



# CAT TALES

**PASS IT ON!!**

- \_\_\_ General Manager
- \_\_\_ Fuel Ctr Manager
- \_\_\_ Weighmasters

**October / November 2006**

## **CAT Scale Number 1,000 to Open This Month in Kinston, North Carolina!**

CAT Scale Company will be celebrating the opening of its 1,000th truck scale on Tuesday, October 10, 2006 at the Kangaroo Express truck stop, US Hwy 70 & New Bern Rd in Kinston, North Carolina.

"This is a huge milestone for us and we are very proud of our growing relationship with The Pantry and Kangaroo Express," says Delia Moon Meier, Senior Vice President. "When my father started this company in 1977, we had no idea that we'd be opening 1,000 CAT Scales with room to grow. The timing is very fitting since we will be celebrating our 30th Anniversary in 2007."

"We are very pleased with our relationship with CAT Scale and are very excited to be adding this service for our Kinston Kangaroo Express customers," says Danny Maheu, Kangaroo Express.

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. Now there are 1,000 CAT brand scales in 45 states and 5 Canadian provinces with more opening each month.

With the stringent weight regulations and potential fines associated with violating such regulations, 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 is covered by the guarantee and does not have to pay the fine, as long as they weighed on a CAT brand scale prior to receiving the citation.

CAT Scale's 1,000th scale opening celebra-

tion will consist of a ribbon cutting including entertainment by the Kinston High School Band. There will also be food and gifts for professional drivers. CAT Scale Company is the world leader in truck scales and the world's largest truck scale network. More information on CAT Scale can be found online at [www.catscale.com](http://www.catscale.com).



**CAT Scale Company  
30th Anniversary  
1977-2007**

### *What's Inside?*

- **Cashier Contest Winners!**
- **Weigh To Win Sweepstakes**
- **Welcome New CAT Scale Locations!**
- **Fall Maintenance Tips**
- **Determined To Succeed**
- **Log Book & Merchandise Order Forms**

# Congratulations to Our 2006 CAT Scale Cashier Contest Winners!

Congratulations to our CAT Scale locations who have received enough points to win prizes in the CAT Scale Cashier Contest!

## Jacket Winners

- I-20 Truckstop, Lincoln, AL
- Truckomat, North Little Rock, AR
- Pilot Travel Center, Rio Rico, AZ
- Tucson Truck Terminal, Tucson, AZ
- Bear Mountain Truckstop, Bakersfield, CA
- TA, Ontario, CA (CAT# 629)
- TA, Ontario, CA (CAT #210)
- Pilot Travel Center, Palm Springs, CA
- Pilot Travel Center, Salinas, CA
- TA, Cartersville, GA
- WILCOHESS, Jackson, GA
- Crossroads Texaco, Percival, IA
- Iowa 80 TA Truckstop, Walcott, IA
- TA, Clayton, IN
- Petro Stopping Center, New Point, IN
- Pilot Travel Center, Denham Springs, LA
- Pilot Travel Center, LaPlace, LA
- Trails Travel Center, Albert Lea, MN
- Joplin Petro, Joplin, MO
- Petro Stopping Center, Kingdom City, MO
- Wilco Fast Break, Palmyra, MO
- Champlain Peterbilt, Champlain, NY
- Petro Stopping Center, N. Baltimore, OH
- QuikTrip, Tulsa, OK
- Pilot Travel Center, Stanfield, OR
- Pilot Travel Center, Carlisle, PA
- TA, Harbor Creek, PA
- WILCOHESS, Latta, SC
- Pilot Travel Center—East, Knoxville, TN
- Longtown Apple Barrel, Longtown, TN
- Simmons Travel Center, Bracey, VA

- Pilot Travel Center, Oak Creek, WI

## Duffle Winners

- Travelers Travel Plaza, Weed, CA
- Jack Rabbit Travel Center, Albany, GA
- 34 Fast Break Truckstop, West Burlington, IA
- Morton Travel Center, Morton, IL
- Pilot Travel Center, Remington, IN
- Pilot Travel Center, South Bend, IN
- Pilot Travel Center, Findlay, OH
- Pilot Travel Center, Ontario, OR
- Pilot Travel Center, Rick Hill, OR
- Abbyland Truckstop, Curtiss, WI
- Country Express, DePere, WI

## Flashlight Winners

- Texaco Star Mart, Fowler, CA
- Garden City Travel Plaza, Garden City, KS
- Petro Stopping Center, Shreveport, LA
- Charlie's Country Corner, Grayling, MI
- Pilot Travel Center, Ottawa Lake, MI
- TravelCenters of America, Concordia, MO
- Gastrak, Pembina, ND
- Pilot Travel Center, Fernley, NV
- Fultonville Super Stop, Fultonville, NY
- Pilot Travel Center, Franklin, OH
- Petro Stopping Center, Stony Ridge, OH
- QuikTrip, Tulsa (East), OK
- Petro Stopping Center, Florence, SC
- Binema Planeview, Oshkosh, WI

Series 5 & 6 Super Trucks Limited Edition Collector Card Sets  
Are Now Available For Purchase!

To order go to: <http://www.catscale.com/merchandise.shtml> and click on CAT Scale Super Trucks.

# Weigh To Win Sweepstakes

## *Over 100 Drivers Have Already Won Prizes!*

The new CAT Scale Weigh To Win Sweepstakes has already awarded over 100 prizes to drivers in the first month! 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](http://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; 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!

### **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.

## 2006 CAT Scale Trade Show Schedule

American Trucking Association Convention  
Oct 28-31  
Dallas, TX

**Don't Forget To Order  
Log Books!  
Order Form on Page 7.**



## WELCOME TO THE CAT SCALE NETWORK!

Kangaroo Express  
Birmingham, AL

WILCOHESS  
Disputanta, VA

Pilot Travel Center  
Shelbyville, IN

Petro Stopping Center  
Spokane, WA

Love's Country Store  
Calvert City, KY

## HAPPY ANNIVERSARY!

*Congratulations to the following truck stops celebrating one year as a CAT Scale location during the months of October & November.*

Speedy Fuel  
Buttonwillow, CA

Love's Country Store  
Marshall, MI

Love's Country Store  
Heyburn, ID

Bosselman Travel Center  
Big Springs, NE

Pilot Travel Center  
Middlesboro, KY

Antrim Truck Centre  
Arnrior, ON

Pilot Travel Center  
Morton's Gap, KY

Starlite Truckstop  
Aberdeen, SD

Houlton Big Stop  
Houlton, ME

Columbus West Travel Center  
Columbus, WI

*...Determined to Succeed (Continued from page 5)*

- You tend to say, "It's a pleasure" instead of "No problem."
- And you tend to say, "Let's do it" instead of "Why don't we..."

### CHOOSE YOUR REACTIONS.

No one gave you a bad attitude, and no one can take it away. Likewise, no one can give you a good attitude. It's a choice you make.

In a similar sense, your PERSISTENCE -- or lack of it -- is the result of the choices you make. If you choose a positive reaction to a situation, you will remain persistent. But if you choose a negative reaction, you will give up. It's that simple.

# FALL

## Maintenance Tips

Here are some tips to keep your scale in operation during these hot summer months.

- ◆ **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. Call us if you have a problem.
- ◆ **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.**

# Success Is No Accident. Be Determined to Succeed.

By Dr. Alan Zimmerman

*"You've got to get up every morning with determination if you're going to go to bed with satisfaction."* George Lorimer

You've heard people say, "Winners never quit, and quitters never win." Now you might think that's a nice, cute statement, but it's actually true.

In the late 90's, the "Los Angeles Times" surveyed 120 top performers in business, sports, politics, entertainment, and academia. The one characteristic all these winners had in common is that they PERSISTENTLY worked to reach the top.

The life story of Orville Redenbacher, the late popcorn king, is a classic example of such persistence. He was 63 years old before he convinced supermarket buyers that their customers would pay double for his premium popcorn. But let me give you the rest of the story.

Orville began raising popping corn as a 4-H project 50 years earlier on his father's Indiana farm. And then over the years, as a county agricultural agent, a farm manager, and as an owner of an agricultural company, Redenbacher continued experimenting with various hybrid popping corns and fertilizers. He tried to improve on a formula that had remained virtually the same since the Iroquois Indians had introduced popping corn to colonialists 250 years earlier.

Finally, he came up with a variety of corn that, when popped, was lighter and fluffier than the standard store-bought variety. Then he learned how to dry it slowly, to assure that every kernel would pop.

That was just the beginning. Orville spent the next four years driving through Indiana and Illinois ... seeking farmers who would grow the corn ... and retailers who would sell it. A year later, a Chicago marketing firm convinced him to put his photograph on the label and to change the name from "Red Box" to "Orville Redenbacher's Gourmet Popping Corn."

He thought it was absurd advice. After all, who would want to buy a jar of popcorn with a picture of an old man on the label? But he gave it a try, sending a case of the newly labeled corn to the manager of the gourmet food department at Marshall Field's department store in Chicago. She loved it and ordered a truck full, asking Redenbacher to be on hand to autograph jars as they sold.

"Orville Redenbacher's Gourmet Popping

Corn" became the world's leading popping corn. Asked about his philosophy of life, Redenbacher replied, "Never be satisfied. Be stubborn. And be persistent."

As the "Los Angeles Times" indicates, as Redenbacher proves, PERSISTENCE is one of the most important ingredients in the formula for success.

Let me give you two strategies for persistence right now.

## USE THE LANGUAGE OF INCLUSION.

To a great extent, your attitude, your performance, and your persistence are influenced by the words you speak. And all too many people use a negative language that destroys their persistence. Let me explain.

Ask a child who has visited Disney World what he thinks about it, and he'll probably say, "It was great!" He's speaking the positive. And he's telling you the way IT IS. According to J. Mitchell Perry and Scott Jamison in their book, "In The Zone: Achieving Optimal Performance In Business," the child is speaking the language of INCLUSION.

By contrast, ask the child's parent what he thinks about Disney World, and he may say, "It wasn't too bad... It wasn't as crowded as I expected... and... the prices weren't too steep." The parent is speaking the negative and telling you the way IT ISN'T. He's using the language of EXCLUSION, a language that destroys persistence. As Perry and Jamison indicate, it is "the vocabulary of doubt, absence, omission, equivocation, and diminution. It is the language of hesitancy, anxiety, and fear and will tell you what isn't, couldn't, shouldn't, can't, and won't."

Take a look at these examples. And see where you tend to fall. If you're a PERSISTENT peak performer, you tend to use the language of INCLUSION.

- You tend to say, "I feel good" instead of "I can't complain."
- You tend to say, "I'm pleased" instead of "I couldn't ask for more."
- You tend to say, "Let's do it" rather than "I don't see why not."

*(Continued on page 4)*

**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)

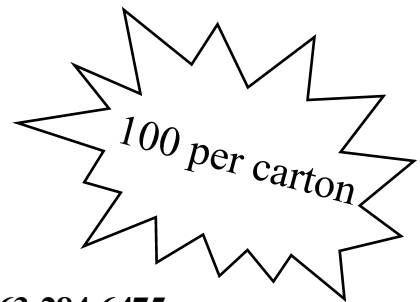
### Loose Leaf Pages:

\_\_\_\_\_ 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 <b>NEW!</b>	\$10.00	
	11894	2X - 3X <b>NEW!</b>	\$12.00	
	11894	4X <b>NEW!</b>	\$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 <b>NEW PRICE!</b>	\$1.50	
	42958	Yellow/Black Swoosh Cap	\$8.00	
	122266	Since 1977 Cap	\$8.00	
	26684	Insulated Mug <b>NEW DESIGN!</b>	\$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](http://www.catscale.com)