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SPRING 2008

# Intent on Success

Aztec Tents' Exemplary Growth Is No Accident.

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**AZTEC TENTS**  
2665 Columbia Street  
Torrence, CA 90503  
800.228.3687



**"There is no doubt about it – there is something special happening here at Aztec Tents."**

**- Biff Gentsch**  
*Aztec's East Coast Director of Sales*



"I couldn't have expected we would do this well on the manufacturing side this year," Aztec President Chuck Miller told the Los Angeles Business Journal in November 2004. Less than four years ago, Aztec Tents was a bustling event rental and tent manufacturing operation, growing quickly in all directions. Today – as Miller foreshadowed in 2004 – Aztec exclusively builds and sells tents, leaving the rental industry to those most suited to watch it grow.

But the more things change, the more they stay the same. A growth spurt has elevated Aztec Tents to its position as one

of the premiere tent manufacturers in the U.S. Aztec continues to grow in all directions, but now that growth solely relates to the size, utility and services associated with its high-quality tents. It's

the perfect execution of that time-tested theory: Addition by subtraction.

Since November 2005 – when Aztec sold its rental division – the company has experienced expansion of colossal proportions, increasing annual revenues, production facility space, employee count and daily production. This surge has been supported by a geographic move to a new triple-sized facility (don't worry – it's just a block away from our old headquarters) and the commencement of a strategic growth campaign, including the development of its East Coast operation, the addition of its first two international sales representatives, the establishment of a nationwide distribution

alliance, and the introduction of its "Compatible-Plus" product line.

Beneath each fresh idea and innovative advancement lies a more fundamental constant that permeates everything Aztec does. The organization's philosophy takes advantage of its leadership's communication and teaching expertise by instilling a sense of success and pride into each work day.

That's why employee turnover rates at Aztec Tents is so low, and that's why such a large percentage of management has risen through internal promotion (National Sales Manager Alex Kouzmanoff started as an intern at age 21). Couple these internal efficiencies with Aztec's diverse set of new inside and outside sales representatives and its overwhelmingly simple automated quote and sales process, it becomes increasingly clear why the best in the business are making Aztec Tents *their* business.

"From top to bottom, there is a sense of community within these walls, and that directly translates to the type and quality of work we are able to provide our customers," said Biff Gentsch, Aztec's East Coast Director of Sales, who joined Aztec in 2007 after a 20-year relationship with Anchor Industries.



### GOING PAPERLESS!

This is the last issue of our print newsletter. Visit [www.aztectents.com](http://www.aztectents.com) to receive our new E-Newsletter. Read more inside.



If YOU can IMAGINE it... WE can BUILD it

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## One on One with Regional Account Manager Phil Teer



### Still The Same Phil...

Phil Teer's first order of business before joining Aztec Tents in February 2008 was to ensure that each of his friends and associates knew he was still the same guy... just playing for a new team. One of many recent additions to Aztec Tents' strengthening worldwide sales team, Teer joined Aztec after a 12-year career with Evansville, Indiana-based Anchor Industries.

"Joining the Aztec team is a fantastic opportunity for me to continue growing my career," he said. "But most importantly, I want my friends in the industry to know that I'm still the same Phil, I'm just with a different company."

As Midwest Regional Account Manager, Teer's duties include maintaining and

improving existing customer relationships, while also extending Aztec's client base throughout his region, which includes Wisconsin, Mississippi, Alabama, Georgia, Minnesota, Illinois, Kentucky and Tennessee.

He served as Factory Sales Representative within a similar territory for Anchor. His extensive expertise ranges from knowledge of regular frame tents to expansive clearspan structures.

"I was always led to believe that Aztec Tents was this little tent company in Southern California that couldn't serve the whole country," Teer continued. "That couldn't be further from the truth. Not only are we able to, we are doing it."

Teer can be reached directly at (877) 745-8368 or via email at [p.teer@aztectent.com](mailto:p.teer@aztectent.com).



GOOGLE HOLIDAY PARTY

## A Picture's Worth a Thousand Words

### Google Holiday Party

Richmond, California-based Top Productions supplied this massive tent installation for Google during a December holiday event in San Jose. Over 93,000 square feet of tenting and clearspan structures – including Maxibeam™, Midbeam™, Traditional Frame Tents, and Festival™ high-peak frame tents – were used to cover the event space and adjacent support areas for the two-day event that hosted 6,000 patrons each night.

A crew of 30 Top Productions staffers were needed to complete the installation of the tents, structures, flooring, doors, HVAC, and staging to meet the demanding 10-day install

and five-day striking schedule. Two solid days of wind and rain immediately prior to the start of the event could not dampen the mood nor the excitement during this space-themed extravaganza.

Founded in 1991, Top Productions has established an outstanding reputation on the West Coast for providing rental solutions that meet and often exceed client expectations. Specializing in clearspan structures and large tension tents, Top Productions also provides canopies, flooring, staging, and lighting for events throughout the Western Region.

To feature one of your recent premier events showcasing an Aztec tent, please submit photos with event credits to our marketing department at

[sales@aztectents.com](mailto:sales@aztectents.com).

If your photo is selected we may use it in upcoming Advertisements and newsletters.

## TENT INDUSTRY UPDATE

### Aztec Impresses at Recent Trade Shows

While various industries nationwide prepare for an economic recession, Aztec Tents is poised for another record-setting year fueled by impressive outings at recent trade shows. Tent industry leaders converge every year at trade shows across the country to showcase their latest products and share news about business trends. Since January, Aztec has seen tremendous success in shows in Atlanta, Orlando, Long Beach and Las Vegas.

"We feel great about where the industry is going," said Alex Kouzmanoff, Aztec's National Sales Manager. "We plan to continue the success that we've experienced at the recent trade shows."

Much of the success can be attributed to the unveiling of Aztec's Compatible-Plus product line, which gives customers an option in replacing or adding to previously owned tent structures made by different companies.

"Customers are beginning to see that they have options in this industry," said Kouzmanoff. "They don't have to stick with a tent company that they're not satisfied with just because they bought one of their products."

At the American Rental Association show in Las Vegas, Aztec doubled its sales goals and emerged as the buzz of the show.

"There has been a definite increase in early-season buying this year," said Kouzmanoff. "We're very optimistic about 2008."



## Going Paperless

Aztec Tents is proud to continue its pledge to become increasingly environmentally friendly. The latest item on the green agenda: Aztec is transforming its quarterly print newsletter into an e-newsletter distributed via email and through its website.

The current print newsletter is distributed quarterly to over 5,000 customers and interested readers. By going "paperless," Aztec will save approximately 6,000 sheets of paper per quarter, totaling over 24,000 sheets of paper per year. The next issue of the newsletter will be exclusively distributed electronically.

For every ton of paper that is recycled, Aztec and its readers save 17 trees, 7,000 gallons of water, and enough electricity to power an average house for six months. The move will also reduce air pollutants by 60 pounds and save 380 gallons of oil each year.

Aztec also plans to make its product catalogues and pricing inserts available for download on their website.

To "go green" with Aztec Tents and receive its quarterly e-newsletter, please visit [www.aztectents.com](http://www.aztectents.com) and join our list!