

*"Always dream and shoot higher than you know you can do. Don't bother just to be better than your contemporaries or predecessors. Try to be better than yourself."*  
- William Faulkner

July 2015 - Newsletter

## WHAT'S NEW AT MASTERLUBE?

### MasterLube.com is getting a new look

MasterLube.com is getting a face-lift! We are excited to announce that we have been working with the Billings Gazette to revamp our website with a new, modern look that will be more compatible with tablets and phones. Plus we'll be adding several new features, such as a

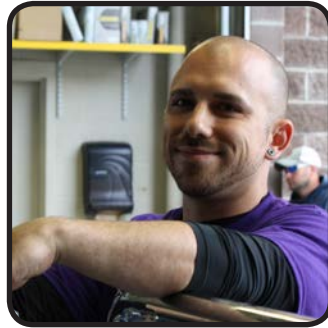
"Conversations" page where you can interact with folks from MasterLube, new videos about iconic people in our community, and more connections through social media like Facebook, Twitter, and Pinterest. Stay tuned for more information. MasterLube staff will get a sneak peak at the new site before it is launched.

With all this hot weather, we are excited to announce that Josh Edge from the Laurel MasterLube passed his MACS Air Conditioning Certification test and we now offer AC Recovery, Recycle & Recharge service in

## Anniversaries

### July

- Zach Belton - 4 Years
- Beau Lennick - 3 Years
- Josh Castro - 2 Years
- Skylar Reiter - 1 Year



Laurel. Congratulations Josh! If any other staff members are interested in becoming certified, talk with Travis or Mike.

Earlier this week, the school board in Billings decided to name the new west-end middle school after Billings resident and WWII veteran Ben Steele. Ben has an amazing story and if you haven't seen it yet, check out his video at masteryourmile.com or by scanning the QR code here with your phone. Community feedback about the video has been outstanding - see the human moments section of the newsletter.

Top row: Zach and Beau in Laurel celebrate anniversaries this month. Congrats! Bottom row: Josh from the Hand Car Wash and Skylar from the Glass Doctor hit the 2 year and 1 year mark respectively. Great job! Josh from the Laurel store became AC certified this summer. Thanks to his hard work, we are now able to offer this service to our customers in Laurel!

Right: Harry Koyama and Ben Steele talk during their video for masteryourmile.com. Ben is a survivor of the Bataan Death March in World War II and an amazing artist who taught art at MSUB from 1959-1982. His incredible story of prejudice and forgiveness is shared on our website and Facebook pages. Harry, another outstanding local artist, was one of Ben's students at MSUB. Please watch and share with your friends!

Tell us your thoughts on this and other videos at [www.facebook.com/masterlube](http://www.facebook.com/masterlube) or send us an email to [contactus@masterlube.com](mailto:contactus@masterlube.com)



### Work on these in July -

- Why do we have ice cream and great coffee in the stores?
- Why do we make sure the hood is up before the oil is dropped?
- Why do we hold up the oil filter and verify the gasket?
- Why is it important that we get the name and address of all customers?
- What are the benefits to emailing the customer their invoice instead of printing?

## 1001 Little Things...

# A YOUTUBE SENSATION

## Popular Video Features Artist Cliff Potts

Cliff Potts is a local artist with outstanding talent and a very unique technique to his work. Cliff was paralysed by polio as a child from the neck down. He uses his thumb and forefinger to paint whole canvases of work two inches at a time. He speaks of the lessons he learned throughout his life and how he overcame obvious challenges to become an amazing artist and fantastic person. You can watch all three of his videos on [masterlube.com](http://masterlube.com) or visit our Facebook page at [facebook.com/masterlube](https://facebook.com/masterlube).



Scan the code with your smartphone to watch all three of Cliff's videos. Tell us what you think by emailing [contactus@masterlube.com](mailto:contactus@masterlube.com)

The feedback regarding Cliff's video has been great - thank you for sharing your thoughts with us! His video was shared almost 50 times and viewed by almost 2000 people. Here are some samples of what we've been hearing:

- "Thank you for doing such a fabulous reporting on Cliff. He is a very special person in my life and I loved contacting again with him due to your report. He always was a loving, caring person and he has achieved more than most mortals. What an accomplished gentleman." - Addie H.

- "Remember the polio scare. I was 11 at that time. This shows the iron lungs that were provided for those that contacted it before the vaccine." - Patty D.

- "A video on my Uncle Cliff. A truly inspiring man. Blessed to have him in my life." - Kurt P.

- "Cliff, you are such an inspiration. I am living with Post-Polio Syndrome and generally have a positive attitude and a strong belief that God is my strength and he helps me through every day." - Anonymous



Roy at the MasterLube Hand Car Wash Downtown recently got a new motor for his bike from his manager Brett Godfrey. He was excited to try it out!



### Downtown Night at the Mustangs!

The Downtown Billings Association is hosting a night at the ballpark for DBA members. MasterLube has a handful of tickets for the game on Monday, July 27th at 7:05pm. If you would like to attend, call Miranda at the office.

# HUMAN MOMENTS

Customers & Staff Share Their Thoughts

From Downtown:

~ "Wonderful team!"

~ "Brett and his crew always take great care of my vehicles. Both company and personal. I will be a life long customer due to the amazing service I get each and every time I come to MasterLube."

~ "Thanks for the amazing times. I looked forward to seeing all the awesome faces every day. I'm sad to leave but maybe I'll be back."

- Catherine (former employee)

~ "The staff is one of the friendliest I have ever encountered. We will come to this store every chance we can! Their willingness to help and kindness makes them trustworthy and wonderful! Thanks for everything!"

- Stevie M.

~ "This place and the males and females that work here are marvelous. They are just fantastic human beings and I really appreciate all of them. Thanks!"

- Peggy S.

~ "On our road trip from Billings to LA we had to stop in for an oil change for our car. The service was exceptional. Not only did they change the oil quickly, but they went above and beyond doing a quick check on the car and topping off the antifreeze.

The staff, (we spoke with Travis) was definitely not your typical mechanic shop. Men and women working hard and getting the job done. When all was finished they even cleaned out the floor mats!

Honestly I highly recommend em if your visiting or a resident. Free coffee too!"

- Johnathan R., Huntington Beach, CA

From Laurel:

~ "Fast and friendly service every time I'm here! Thank you!"

~ "To the MasterLube crew - thanks for doing a great job changing our oil."

- Jim M-G, age 5

~ "Very good"

- Wally L.

From Glass Doctor via Facebook:

"Great customer service. Did a great job replacing my Subaru's windshield. Good price and warranty. Thank you!"

- Meglena W.

Re: Ben Steele video:

"Like so many others, Ben Steele was my art professor and I thank God that I was able to know him....This interview with Harry Koyama is nothing other than awe-inspiring and spells out that the message of forgiveness encapsulates the secret of surviving in this world."

- Carol S.

