

October, 2003

Baldor Electric Was On The Move Helping Customers In The Path Of Hurricane Isabel

Hurricane Isabel turned the lights out on thousands of people in September. As the storm was grinding north through the Mid-Atlantic states, Baldor's advanced preparation kept many families and businesses with power despite the numerous outages.

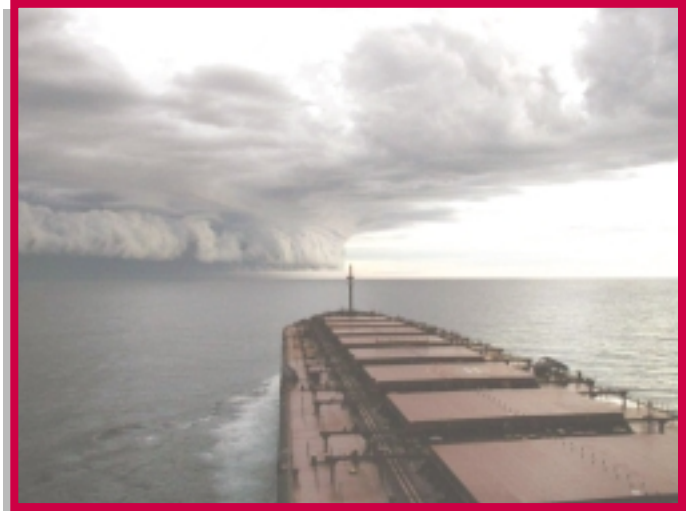
"Our Northeastern Sales Offices were gearing up for Hurricane Isabel several days before it came ashore," said Bryan Swafford, Baldor's Corporate Team Leader for the nine Northeastern Offices. "I am pleased to report that our emergency planning and preparedness measures paid off."

"Send me some generators," was what the Baldor Generators Rental Reps were saying to Pam Meyer of Baldor's Oshkosh, Wisconsin generator manufacturing plant. Early in the week before Isabel hit, she began shipping generators out of the Oshkosh plant.

Baldor Distributors in the Mid-Atlantic region were well prepared for Hurricane Isabel said David Cousins from his Baldor office and warehouse in Greensboro, North Carolina. Other District Managers from Greensboro to New York reached out to colleagues and were busy moving generator inventory from one warehouse to another. "Everybody was engaged and taking care of customers" agreed John Driscoll, district manager of the Baldor Wallingford, Connecticut office. Wallingford sold several thousand dollars worth of generators in one day, including several of the large towable diesel generators. When not selling generators, John was busy working with Connecticut television crews filming footage on Isabel readiness.

"We're doing all we can to be prepared for any emergency from ice to snow storms, tornadoes and now for Hurricane Isabel this week," said David Cousins. Some of the measures the Baldor offices have in place for emergency response include:

- Strategically placing generators at key offices and distributors across the areas expected to be affected.



Isabel as seen from North Carolina coast.



Large generator shipping to east coast.

- Arranging in advance to have electrical contractors and generator specialist on hand to respond promptly to local power outages.
- Making sure our systems and distribution contacts are well stocked with motors, drives and generators prior to storm events.
- Keeping in contact with customers, employees and emergency agencies during and after storms.



David Cousins loading generator for North Carolina customer.

"It's our employees, our unsung heroes, who work together to transform plans into action, no matter where the emergency takes place. They work around the clock if necessary, to put those plans into action to make it possible for our customers to receive high quality and reliable products and service," said Cousins. "It's that way at my office and it works that way at any of the 36 Baldor District offices."

Hurricane Isabel will go down in history as one of the most destructive in recent years and everyone has their own unique story to tell. One of the best stories was from Mid Atlantic Generators, a distributor located in Cinnaminson, New Jersey. "Mid-Atlantic sent a driver across town in a pick-up truck to collect 16 portables arriving at the carrier's dock. On his return trip, the driver noticed that several cars were following closely, honking and waving for him to pull over, as they had seen the Baldor Generator boxes loaded in the back. They eventually flagged the driver down and tried to purchase a portable unit." People were very disappointed when told the 16 units were already sold.



"Many lives have been affected by Hurricane Isabel," said Randy Breaux, VP of Marketing. "We are proud of the services provided by the Baldor district offices before Isabel made landfall and during the rebuilding effort occurring now. Our offices sold hundreds of generators before the storm hit and more within hours after damage assessment. And this number will most likely grow as our distributors that sold their stock on-hand replenish their inventories. A good job was done by all of the Baldor employees and district office personnel. We are happy to have helped so many people."



The Williamsburg, Virginia home of Charlie Spratt - Baldor Greensboro - sustained over \$50K in damage.

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