we all made them happen.

It is unlikely that we will see as many gifts coming from the outside for years to come. We won't be getting another State of TN Resolution, and we will never see a second 25th anniversary! But the gifts we give each other every day—helping each other, caring for our families and neighbors, and fighting to keep US manufacturing alive and well in Sparta, TN—are authentic, vital, and lasting. We can all take pride in Our Banner Year as we celebrate the season with our families and friends. In the words of Clement Clarke Moore, "Happy Christmas to all, and to all a good night!"

Gifts from the Road

By Mike Dishman (Customer Service)

Once in a great while I am lucky enough to be given the gratifying and total privilege of meeting some of our customers face to face. This particular trip, with our RSM George Moore, started in the Tampa area and we worked all the way south—within a half hour of the Florida Keys. On the way, we called on close to **two dozen** of the people whom we all support with our daily efforts.

While we know what we do in our daily routines, it truly is humbling to see the end result of the efforts that we all put forth. We are so often lost in the hustle and bustle of the day-in and day-out that we miss finding the stories worth sharing. I was lucky enough to be on the receiving end of a great story on my trip and wanted to share it with you.

We were visiting with one of the oldest boat builders in Florida. This company started in 1925 and we have been supplying them for 25 years. We came across the son of the original founder, who has been working there for 80 years—since he was eight years old! I still can't imagine working at the same place that long. It's great to meet someone who has dedicated his life and abilities to helping others. When you stop to think about it, we do too, by making the products that make this possible! Naturally, he spoke about how things used to be, and how times have changed. Our new friend told us of driving at eight years old (since drivers' licenses weren't required at that time) and about driving himself all



the way to the northeast at age 13. I believe he said he made this trek alone! You can normally tell when someone is pulling your leg, but this was a genuine encounter, and it was a pleasure to listen to him.

The company is faith-based, and their beliefs dictate the methods to their success. They don't just plaster their faith on the walls for show. They read the instructions—and live them—in the way they conduct business and themselves. Their mission is to help people find the special peace and tranquility that can only be found on the water, and they have helped multiple generations accomplish just that. In doing so, they have created an ideal

business model that has helped them become pioneers in the water ski market, setting high standards that are in effect to this day.

It reminded me that we can all achieve peace and tranquility—however short and fleeting—as a result of the actions that we take on a daily basis. Once I heard his story and reflected on it, I gained a new appreciation for what Moeller does for people around the world every day. We don't just make products that leave the building and are never seen again. We open eyes, slow time, bring families together, and help people smile. We may think we are building tanks, but we are really building memories.

We did not pick our motto, we earned it. We *fuel the fun!*

Corporate Corner

The Moore Company 2015 Goals and Objectives

By Monica Coughlin (Moore Company HR)

In this issue, I'd like to continue with my introduction to The Moore Company's focus areas for 2015. We received great feedback from the last issue. Our employees had an "Ah ha moment" when they were able to associate WHY we do with WHAT we do.

These goals and objectives are communicated at the beginning of the year, and each Leadership member creates professional goals that support the corporate directives. This trickle down communication allows all team members to share the same vision. Everyone is on the same page, and that synergy drives positive results within all of our divisions.

1. SAFETY AND WELL-BEING OF OUR EMPLOYEES

2. REVENUE MAINTENANCE / GROWTH

3. COST CONTAINMENT

4. IMPROVE PRODUCTIVITY WITHOUT COMPROMISING QUALITY

The strategic plans have identified opportunities to improve efficiencies in our manufacturing process. Throughout the year, we find methods to improve our operations without compromising the quality of our products. Investment in projects that enhance efficiency and productivity, resulting in stronger operating practices and increased savings, will always be considered.

5. PEOPLE DEVELOPMENT

We believe our employees are our most valuable asset and resource. The Moore Company is committed to strengthening the entire team by supporting continuing education, training opportunities, and strategic hiring. Employees are held accountable for their performance and are rewarded accordingly. Throughout the year, we continue to mentor and coach the future leaders of the Company.

6. SALES/MARKETING

We continue to promote our capabilities in new markets and strengthen our presence in established areas. Throughout 2015, The Moore Company has been developing a branding plan to promote all divisions in a unified manner. Moeller has been involved in this initiative with the Fueling the Fun branding strategy. Every sales and/or marketing opportunity must be explored.

This wraps up the introduction of the Goals and Objectives. As guiding principles of our business, I don't expect they will change much for 2016, but our strategy may change in response to the economy, customer demands, and new opportunities. For now, do your best to incorporate these Goals and Objectives, these guiding principles, into your daily work and enjoy the satisfaction of knowing you have "fueled" the Company's success in some way.



Moore CEO Dana Barlow presents Gary with a plaque at the 25 year anniversary event.

Our Experienced Staff

By Hana Nash and Holly Hunter

"2015 has been a banner year for Moeller," Gary stated in a recent interview. "We have all made that happen. When I talk about Moeller, I talk about our elite team."

Moeller standards are high and the work is challenging, whether you work in purchasing or the mold shop. In a world where team work and self-respect mean less and less, we can all be proud that we have found a place where they mean more and more.

Did you know that:

- ✓ 7% of employees have worked at Moeller for 20 years or more;
- ✓ Nearly 25% have been at Moeller for 15+ years;
- ✓ Close to one-third (31%) of all employees have worked at Moeller for ten or more years;
- ✓ 41% have been Moeller employees for five years or more, and

A whopping 83% have worked at Moeller for at least one year!

Two of our employees have been members of the Moeller Team since 1990—25 years!

Experienced Staff:
We don't just SAY it, we DO it!



Smiles all around at a recent years of service celebration!

Team 25

By Amber Randles (Linear)

As far as I know, Moeller has never done anything like TEAM 25 before.

I signed up because I thought that it would be fun to help events and community service.

In the beginning we didn't know how exactly what to expect. At first, I thought that I would be helping with events, but not necessarily setting the direction for them. But what I learned was that being part of TEAM 25 is being part of A REAL TEAM FAMILY. The farther we went, the more exciting it became. We all played a part in gathering the information we needed to make decisions. We got to hear each others' ideas, choose the place for the picnic (among other things), and plan all of our community activities and outreach.

Some of us have a favorite event, but it's hard for me to choose just one. I guess my favorites would be Jake's Day & the 2015 Family Picnic. What made the family picnic so successful is that we selected a venue where everyone could be involved. In the past, the family day was okay, but not as many people turned out due to lack of activities for the kids and—in some cases—the travel distance. The other events were fun, but at the drive in we had so many activities & involvement that we could enjoy together as a Moeller family. The reason we had so many ideas is because we had so many people participating.

Different perspectives make all the difference.

It's satisfying to be part of TEAM 25 because you get to be involved. No one person makes all the decisions—the working sessions aren't about talking for the sake of words, they are about SHARING ideas. The environment is friendly & family oriented – we all get to share, everyone is involved. Some team members are more technical, some are more abstract. All those perspectives make the difference! What I've always liked about being at Moeller—even before TEAM 25—is that people ask your opinion. Supervisors and co-workers are open to new ideas.

It's nice to be heard.

Come join the fun! If you have an idea, maybe you should own it. Remember, sometimes the new perspective makes all the difference!



Three of the events sponsored by TEAM 25 in 2015: Jake's Day, The Family Picnic, 25th Anniversary Reception

From the State of TN

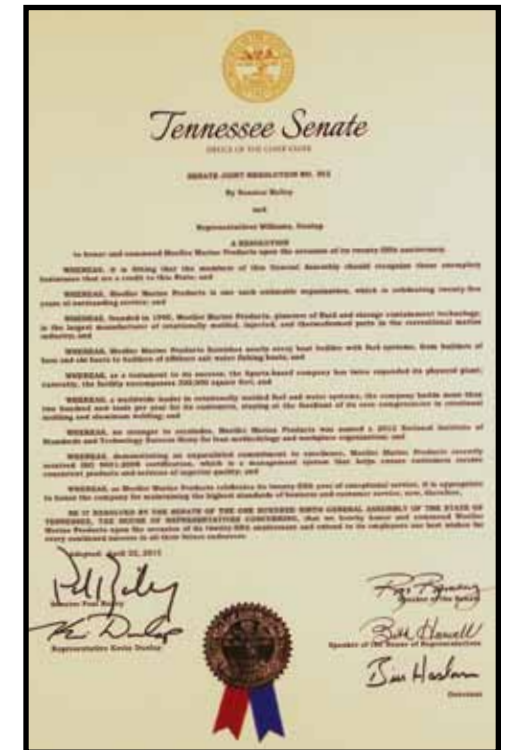
By Landon Taylor (Roto)

On the 22nd of April, 2015 the Senate of the One Hundred Ninth General Assembly of the State of Tennessee adopted Senate Joint Resolution No. 352 to commend Moeller Marine Products. The resolution honors the celebration of our twenty-fifth anniversary in business in the state of Tennessee and recognizes that we are a credit to the entire state.

The resolution drafted in Nashville is a prestigious honor bestowed by the state legislature upon Moeller Marine. Senator Bailey (alongside Representatives Williams and Dunlap) drafted this resolution due to the fact that Senator Bailey could not attend the ceremony at Moeller Marine in March and wanted to recognize the company milestone another way. The document consists of the commendation, the resolution number, the day the resolution was adopted, signatures of the Speaker of the Senate (Ron Ramsey) and the Speaker of the House

of Representatives (Beth Harwell). The resolution was approved on the 1st of May, 2015, as signed and approved by the governor of Tennessee, Bill Haslam.

Moeller Marine was established in Sparta in 1990 and has been providing superior products and service to our customers ever since. With a Sparta location that encompasses 300,000 sq ft, Moeller Marine is the largest rotational molder in the marine industry and the fourteenth largest company in the entire rotational molding community. Moeller is no stranger to accolades! Moeller was named a 2012 National Institute of Standards and Technology Success Story for lean methodology and workplace organization. This year, we won the prestigious Supplier of the Year commendation from one of the world's leading boat manufacturers, and we were awarded the Upper Cumberland Business Journal's Manufacturer of the Year. Being a worldwide leader in rotationally molded fuel and water systems, we build more than 350 new tools per year for our customers. We are the recognized leader in quality and customer service in the marine industry. With this system, we won ISO 9001:2008 certification in 2014 and re-certification in 2015.



The framed Resolution is in the front lobby. Check it out!

MOLLER *Fueling the Fun!*
ISO 9001:2008 Certified

SERVICE
We don't just SAY it, we DO it

- ✓ ON-TIME DELIVERY—98% for 2015
- ✓ EXTENSIVE PRODUCT KNOWLEDGE
Average staff tenure is 9 years
- ✓ AVAILABLE BY PHONE Monday-Friday
from 8 AM to 5 PM EST

Michelle Page
Serving our customers for 12 years

"I was treated with respect and my problems were taken care of." Bob Zaccarian, President
Pinnacle Air Services, Inc.

Check out our complete line of off-the-shelf boating products and accessories! Go to www.moellermarine.com

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501 N. Spring Street Sparta, TN 38583
800-432-8544

Marketing kicks off 2016 with an ad campaign about service.

Rave Reviews

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delivering a quality product is paramount to our success. Receiving words of gratitude from our customers reminds us how important our efforts are.

"Just wanted to say "thank you" to you and the fellow(s) that built my tank. It was above and beyond what I expected."

"Thank you so much. This has been the best customer service I have ever had."

"Doing business with Moeller Marine Products is a great pleasure."

"Thank you again for all of your help. I have never been more impressed with a company's customer service than I am with yours."

As you take time with your family through the holidays, know that your efforts at work are truly appreciated. Our customers are delighted to do business with a team focused on quality, efficiency, and excellence. Thank you to everyone for your contributions toward helping Moeller be the best at **Fueling the Fun**.

Seasons Greetings!

FROM TEAM 25

- Amber Randles
- Amy Burchett
- Bryce Whiteaker
- Deanna Riley
- Debbie Mooneyham
- Denise Snow
- Derek Barrett
- Hana Nash
- Heather Watkins
- Holly Hunter
- James Tindle
- Jenny Johnson
- Jim Hartman
- Joy Nelson
- Keisha Haney
- Kristy Skinner
- Mike Benedek
- Mike Leech
- Samantha Pittman
- Sherman Murphy
- Travis Lynette
- Vickie Meadows

See page 6 for more about TEAM 25.

The Gifts We Give Ourselves Every Day

By Carol Davis (Fuel Tank Assembly)

We are so used to seeing photos of special events that we tend to overlook the special things that happen every day—like taking pride in the work we do. We create memories for people and in achieving that, create a few for each other. We hear a lot of talk these days about diversity—like everything else at Moeller, we don't just say it we do it. Why waste time on unimportant differences when there's work to do? What we have in common is a lot more important than any differences—our belief in a job well done.

