

Iowa Transit Newsletter

Iowa Transit, Inc.

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Who's Selling Topcon in Iowa?

You may have heard by now that there's another Topcon Dealer in Iowa. And while we were disappointed to hear this it's unfortunately a sign of the times.

About a year ago, Topcon Positioning purchased their competitive Japanese Company Sokkia. They spun the purchase as "One Company, Two Brands" and are in a transition period trying to merge personnel while also managing distribution.

Transit Works, who is nationally one of the top

Sokkia dealers with offices in Nebraska and Iowa, approached Topcon wanting to acquire the Topcon equipment line to participate in the "One Company, Two Brands". Long story short, with no true Topcon survey dealer in Nebraska, Transit Works was given the Topcon line and with multiple stores the powers to be have made a business decision to allow them to distribute in Iowa as well. (Cont page 2)



One Company Two Brands.

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Topcon & Iowa Transit Makes Short List of IDOT Rover Bid

Iowa Transit and Topcon have made the short list to provide IDOT with 50 rovers to utilize in the new Iowa Real Time Network.

On December 8th Iowa Transit, along with Topcon representatives will be

making our presentation to the Iowa Department of Transportation to provide IDOT with 50 rovers and 76 data collectors to go along with their existing 26 Topcon GPT-9003 Robotic Total Stations they purchased from us just two years ago. We

look forward to the opportunity to provide IDOT with quality equipment and a local dealer who will support them!

The other brand to make the short list was Magellan.

Special points of interest:

- Iowa Transit makes IDOT short list.
- Topcon University unveiled.
- GRS-1, the perfect network rover.
- Name our Newsletter & win prizes.

Who's Selling Topcon in Iowa (continued)

I guess in their shoes I'd have done the same thing. In the case of Topcon, you're looking at a major stocking order for two stores in a tough economy. And in the case of Transit Works, having access to arguably the top rated equipment line with Topcon makes good business sense.

However, at Iowa Transit, we don't buy into the "One Company, Two Brands"

theory. As a small company we believe we already have the best brand available and we wouldn't consider taking on the Sokkia line. We have dominated the Iowa market for years with Topcon and besides we don't have to time to do both brands justice. Our goal is to be a valued business partner and to be able to support what we sell. For 15 years Joel Imhoff and I have sold and

serviced Topcon and we feel we've done a pretty good job of providing unmatched customer service.

There may be a new Topcon dealer in Iowa, but Iowa Transit is still your Iowa dealer for all your Topcon equipment needs.

Check out related story on page one of this news letter for more proof of who's the Topcon Dealer in Iowa!

Introducing Topcon University

Late this fall Topcon unveiled its new online training facility called Topcon University. The program is designed to support both the Topcon dealers and their customers through instructor led online webinars and PowerPoint presentations that can be viewed 24/7.

With the technology changing at warp speed, it's important to maximize the

power of all hardware and software. Through TU Online, dealers and end users can get valuable information about their Topcon hardware and software saving time and increasing profit margins for end users.

While Topcon dealers get full access to this site, end users will have limited access with full access available at a reasonable fee.

Also, for large corporate training courses, or for more one on one, Topcon offers end users personal specific topic oriented live webinars taught by one of Topcon University's top instructors.

Increase your bottom line by maximizing your equipment's potential.

For more information give Iowa Transit a call today at 515-986-1095.

"Increase your bottom line by maximizing your equipment's potential."

Celebrating 15 years Serving Iowa!

It doesn't seem that long ago that I was sitting at my coffee table at 2am, pencil in hand writing a business plan for Iowa Transit. And now 15 years later, I'm up again at 2am writing my first Newsletter and celebrating 15 years of serving Iowa.

There are several people to thank for our success over the years, but first and foremost, I'd like to say a sincere thank you to you our customers. Without you, there would be no Iowa Transit, and it's because of

your support that we're here today.

In these tough economic times, it's nice to know you have business partners, and we hope to be of service to you for many years to come.

From the bottom of our heart thank you for your support!

Supporting Iowa's Future

For the past 15 years IT has been selling surveying equipment & supplies to a wide variety of clients including surveyors, consultants, contractors, cities, counties and state government. But did you know that we've also been very active in putting survey equipment into the hands of Iowa students.

Along with the support of a special educational program

put together by Topcon several years ago, IT has provided Iowa Universities and Community Colleges with reduced priced survey equipment for students in the survey and construction fields.

Iowa State University owns 10 Topcon GPS receivers along with 11 total stations and data collectors.

The University of Northern Iowa has 4 GPS Receivers, 4 Topcon Total Stations with collectors.

The University of Iowa Archeologists uses Topcon Equipment.

IT has also provided GPS rovers to DMACC and recently Marshalltown Community College purchased a total station and collector.

Knowledge is indeed power.

GRS-1 Network Rover

With the recently opened Iowa Real Time Network, there's no better time to look at GPS than right now.

Last year Topcon introduced the GRS-1, a scalable, Windows Mobile 6 base dedicated network GPS rover which fits perfectly with the new Iowa RTN.

Whether you've got a sub meter GIS application or a survey grade centimeter use,

the GRS-1 is the perfect Network Rover.

With an available built in Verizon CDMA modem, the GRS-1 makes a fast network connection and gets you to work sooner to increase your bottom line.

Having the modem built in and running on Windows Mobile 6, the GRS-1 gives you unprecedented control

of your jobs and data allowing you to send work to the office for processing before you leave the field.

IT even has the capability to trouble shoot your unit over the phone for newbie users who need a little support in the field.

For a demo of this exciting new product give us a call today.



Name Our Newsletter & Win!

Welcome to the first addition of the Iowa Transit Newsletter. In an effort to stay in touch with our customers, Iowa Transit will be posting a quarterly email newsletter to inform you about what's going on at Iowa Transit, and to provide

useful information about the happenings in our world.

To that extent, we have decided to let you our customers help us come up with the name for the newsletter.

Simply submit your suggestions to info@iowatransit.com with the subject title newsletter name for your chance to win some surveying swag including the new Iowa Transit hat!

Don't wait contest ends January 31, 2010!

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Since January 1, 1995 Iowa Transit, Inc. has been serving Iowans by providing quality surveying sales, service and customer support. Although we are a small company with just a few employees, we strive to provide our customers with quality products and unmatched support. I've always said, I wouldn't sell something I wouldn't buy myself and for 15 years we've had few complaints.

I would like to personally thank you for your support over the years and let you know that I'm always available to answer any questions or concerns you may have. I can be reached at the office at 515-986-1095 or on my cell at 515-360-9692.

Rob Welch – President



Serving Iowa Since 1995



The Surveyor & the Parrot

Many years ago, an Iowa surveyor owned this magnificent parrot. The two were quite close and the surveyor kept him in his office for company at night while he worked.

Unfortunately over the years the parrot began to pick up some bad habits including cursing and the like.

At first it was somewhat comical, but eventually it became worse and the surveyor sought help as to what to do.

Turning to the internet he found what he thought would be a quick easy

solution to teach the parrot it's not acceptable to curse.

So the next time the parrot used bad language the surveyor scooped him up and put him in the freezer.

After two hours the parrot finally quit squawking and the surveyor took him out and explained that it's not acceptable to curse and that if the parrot didn't want to go back to the freezer he'd better keep quite.

Several days went by and the bird never said another word.

Finally one evening the surveyor was downloading a job from his collector when

the parrot turned to him and said.

"Ok, I'll stop cursing if you don't put me back into the freezer, but I have one question"

"What?" asked the surveyor.

Then the parrot asked, "What did the Turkey do?"

**Happy Holidays
from
Iowa Transit, Inc.**