



CAT TALES

PASS IT ON!!

___ General Manager
___ Fuel Ctr Manager
___ Weighmasters

May 2006

CAT Scale® To Give Away New International® CXT® In Weigh To Win® Sweepstakes

Once again CAT Scale is thanking its customers by giving away a brand new truck, the World's Largest Production Pickup, in its upcoming *Weigh to Win®* Sweepstakes.

One lucky driver will become the owner of a brand new, bright yellow International CXT® Pickup 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; burlled 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!

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!



The contest is open to Class 8 drivers at all CAT Scale locations. The contest will run from August 24, 2006 - May 1, 2007. Drivers will be able to find complete details and official rules at any CAT Scale location once the program starts.

CAT Scale and International will also be conducting a Weigh to Win Tour in August, September, March and April. Tour dates will be listed in various industry publications and on www.catscale.com.

What's Inside?

- **Cashier Contest — Get Entered To Win!**
- **Trade Show Schedule**
- **New Locations & Anniversaries**
- **Developing A Positive Attitude**
- **Spring Maintenance Tips**
- **Log Book & Merchandise Order Forms**

Cashier Contest Is In Full Swing

Don't Miss Your Chance To Win Great Prizes!

How does the contest work?

On April 1st we began tracking your dollar sales increases and percentage sales increases as compared to the same month last year. CAT Scale Cashiers will be able to win a CAT Scale jacket or other prizes as your location accumulates points. You will be competing against your own location's 2005 performance (not other CAT Scales). The contest will end August 31, 2006. You can still enter even though the contest has started.

Points will be awarded as follows:

- 100 points for having the CAT Scale logo on your interstate or highway billboard.
- 50 points for each additional billboard with the CAT Scale logo.
- 100 points for an installed CAT Scale poster frame with directories.
- 10 points for every 1% sales increase each month.
- 10 points for every \$100 sales increase each month.

Bonus points:

Each month you have the opportunity to earn bonus points.

- 25 points per month for each month your location uses the correct CAT Scale weigh tickets for the entire month.

How many points are needed to win?

There are three prize levels. At the end of the contest period (August 31, 2006) you will be notified of the prize your location has won based on the number of points earned. If your location reaches 1,000 points before the end of the contest period, you will be able to claim your jackets at that time. We will send you monthly point updates so you know how you are doing. These monthly updates will begin at the end of May to be sure that our Accounting Department has all of the sales figures processed and verified for each scale.

How do we enter?

It's easy! Just complete the attached entry form (on page 6) and send it in along with color photos (or color copies of color photos) of your billboard(s) displaying the CAT Scale logo and a color photo of your CAT Scale poster frame (this is the black frame with two pockets on the front that holds your CAT Scale directories). Only those applications with all of the photos are eligible to enter. If you do not have a poster frame or the CAT Scale logo on your billboards, please call Heather DeBaillie at 1-877-CAT-SCALE (228-7225), ext. 5216.

What if my location just opened in 2005?

For CAT Scale locations that opened in 2005, there may not be any sales from the previous year to compare to. If you are one of these locations, we will only be tracking your monthly dollar sales. Since we will not be able to award points for increases, we have established a dollar sales level that your location must reach in order to qualify for prizes (Gold=\$20,000; Silver=\$15,000; Bronze=\$10,000). This also applies to any locations that has opened or does open in 2006 during the contest.

Who do I address questions to?

If you have any questions about the CAT Scale Cashier Contest, please call Heather DeBaillie at 1-877-CAT-SCALE (228-7225), ext. 5216.

Don't miss out on these great prizes!!

Prize Levels

Gold: 1,000+ points

CAT Scale Jacket — limit 12 per location

Silver: 750-999 points

CAT Scale Black & Gold Sports Duffle — limit 12 per location

Bronze: 500-749 points

CAT Scale Swivel Flashlight — limit 12 per location

The Gold Prize Level - CAT Scale Jacket is the top prize available.

Who's Entered So Far?

AL	Lincoln	I-20 Truckstop
CA	Ontario	TravelCenters of America
CA	Palm Springs	Pilot Travel Center
CA	Salinas	Pilot Travel Center
CA	Santa Nella	TravelCenters of America
GA	Albany	Jack Rabbit Travel Center
GA	Jackson	WILCOHESS
IA	Percival	Crossroads Travel Center
IA	Walcott	Iowa 80 TA Truckstop
IL	Morton	Morton Travel Center
IN	Clayton	TravelCenters of America
IN	Indianapolis	Truckomat
KS	Garden City	Garden City Travel Plaza
LA	Shreveport	Petro Stopping Center
MI	Battle Creek	Tekhi Truck Plaza
MN	Albert Lea	Trail's Travel Center
MO	Concordia	TravelCenters of America
MO	Palmyra	Wilco Fast Break
ND	Pembina	Gastrak
NV	Fernley	Pilot Travel Center
NY	Champlain	Champlain Peterbilt FuelMart
NY	Dansville	TravelCenters of America
OH	Franklin	Pilot Travel Center
OH	N. Baltimore	Petro Stopping Center
OH	Stony Ridge	Petro Stopping Center
OK	Tulsa-West	QuikTrip
OR	Medford	Petro Stopping Center
OR	Stanfield	Pilot Travel Center
PA	Carlisle	Pilot Travel Center
PA	Mt. Morris	BFS Truck Plaza
TN	Knoxville	Pilot Travel Center (East)
WI	Curtiss	Abbyland Travel Center



WELCOME TO THE CAT SCALE NETWORK!

Race City Travel Center
Lincoln, AL

TravelCenters of America
Oakley, CA

SBS Truck Plaza
Hogansville, GA

2006 CAT Scale Trade Show Schedule

Joplin Truckers Jamboree
May 16-18
Joplin, MO

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

Walcott Truckers Jamboree
July 13-14
Walcott, IA

Great American Trucking Show
August 24-26
Dallas, TX

American Trucking Association Convention
Oct 28-30
Dallas, TX

**Be a good listener. Your ears will
never get you in trouble.**

- Frank Tyger



HAPPY ANNIVERSARY!

*Congratulations to the following truck
stops celebrating one year as a CAT Scale
location during the month of May*

Dunn's Exxon
Grove Hill, AL

Quick Change Truck Plaza
Douglas, GA

SunMart
Houston, TX

A Positive Attitude = Success

How can you develop a more positive attitude? Here are some tips worth considering:

1. Give your appearance the attention it deserves. Bear in mind that a negative self-image can lead to a negative attitude, while good grooming and clothes that are becoming, can lift your spirits and build your confidence.
2. Monitor your self-talk. Do you say critical and negative things to yourself such as "I'm always making errors," or "That's just my luck," or "I'm no good at math?" The more frequently these negative thoughts are repeated, the stronger they become. Replace these self-defeating thoughts with positive and productive ones.
3. Change your vocabulary. Our choice of words can not only lower the intensity of our negative emotions, but it can also intensify our positive emotions. For example, when someone asks how are you doing, instead of saying "all right," say "superb." Notice the words you habitually use and replace them with ones that empower you.
4. Keep a record of the positive things in your life. If you like to keep a diary or journal, you may find it helpful to record positive things. Although you will want to record major events and accomplishments, it is also important to focus on the little, everyday things that bring you pleasure - having lunch with a friend, listening to a favorite song or taking a leisurely stroll in the park. In other words, use your journal to count your blessings.
5. Let nature replenish your inner resources. Even a few fleeting moments enjoying the beauty of a sunrise or a sunset, can give your spirits the lift they need.
6. Share your positive attitude by encouraging others. Never miss an opportunity to compliment people on their achievements, their work or their appearance.
7. Vary your routine. Probably, the most common way to add variety to life is to take a vacation. For most of us, a vacation is a once-a-year event. Our attitudes certainly need recharging more than once each year. Often, even small changes such as taking a new route to work, eating at a different restaurant or shopping in a store you've never been to, can make a difference. Tackling something new can also revitalize your attitude.
8. Lighten up! Seek out a comedy for that next movie or play or TV program. Read humorous cartoons and sayings.
9. Take time out for yourself on your days off. It's not being selfish, it's needed for good mental health.

Your attitude is not a mysterious force over which you have no control. It is a simple, but powerful fact that we do have control of our attitude. Do not underestimate what the power of a positive attitude can do for you.

SPRING

Maintenance Tips

Here are some tips to keep your scale in operation during these Spring months. Some of you are getting more snow this year than you are accustomed to.

- ◆ **Remove any stray debris in a timely manner.**
- ◆ **Check scale pits weekly** to catch water problems before it's too late. This is especially important after a heavy rain.
- ◆ **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.

Call the CAT Scale Help Desk ASAP at 1-877-CAT-SCALE extension 6 if you have a scale problem.

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)

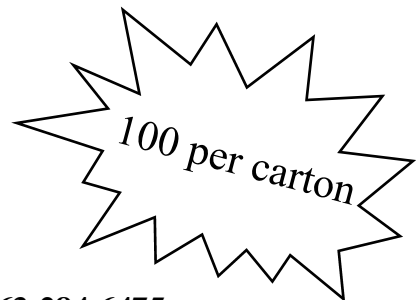
Loose Leaf Pages:

_____ 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



Cashier Contest

Yes! I want to enter my location in the 2006 CAT Scale Cashier Contest.

Truckstop Name: _____

Shipping Address: _____

City: _____ State: _____ Zip Code: _____

Manager Name: _____

Manager Signature: _____

Entry Deadline is ~~April 30, 2006!~~

May 31, 2006

Please mail entry form and color photos to:

**CAT Scale Cashier Contest
CAT Scale Company
P.O. Box 630
515 Sterling Drive
Walcott, IA 52773**

***Sorry, but we cannot accept faxed entry forms & photos.**



CAT Scale Merchandise Order Form

FAX Orders To: 563-468-5521

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

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 **NEW!**
\$18.99 **NEW!**
\$19.99 **NEW!**

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	
	26684	Insulated Mug NEW DESIGN!	\$2.50	
	26685	Embroidered Simulated Leather Duffel Bag	\$18.00	
TOTAL				

\$2.99 **New Price!**
\$14.99
\$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. **NEW!**

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