

## WHAT'S NEW AT MASTERLUBE?

"It is not the mountain we conquer, but ourselves." - Sir Edmund Hillary  
(New Zealander mountaineer and explorer)

### Proud to Pack the Place Pink

Happy Anniversary to Doug at the MasterLube office - 13 years of counting beans! Doug is pictured in the photo below with daughter Teal. Congrats Doug and thank you for all your hard work!

Melanee from the MasterLube on Grand welcomed her baby girl, Devera Aleece, on October 20 at 3:10 am. She weighed 5 lbs, 5 oz, 19 inches long. Congratulations!

Thank you to all the lubers who participated in Pink Day on Oct 23. We raised a small donation for Pack the Place in Pink with our donation jars and everyone enjoyed the pink sunglasses! Photos from the day are on MasterLube's Facebook page at [www.facebook.com/masterlube](http://www.facebook.com/masterlube).

If you've got good news to share, be sure to contact Miranda at the office or email [mirandag@masterlube.com](mailto:mirandag@masterlube.com)!



**Anniversaries**  
**November**  
Doug Darkenwald - 13 Years

## 52 WEEKS OF ICONIC PLACES AND UNCOMMON PEOPLE

### MasterLube Teams-Up with Gazette for YelCo52 Series

Starting in July, MasterLube partnered with the Billings Gazette to highlight stories of iconic places and uncommon people right here in Yellowstone County. The articles will run in the Saturday edition Billings Gazette - one each week for one year (52 weeks). Articles so far have featured stories on the Rimrocks, the Lincoln Center, Boothill cemetery and many more.

MasterLube's role in this partnership is to offer stories of iconic and uncommon people, through our website at [www.masterlube.com/yelco52](http://www.masterlube.com/yelco52). Visit this site regularly for all the Billings Gazette articles, as well as videos and stories about amazing people in our community.

The latest video features Billings artist Ben Steele, a former WWII POW. Ben talks about his life and the power of hate and forgiveness with his friend and fellow artist Harry Koyama, whose parents were imprisoned in Japanese American internment camps.

More videos are on the way. If you have an idea for an article or video, please email us at [contactus@masterlube.com](mailto:contactus@masterlube.com).



*Uncommon People*



Scan the QR code with your smartphone to visit the YelCo52 website!

### Work on these in November -

- What does it look like to a customer when all the employees stand out back and smoke?
- What effect does a clean store have on a customer?
- Why don't we put blue towels in our back pocket?
- Why do our employees seem better than most employees in other LUBE shops?
- Why would you keep your bills straight in the cash drawer?

**1001 Little Things...**



Craig recently enjoyed some time with the great outdoors. No one builds a campfire better than Craig!

## HUMAN MOMENTS

### Customers & Staff Share Their Thoughts

From Yelp re: Downtown/Carwash:

~ "What a great people!!! I was amazed by their human kindness, I should say simply they are their to help you. I'm from Boise Idaho went their to pick up a car from auction I was looking for the DMV to get a temporary license plate while I came to his shop ask the guy where the DMV was and at this time I realized that my car is also overheating. The guy try to help me whatever he could, he brought coolant and oil from the shelf put in my car and he waste his half hour for us for not a single penny. I offer money for the coolant and oil he said "I had my days too". SO such a people in such a business is absolutely a success. I encourage everyone to support such a business, they have carwash they are changing oil and stuff so please support such people, and such business to exist more."

~ Sitara R.



Pink Day at MasterLube!  
Thank you to everyone who participated  
on Thursday October 23.

