



The Publisher's Column



Hello good friend, and welcome to our Motorvation Newsletter and to your new 2010 Price Guide. As one of the most challenging years for our industry comes to a close we would like to express our appreciation for your continued business. The response to our annual pricing survey portrayed a mixed picture. While most rewind prices are up from last year some new motor prices, markups, and billing rates are down. We will have to wait and see how the year 2010 unfolds and affects the motor repair industry. See the article on the lower right for details. Update your Price Guide now with these new pages so your prices will reflect the latest National Averages.

We are very pleased to announce the addition of MG Set pricing and elevator motor pricing to the Price Guide. This year we were able to bring all of the pieces together and add this information to the General Information section. We are going to continue to research this type of pricing and hope to provide additional information in the future. If you have any ideas for additional information we could include on MG Sets or elevator motor pricing, please give me a call. Check out the article on page 2 for further details.

We are always looking for ways to improve our products and in 2010 we will be developing a new feature for Vaughens.com. We are planning to allow you to save your quotes, customers, and workcodes on our secure server. You will soon be able to lookup old quotes anywhere you have access to the Internet. When this feature becomes available we will notify you by email and fax. See the article on page 3 for more information.

During the year don't forget about using our FREE Hotline Assistance Service. If you have a question concerning any of Vaughen's products, or just need help pricing a job give me a call at 800-828-4436. Help is only a quick phone call away. Thank you for your business. We wish you a happy, healthy and prosperous New Year.

Donald M. Lammers

Donald M. Lammers
Publisher

VAUGHEN'S 2010 Price Guide Improvements

Each year we look for new information to add to Vaughen's Price Guide. This year is no exception. We are pleased to announce we now have pricing for MG Sets and other elevator motors. Plus, all of our pricing has been completely updated based on our 2010 Survey response.



**New
2010
Edition**

Elevator Motor and MG Sets Added

We did some research to determine how to best use Vaughen's pricing to price these types of repairs. Since elevator motors and Motor Generator Sets are similar to standard motors, we found that Vaughen's pricing can be used to price these repairs. Check out the article on page 2 for the details.

Markups Updated on Page G1-20

With so many changes in the industry we thought it was a good time to take a look at the average markups charged for new motors, rewind materials, and replacement parts. These new markups can be found on page G1-20 of the General Information section.

Production Process Redesigned

During 2009 we reengineered our entire production process. We made changes that will allow us to update our Price Guide Book, WinPDQ Software, and Vaughens.com web site with new National Averages much faster and more efficiently in future years.

As you can see, your new 2010 Guide is loaded with new information. We are always on the lookout for new information to add to the Guide. If you have any ideas for additional information we could add in the future, please give us a call.

2010 Survey Results — All Prices Are Updated!

Once again we had an excellent response of 202 replies to our Annual Pricing Survey. Thanks to all of our subscribers who took the time to complete the survey!

Here are the results of our survey:

- AC random-wound rewinds are up 3 to 5%
- AC form-wound prices are up 5.5%
- DC rewinds are up 7.1%
- Extras prices are up about 3%
- Some hourly billing rates are up 1% and some are down 1%
- New motor markup is down 1%
- New AC motor prices have been updated




• Checkout Our 2009 Vaughens.com Changes	2
• MG Set Pricing Table and Elevator Motor Pricing.....	2
• New Pricing Added to 2010 Pocket Pricing Pal	2
• Quote and Customer Save Features Coming Soon	3
• Vaughens.com Can Help You With Pricing.....	3
• Vaughens.com Users Monthly \$100 Drawing Winners...	3
• Visit Us at the EASA National Convention	3
• Complete our Feedback Survey and Save \$10	3
• Customer Feedback Form	4

Checkout Our 2009 Vaughens.com Changes

In 2009 we added Customized Condensed Price Lists for AC and DC motors to Vaughens.com under our Quick Motor Prices tab. Now you can print out your own personalized price list using any percentage of the National Average. With costs constantly changing this tool is especially useful, as you can print out a new price list at anytime with your latest multiplier.

New Link to Scope-of-Work

You may have noticed a new link on your Vaughens.com quote screen. We know it is not always easy to remember everything Vaughen's includes in rewind and recondition prices when creating a quote. So, we have added a link to the General Information pages that detail everything included in Vaughen's pricing. You can even print these pages so you can post them by your computer for easy reference. Now you can quickly check that all the work you are performing is covered in your quote.

○ Click here to view
[Vaughen's Rewind & Recondition Scope of Work](#) 

Vertical Bearing Changes

We have also made a change to bearing prices for vertical motors. A national average price will not display now for Furnish and Install 2 Standard Ball Bearings if the motor type selected is Vertical. Because of the additional charge required for the hi-thrust bearings used in Vertical Motors, we decided it would be best to leave the price blank so you can fill in the appropriate price.

Thank You for Your Help!



We would like to take this opportunity to thank all of our subscribers who responded to our annual pricing survey. It is with your help that we are able to provide a Price Guide that can best meet the needs of our industry. Thank you!

MG Set Pricing Table and Elevator Motor Pricing Guidelines

At Vaughen's we are always looking for new information to add to Vaughen's products. When talking to a subscriber at a convention or on the phone we always ask, "What can we add to Vaughen's Price Guides?" Through the years we have had requests for Motor Generator (MG) Set and elevator motor pricing. We knew Vaughen's pricing could be adapted to price these types of motors since they are similar to standard motors. This year with the assistance of some helpful subscribers we were able to put all of the pieces together and come up with a table of pricing for MG Sets, plus pricing guidelines for other types of elevator motors.

On page G1-18 in the General Information section you will find a table of pricing for common repairs to typical MG Sets. To calculate these prices we developed some simple pricing guidelines to use with Vaughen's standard base prices. We have provided these pricing guidelines for you to follow so you can price additional MG Sets not covered in Vaughen's table of pricing. Note, we have also placed the new MG Set pricing table on the back of the AC Random-Wound and DC title pages for quick reference.

While researching MG Sets pricing we found you can easily price other types of elevator motors using some simple pricing guidelines and Vaughen's standard base prices. Starting on page G1-17 in the General Information section you will find pricing guidelines for pricing AC Hoist Motors, DC Hoist Motors, AC Submersible Hydraulic Motors, and AC Dry Hydraulic Motors

To help you with the new pricing guidelines we have included pricing examples for MG Sets and elevator motors on page G1-32. If you have any questions regarding this new pricing give us a call at 800-828-4436.

We hope to add additional information on MG Sets and elevator motors in future editions. Subscribers have told us a HP and KW cross-reference for different manufacturer's elevator motors might be useful. We are still researching this type of information. If you have any information that would help us with this project we would greatly appreciate hearing from you.

New Pricing Added To 2010 Pocket Pricing Pal



Your 2010 Pal now includes pricing for Recondition Plus Bearings for AC Random-Wound, TEFC, 1800 RPM motors. This pricing is only provided on the Pocket Pricing Pal so be sure to use your Pal when pricing this type of repair. Remember you can purchase additional copies of the Pocket Pricing Pal for just \$10 while supplies last. Order one for every one in your shop who quotes motor repairs.

Save Your Pump and Labor and Material Pages

We have not made any changes to the Pump Guide this year so we have just included a new title page for this section. When inserting your new pages into your binder make sure you don't discard your current pump pages. Now is a good time to confirm that you have the current edition of the Pump pages in your Guide. Pages PR1-5 through PR1-18 should be Edition 2 and pages PR1-19 through PR1-26 should be Edition 5. If you do not have the current Edition of these pages please give us a call and we will get the correct pages right out to you.

Also, no changes have been made to the Labor and Material Guide this year, so we have just included a new title page and the latest quarterly update on material costs for this section. If your guide is missing any pages from either of these sections give us a call and we will send replacement pages right out to you.

Quote and Customer Save Features Coming Soon to Vaughens.com

During 2009 we contacted Vaughens.com subscribers to find out if there is anything we can add to Vaughens.com to make their job easier. We were pleased to hear how useful subscribers were finding our web site. At that time we also asked subscribers if they would like to save their quotes on Vaughens.com. Based on the response from these calls we will be enhancing Vaughens.com with options to save customers, quotes, and workcodes. We have completed the design phase of the project. Our programming staff is now busy making the necessary program changes. We hope to have this new feature available by Spring of 2010. If you have any comments or suggestions regarding any features that should be included in this update, please give us a call at 800-828-4436.

Vaughens.com Can Help You With Pricing and So Much More!



- Easily create quotes with all of the prices from Vaughen’s Book plus additional pricing to 10,000 HP.
- Pump Repair Quotes Are Quick and Easy!
- New “Quick Quote” Customized Condensed Price Guides let you print out customized condensed price lists at any percentage of the National Average.
- Labor and Material Tools help you make sure you are covering your costs and achieving your profit goals! Quickly and easily print a one page Labor and Material Price List with your current costs.
- See how long it takes other shops to complete a repair — are your times competitive?
- Our Manager’s Tools option is filled with information every shop manager should have at their fingertips — Vaughen’s Productivity Guide, Better Costing Guide, and Wage and Benefit Guides.

**Special Pricing Begins At Just \$49/Year For Current Subscribers!
Use the order form to the right to order your 30-day FREE trial!**

Vaughens.com Users Monthly \$100 Drawing Winners

Each month we have a drawing for a prize of \$100. The winner receives a \$100 credit on their next Price Guide invoice. Each time you log on to Vaughens.com you automatically get another entry in our drawing. You could be our next lucky winner — order your Vaughens.com subscription today for as little as \$49 per year. To order by fax use the order form to the right, or call us at 1-800-828-4436.

Our winners last year were:

- Chris Robinson, Industrial Maintenance & Engineering
- Sam Servedio, A. Servedio Electric Motor
- Brenda Tews, Industrial Motor & Machining Inc.
- Tery Lewis, Brandon & Clark
- Jeff Ramsammy, Michigan Street Pump & Electric Motor
- Ron Collins, Tennessee Armature & Electric
- Missy Holmes, North Star Electric
- Herb Schwartz, Richards Electric Motor Co.
- Stacey Tullar, Tullar Electric
- Jeannot Gamache, Labrador Rewinding Inc.
- Dan Courtney, John Bouchard & Sons Co.
- Joe Sedberry, Grayson Armature Works

Visit Us At The EASA National Convention

It was nice to see so many subscribers at the national EASA convention in St. Louis.

All subscribers who stopped by the booth received a FREE Pocket Pricing Pal and had a chance to enter our drawing for a free one-year subscription to Vaughen’s Price Guide. The winner of the FREE subscription was John Warden of Warden Electric Company.

We look forward to visiting with subscribers at booth 315 at next year’s convention in Orlando FL.

Complete Our Feedback Survey and Save \$10

We are always interested in what our subscribers have to say about our products. On page 4 of this newsletter you will find a customer feedback survey. Please take a few minutes to fill out the survey and fax it to us at 412-367-4884. As a thank you, we will apply a \$10 credit to your account. Thank you in advance for your help.

Yes, I am a current Price Guide or WinPDQ subscriber and I want to order a subscription to VAUGHENS.COM.

- 1/2 to 75 HP — only \$49.00/year
- 1/2 to 600 HP — only \$75.00/year
- 1/2 to 10,000 HP — only \$99.00/year

Company _____

Name _____

Address _____

City/State or Province/Zip _____

Phone _____ Fax _____

Email Address _____

Bill me on PO # _____

Charge My Credit Card

Credit Card Number _____ Expiration Date _____

Cardholder Signature _____

Vaughen's Price Publishing Co., Inc. — Customer Feedback Form — Save \$10

Could you please take a few minutes to help us in our quality improvement efforts? Your input is very valuable to us. Complete this form and fax it to us at 1-412-367-4884 and we will apply a \$10 credit to your account. Thank you!

1. How often do you use Vaughen's Price Guide? Daily Weekly Monthly Only a few times a year
2. Which of Vaughen's Products do you use? Price Guide Book Vaughens.com WinPDQ Software
3. How do you use Vaughen's prices?..... Quote directly from the Guide Discount off the Guide Add to prices in the Guide
4. How satisfied are you with our products and service? Very Satisfied Somewhat Satisfied Not Very Satisfied
5. How likely are you to recommend our products: Very Likely Somewhat Likely Not Very Likely
6. Place a check mark in the box that best describes your opinions about the following: *(Please check only one per line.)*

Features and Benefits of Vaughen's Price Guide:	Strongly Agree	Somewhat Agree	Disagree	Not Applicable
Vaughen's Price Guide helps me with all my pricing needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vaughen's Price Guide saves me time when preparing quotes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vaughen's Price Guide helps me make a fair profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vaughen's Price Guide helps me price competitively in my area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vaughen's Price Guide is easy to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The General Information section makes it clear how to use the Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Condensed pages are useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The MG Set and elevator motor pricing pages are useful to me.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quarterly fax updates on copper costs etc. are useful to me.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The AC motor pricing section meets my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The DC motor pricing section meets my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Single-Phase motor pricing section meets my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Labor and Material Guide and labor hour standards are useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Centrifugal Pump Repair Guide is useful to me.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printing different sections on colored paper makes it easier to find what I need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pocket Pricing Pal is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vaughens.com web site is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Motor Pricing section on Vaughens.com is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pump Pricing section on Vaughens.com is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Customized Condensed Price Lists on Vaughens.com are useful to me.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The L&M Tools section on Vaughens.com is useful to me.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Manager's Tool section on Vaughens.com is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Local Pricing section on Vaughens.com is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your WinPDQ software is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pricing Catalog look up screen in WinPDQ is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Customer module in WinPDQ is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Quoting module in WinPDQ is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Invoicing module in WinPDQ is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. If you disagree with anything in question 6 above, please explain: _____

8. What is the biggest problem you face in your business today? _____

9. Is there anything else we should include in the Price Guide? _____

Please provide your company information if you wish to receive your \$10 credit: (Note: Only 1 credit honored per year.)

Name: _____ Company: _____ Phone: _____

Address/City/State or Province/Zip: _____

Please fax this completed form to us at 1-412-367-4884. Thank you for taking the time to complete our survey.