



CAT TALES

PASS IT ON!!

- ___ General Manager
- ___ Fuel Ctr Manager
- ___ Weighmasters

January 2007

CAT Scale Celebrates 30th Anniversary in 2007!

This year marks 30 years since CAT Scale installed its first scale in South Holland, Illinois. For CAT Scale Company, it's been 30 years of striving to provide professional drivers with the most accurate weights possible. Founded by Truckstop entrepreneur, Bill Moon, CAT Scale Company revolutionized the trucking industry, by introducing the first totally automated, full-length platform scale.

For the first time, drivers had access to scales that could weigh their entire truck and trailer unit all at once. Drivers could get a weight on their vehicle that was guaranteed accurate with CAT Scale's unconditional guarantee. Plus, CAT Scale was there to stand behind them if there were any problems.

Since then, CAT Scale has grown to the largest truck scale network in the world, with over 1,000 locations in 46 states and five Canadian Provinces. CAT Scales are the only scales that drivers can trust to COVER THEIR REAR with a no excuse guarantee.

Mr. Moon installed the first CAT Scale in 1977 in South Holland, Illinois. In 1988, there were 28 CAT Scales in existence. At that time the company began to rapidly expand. In October 2006, CAT Scale opened scale number 1,000. Now there are over 1,000 CAT brand scales across the United States and Canada to serve drivers. And more locations are opening all the time.

With the stringent weight regulations and potential fines associated with being overweight, CAT Scale Company provides a much-needed service to the trucking public. CAT brand scales are covered by an unconditional guarantee. If a driver receives an overweight fine after weighing legal on a CAT brand scale, CAT Scale Company will either pay the fine or appear in court with the driver as an expert witness in order to get the fine dismissed. In either scenario, the driver does not have to pay the fine, as long as they weighed on a CAT brand scale prior to receiving the



citation.

"Everything we do at CAT Scale is done with the professional driver in mind," says Delia Moon Meier, Senior Vice President. "We always want our scales to be accurate and open when drivers need us. That is why we invest so much in technology and preventative maintenance."

Meier says, "On this important anniversary, I would like to thank our technicians, who install equipment at new locations, train Truckstop employees and assist CAT Scale locations that call in to our 24-Hour Help Desk. Thank you also to our maintenance crews, who visit each CAT Scale every year to clean and repaint; and to our calibration and construction crews; our Truckstop partners and our customers."

In celebration of its 30th Anniversary, CAT Scale Company is conducting a Weigh To Win Sweepstakes. In addition to thousands of instant win prizes, CAT Scale will award one lucky driver an International CXT Pickup on July 13th at this year's Walcott Truckers Jamboree at Iowa 80 Truckstop, Walcott, Iowa. More details and official rules available at www.catscale.com.

What's Inside?

- **New CAT Scale Web Site**
- **2007 Trade Show Schedule**
- **Welcome New CAT Scale Locations!**
- **Winter Maintenance & Snowplowing Tips**
- **Log Book & Merchandise Order Forms**

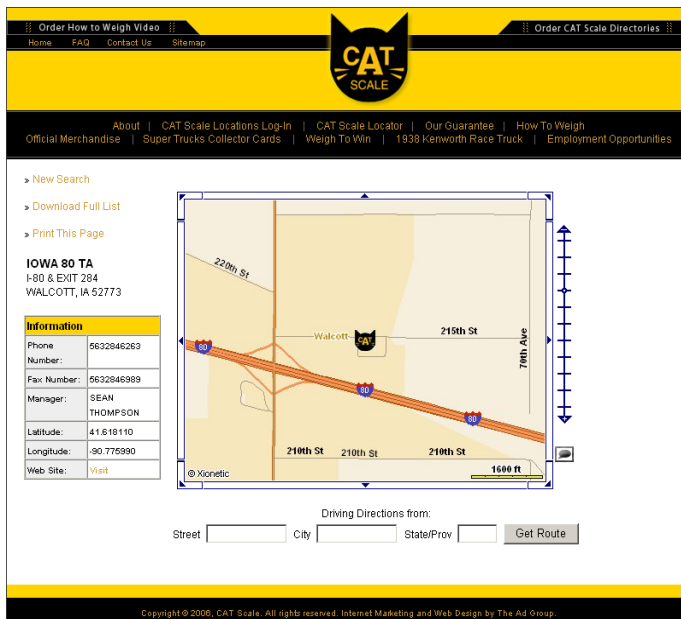
CAT Scale Web Site Receives Face Lift

Check out www.catscale.com! It has a new look and enhanced functionality for drivers. The newly redesigned site includes all of the same great features as the previous site; including ordering CAT Scale Merchandise, information on promotions like Weigh To Win and the Super Trucks Limited Edition collector cards, How to Weigh diagrams, forms to get FREE How to Weigh videos, CAT Scale directories and of course an entire section devoted to you, our CAT Scale Partner.



The CAT Scale Locator features easier to follow driving directions and maps. There are also less screens for drivers to navigate through to get the information that they need.

Please take the time to review your location's information and email us through the Contact Us link if we need to make any changes.



2007 CAT Scale Trade Show Schedule

NATSO Convention
San Antonio, TX
January 31 - February 2

Pilot Travel Centers Manager Meeting & Trade Show
Orlando, FL
February 12

Truckload Carriers Association Convention
Las Vegas, NV
March 11-13

Mid America Trucking Show
Louisville, KY
March 22-24

National Private Truck Council Convention
Indianapolis, IN
April 29-30

Joplin Truckers Jamboree
Joplin, MO
May 15-16

Oak Grove Truckers Jamboree
Oak Grove, MO
June 8-9

Walcott Truckers Jamboree
Walcott, IA
July 12-13

Great American Trucking Show
Dallas, TX
August 23-25

American Trucking Association Convention
Orlando, FL
October 21-23

Weigh To Win Sweepstakes Success!

Nearly 1,000 Drivers Have Already Claimed Prizes

CAT Scale has sent out 971 prizes to drivers who've sent in their winning scale tickets from the Weigh To Win Sweepstakes! Drivers can win prizes instantly and a chance to become a finalist for the new bright yellow International CXT® Pickup!

How Long Is The Contest?

The contest runs from August 24, 2006—May 1, 2007. The complete official rules and photos of the instant win prizes are available to view on our web site at www.catscale.com.

What Can Drivers Win?

One lucky driver will become the owner of a brand new, bright yellow International CXT® Pickup in our new Weigh To Win Sweepstakes. The truck is equipped with: International DT466 I-6 285 hp diesel engine; Allison automatic 3000 HS 5-speed transmission polished aluminum 70-gallon diesel fuel tank; 5-passenger, 4-door crew cab with air suspension; 8-foot duallie pickup bed; polished aluminum wheels; heated mirrors; exterior sunshade; keyless entry; fog lights; air horn, polished front and rear bumpers; leather multi-position front seats; leather rear bench seat; back-up assist; drop-down DVD screen and player; deluxe center console; burl walnut wood trim and combination radio/CD player/navigation system. This fabulous grand prize is valued at over \$129,000!

Drivers will also have a chance to win over \$150,000 in prizes instantly! Prizes include CAT Scale jackets and other apparel, Series Seven Super Trucks collector card sets, duffle bags, International Eagle apparel and accessories; radio controlled CXT models and much more!

How Do Drivers Claim A Prize?

It's easy! If a driver wins a prize instantly on their scale ticket, they simply flip over the top copy (the one showing the prize that was won) and complete the information in the box at the top. Then, mail to CAT Scale Company as noted on the back of the ticket. If a driver needs to keep both ticket copies, they can tear the claim form off at the perforation. This will allow them to keep their weights from the top copy and their second copy too.

How Do Drivers Enter to Win the CXT?

Each time a driver weighs they will have a chance to win

prizes instantly. When drivers win a prize instantly, they are automatically registered to win the International CXT. Five finalists will be chosen from all entries. Each finalist and their guest will receive a trip for two to the 2007 Walcott Truckers Jamboree, and will draw a key to try in the ignition of the truck. The lucky driver whose key starts the truck will drive home in a brand new International CXT!

What Else Do We Need To Do?

This contest is very easy for you to implement. Simply keep using the CAT Scale Weigh To Win Scale Tickets.

Questions?

If you have any questions, please contact the CAT Scale Help Desk at 1-877-CAT-SCALE, ext. 6.

LEADERSHIP PRINCIPLES

I will do more than belong--
I will participate.

I will do more than believe--
I will practice.

I will do more than forgive--
I will forget.

I will do more than teach--
I will inspire.

I will do more than comment--
I will help.

I will do more than be fair--
I will be kind.

I will do more than
dream--
I will work.

I will do more than
give--
I will serve.

I will do more than hope people are
responsible--
I will hold them accountable.





WELCOME TO THE CAT SCALE NETWORK!

Cullman Truck Stop Cullman, AL	Fleming Travel Plaza South Haven KS	Pilot Travel Center Tilbury, ON, Canada
Ashdown Road Mart Ashdown, AR	Love's Country Stores Minden, LA	Pilot Travel Center Chemult, OR
Jimmie's Auto/Truck Plaza Lee, FL	Baileyville Big Stop Baileyville, ME	Kent's Korner Wagener, SC
Sammons Eagle One Travel Center Eatonton, GA	Love's Country Store Albert Lea, MN	Reveille Truck Stop Hawkins, TX
Love's Country Store Thomson, GA	Road Ranger Fenton, MO	Springfield Blue Canoe Springfield, VT
Road Ranger Champaign, IL	Kangaroo Express Kinston, NC	Sparta Travel Center Sparta, WI
Love's Country Store Utica, IL	Pilot Travel Center Kanona, NY	Common Cents Travel Plaza Sheridan, WY
Fuel Mart Austin, IN	Gibsonburg Travel Center Gibsonburg, OH	

HAPPY ANNIVERSARY!

Congratulations to the following truck stops celebrating one year as a CAT Scale location during the months of December & January

Sunmart Ehrenberg, AZ	Kangaroo Express Dunn, NC	Love's Country Store Hutchins, TX
MERLES Truck Stop Pike Road, AL	Pilot Travel Centers Muskogee, OK	Pilot Travel Centers Midland, TX
Southern Bell Truckstop South Bay, FL	Love's Country Store Fort Mill, SC	Love's Country Store Cedar City, UT
Center Point Travel Plaza Center Point, IA	DJ's Travel Center Huron, SD	Pilot Travel Center Colonial Heights, VA
Bosselman Travel Center Salina, KS	Harrell Transportation Memphis, TN	
	Texas Travel Plaza Haslet, TX	



WINTER Maintenance Tips

Here are some tips to keep your scale in operation this Winter, especially if you are in the snow belt.

- * **Remove snow by backing the plow off of the scale** and dragging the snow rather than pushing it off the scale.
- * **Never use salt on your scale.** It will erode the concrete and damage your platform. Call CAT Scale for other options.
- * **Remove any stray debris in a timely manner.**
- * **Check scale pits weekly** to catch water problems before it's too late.
- * **You may occasionally need to manually zero out your scale if it shows weight on the scale when there isn't a truck there.** (You can do this by pressing the "zero" button on your scale indicator. If this is a recurring problem, call the CAT Scale Help desk.)
- * **Call the CAT Scale Help Desk ASAP if you have a scale problem. 1-877-CAT-SCALE, ext. 6**

Remember, any time your scale is shut down it costs you money. Keeping your scale clear of debris is important and provides a great service to your customers.

See snowplowing guidelines on page 5.



Trucker Buddies Thank Us For Support

Thank you for your generous support of the Trucker Buddy Program. One of our students from our class won a place on the 2007 calendar! Sending postcards to our students is a joy. Our class is very diverse and many of them have never been out of California, so they really enjoy seeing what the rest of the country looks like. Again, thank you!

Stuart & Maggie Porter

CAT Scale Region Managers Are Here To Help You in 2007!

CAT Scale Region Managers are available to assist you with your CAT Scale operation. Of course, all scale emergencies or general maintenance questions should be directed to the **CAT Scale Help Desk at 1-877-CAT-SCALE.**

David Layton, Gulf/Western Region Manager

Phone: 563-468-5271

Email: david.layton@iowa80group.com

Mobile: 563-343-2978

Serving: AR CO MS NV TX
AZ ID MT OK UT
CA LA NM OR WA

Rick Wachal, Central Region Manager

Phone: 563-468-5219

Email: rick.wachal@iowa80group.com

Mobile: 563-343-4063

Serving: IA KS MO OH WV
IL KY ND SD WI
IN MN NE TN Canada

Steve Goecke, Atlantic Region Manager

Phone: 563-468-5276

Email: steve.goecke@iowa80group.com

Mobile: 563-343-3260

Serving: AL GA NC PA VT
CT MA NH RI
DE MD NJ SC
FL ME NY VA

CAT Scale Snow Plowing Guidelines



Many of you have already had to face snowy weather this season. It is very important to follow these guidelines when plowing snow off of your scale to avoid causing damage to the scale itself. If you have any questions about winter scale maintenance, please call the 24-hour CAT Scale Help Desk at 1-877-CAT-SCALE.

- Remove snow off of the scale decks by backing the plow off of the scale rather than pushing it off of the scale.
- Clear snow away from the sides of the scale, leaving at least two feet on each side. This can be done with the snow plow (if able) or by pushing the snow back with a shovel.
- Snow needs to be away from the sides of the scale (exposing the side gap) to allow the decks to float freely. Failing to do so could result in inaccurate weights being given to our customers.
- Pushing the snow away from the sides of the scale also reduces the chance of melting snow running into the scale pit and then refreezing under the scale, causing maintenance problems.

Scale Problems or Questions?

Call the CAT Scale Help Desk

**1-877-CAT-
SCALE, ext. 6**

*Available 24 hours
every day*



Duplicate Copy Logs
Available in book style
or
loose leaf pages



LOG BOOK ORDER FORM

Please complete form in its entirety. Form may be returned via fax or mail.

Truckstop Name: _____

Shipping Address: _____

City: _____ State: _____ Zip: _____

Book Style:

_____ carton(s) desired X \$44.00 = \$ _____
(100/carton) (applicable shipping charges will be added to your order)

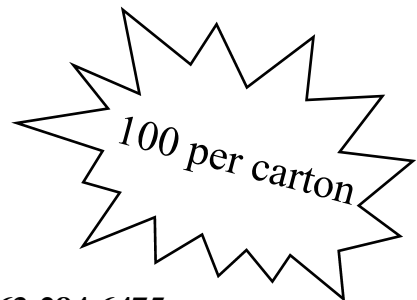
Loose Leaf Pages:

_____ carton(s) desired X \$115.00 = \$ _____
(100/carton) (applicable shipping charges will be added to your order)

Total Amount Enclosed \$ _____

or

PO# _____



Please return to: Heather DeBaillie
CAT Scale Company
P.O. Box 630
Walcott, IA 52773

FAX - 563-284-6475



CAT Scale Merchandise Order Form

FAX Orders To: 563-468-5521

Mail Orders To:
CAT Scale Merchandise
P.O. Box 880
Walcott, IA 52773

- or -
Call us:
1-866-4-IOWA80
to place your order.

Customer Information:

Location Name: _____
 Shipping Address: _____
 City, State, Zip: _____
 Phone Number: _____
 Ordered By: _____

American Weigh Jacket (minimum order of 6)

QTY	ITEM #	DESCRIPTION	COST EA.	TOTAL
	38003	Large - 3X	\$37.00	
TOTAL				

SUGGESTED
RETAIL
\$44.99

American Weigh T-Shirt (minimum order of 12)

QTY	ITEM #	DESCRIPTION	COST EA.	TOTAL
	79276	Small - XL	\$10.75	
	79276	2X - 3X	\$12.25	
	79276	4X	\$13.00	
TOTAL				

\$14.99
\$16.99
\$17.99

Guaranteed Accurate Long Sleeve T-Shirt (min order of 12)

QTY	ITEM #	DESCRIPTION	COST EA.	TOTAL
	11894	Medium - XL NEW!	\$10.00	
	11894	2X - 3X NEW!	\$12.00	
	11894	4X NEW!	\$13.00	
TOTAL				

\$16.99
\$18.99
\$19.99

DIE CAST COLLECTORS TRUCKS (minimum order of 6)

QTY	ITEM #	DESCRIPTION	COST EA.	TOTAL
	78624	Ltd. Edition Die-cast Xmas Truck	\$18.70	
	78621	Tractor/Trailer Test Unit	\$18.00	
	78635	1938 Kenworth Die-Cast Collectible	\$30.00	
	44819	Freightliner Coronado Test Truck	\$30.00	
TOTAL				

\$29.99
\$29.99
\$59.99 **New Price!**
\$59.99 **Limited Qty!**

MISC. CAT SCALE MERCHANDISE (minimum order of 12)

QTY	ITEM #	DESCRIPTION	COST EA.	TOTAL
	78623	Wade Wright Beany Friend NEW PRICE!	\$1.50	
	42958	Yellow/Black Swoosh Cap	\$8.00	
	122266	Since 1977 Cap	\$8.00	
	26684	Insulated Mug NEW DESIGN!	\$2.50	
	26685	Embroidered Simulated Leather Duffel Bag	\$18.00	
TOTAL				

\$2.99 **New Price!**
\$14.99
\$14.99 **New Item!**
\$3.99 **New Design!**
\$24.99

SUPER TRUCKS COLLECTOR BOOKS & LOG BOOKS

QTY	ITEM #	DESCRIPTION	COST EA.	TOTAL
	78626	Super Trucks Collector Books (50 per carton)	\$212.50	
	26148	CAT Scale Duplicate Log Books (100 per carton)	\$44.00	
	66222	CAT Scale Loose Leaf Log Pages (100/carton)	\$115.00	
TOTAL				

\$5.99 ea. **Hot Seller!**
\$0.99 ea.
\$2.99 ea.

SHIPPING PREFERENCE (Please choose one)

Next Day Air Standard Delivery

ORDER MUST BE RECEIVED BY 2PM CST

APPLICABLE FREIGHT CHARGES WILL BE ADDED TO YOUR ORDER

Questions about your order? Call us toll free.

1-866-4-IOWA80

View items and order on-line at www.catscale.com