

BIRCH EQUIPMENT

Anacortes 8876 S. March Point Rd. 360-293-7788
Bellingham 1619 Kentucky Street 360-734-5717
Mt. Vernon 2609 Old Hwy. 99 S. 360-428-7788
Sitka 210 Jarvis St. 907-747-5315



February 2008 Fleet Updates

More Than Just A Rental Store

Birch Attends Annual ARA Show

Whether it's the millions of dollars of equipment added to our fleet each year, or the thousands of dollars that will be spent on the new rental operating software this year, as leaders in the market, Birch doesn't wait for vendors to come to us, we go to them. The American Rental Association show is an opportunity to continue researching, and purchasing, top quality equipment and operating systems.



"The show gives me a chance to see the variety of rental business application software available. I learn how different programs work while evaluating their competition".

Susan Kipelidis - Business Manager

"It's great to be able to compare side by side the list of equipment we are purchasing now and in the future. From that we analyze the benefits of many different models of equipment".

Ron Jansen - Fleet Coordinator

"The biggest gain at the show is to get a hands on of new equipment lines and compare different manufacturers, and also compare different equipment lines beyond just a brochure and load chart."

Sarah Rothenbuhler - Owner & General Manager



Birch Employees on Advisory Boards at Bellingham Technical College and Skagit Valley College



At the request of the Advisory Board for the Diesel Mechanics Program at both Bellingham Technical College and Skagit Valley College, Bruce Miner, Shop Manager, and Dean Parker, Assistant Shop Manager, have recently joined the Advisory Board Committees to discuss industry trends in the Diesel Mechanics field.

The Advisory boards are comprised of a cross-section from the industry, including the Diesel Mechanics instructors from both colleges. They discuss the current trends in the industry and offer their advice and suggestions to better prepare students of the Diesel Mechanics program for job placement. The Board's input is taken into consideration when preparing curriculum for the program. Dean Parker, board member of Skagit Valley College says, "The goal is to ultimately give the school feedback on what they can change to help provide for the industry; and what the industry is looking for".

Bruce Miner is in his second year as a BTC board member and comments, "Birch recruits from both colleges and has had great success with internships from the Diesel Mechanics Program rolling into full time positions at Birch". Birch knows that the better they understand the design and functions of the equipment, the better the rental experience will be.

Incoming Fleet...

Komatsu Front End Loader

- 3 yard bucket and fork attachment
- Ride control for smooth ride
- Joystick direction selector
- Cooler box to keep your lunch cool in the summer
- Air Conditioning



Billy Goat Yard Vacuums

- Front wheel power for rough terrain and hills
- 12" wheels for easy maneuvering
- Capability to pick up cans, cigarette butts, bottles, & trash
- Easy adjustable height
- Durable bag & easy removal



Billy Goat High Weed Mowers

- Easy maneuvering
- 24" floating deck with 1/2 inch adjustable heights from 2-4"
- Large back wheels for stability
- Powerful Kawasaki Engine
- Ability to cut knee high weeds



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BIRCH EQUIPMENT

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Air Compressor Special

\$195.00/Day

Includes:

- 185 CFM Compressor
- 2 - 60# Breakers or 2 - Rivet Busters
- 2 - 50' Air Hoses
- 2 - Lg Oilers
- 1 Point & 1 Chisel

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Birch is currently a dealer and/or distributor for the following companies:



New Crew...People Strong



Mike Green - Yard Rep - Shop

- Favorite pastime is working on dirt bikes
- Wants to be a mechanic
- Enjoy's being outdoors
- "Working at Birch is challenging and the people are awesome."



Jeff Yaskus - Yard Rep - Mt Vernon

- Favorite sports team-Seahawks
- Wants to be a mechanic
- "Working at Birch is cool because I learn a lot about big machines."



Birch lights up the lake... Swan Lake is located in the center of Sitka, AK & typically only freezes up twice each winter; rarely longer than a week at a time. When the ice is good a large percentage of the community turns out to skate. To maximize the skating time, Rich Ross, Birch's Sitka Store Manager, set up a light tower so people could skate later than 4 p.m. when it usually gets dark. Rich said "The amount of positive feedback from the community was great. There were a lot of grateful people who were able to take their kids out skating after dark and stay as late as 10 p.m."

NW Washington Home Show February 29 - March 2

at the Northwest Washington Fairgrounds in Lynden-Booth 4.

Skagit County Home Show March 14 - 16

at the Skagit County Fairgrounds in Mount Vernon-Booth 10.



- Home Show Coupons
- Equipment Demos
- Birch Give outs
- Fleet Updates

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- Floor Buffers & Pads
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- Drum Sanders and much, much more...

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More Than Just A Rental Store

Train-the-Trainer Classes with factory trained & certified representatives from

Genie and GEHL

- Both classes will start at specified Birch locations.
- Extensive hands-on equipment training on Genie scissorlifts & boomlifts and Gehl reach forklifts.
- Each course certifies participants as trainers for Genie & Gehl equipment operators.
- Each participant receives a student material packet, a certificate of course completion, and wallet card.
- Space is limited, contact any store to reserve your spot!

Additional Training Materials:

- Genie Instructor Packet @ \$100.00 each
- Genie Student Packet @ \$ 7.50 each
- Gehl Instructor Packet @ \$ 150.00 each
- Gehl Student Packet @ \$ 7.50 each



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Home Show Special!

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