

Talk of The Town

49'R Propane

By Tamara Strasser

"An ounce of gold, mister, is worth what it is because of the human labor that went into the finding and the getting of it."

—Howard in "The Treasure of the Sierra Madre"

There have been thousands of hopeful prospectors to come out west since 1849 — seeking adventure, and to make their fortunes. Probably every one had a story to tell, but one of these adventurous individuals was a man named, Dan Heath, founder and chief motivational officer at 49'R Propane. While prospecting for gold still remains a passion of Dan's, starting 49'R Propane in 1994 with his sweet wife, Lorna, is where he fulfilled the American dream.

As I cruise along Highway 49, I notice the beautiful wild flowers are already popping up everywhere. I'm thinking about my interview at 49'R Propane, and what makes one person more successful than another.

When I arrive, David Pacheco, Dan's nephew, tells me, "Driven. My uncle is just driven." Well that is definitely a top quality for success — to be 'driven' is to be highly motivated to succeed — determined to get something done and not give up in the face of obstacles. And after hearing

Dan's story, I am convinced that with his incredible drive and positive attitude about life, he has influenced and helped many people — customers, employees, and family make it through both good times and bad. Not to mention that this driven, three-time cancer survivor, along with Lorna's loving help, started his propane business right after their then one-month old son had heart surgery. "We got through that, and we decided if we could get through that, we could get through just about anything," says Lorna.

If there is anything that comes across about their business philosophy, it is that they care at 49'R Propane.

David shares a story with me about a customer whose new water heater was burning improperly. "They got a weird colored flame. They called me about



The staff at 49'R Propane, David, Lorna, Kristin, Sierra.

it, and I said I'll see you in 20 minutes. Sure enough, it was a bad water heater even though it was brand new," he says. Although this was not a propane tank issue, David was there to ease their customer's mind and without charge.

I would say that is absolutely going above and beyond in service, and like David says, "We'll take care of you." David and office manager, Kristin Watson, share with me that the needs of the customer come first. And to show valuable customers how much their business is appre-

ciated, the company offers an exciting loyalty rewards benefit.

Dan and Lorna Heath enjoy cultivating positive relationships with customers and employees. They recognize that people are their greatest resource, and providing the best customer service is what they are about. In an ever-changing economy, their approach to doing business is refreshing, and makes me harken back to when a person's words mean't something and business was sealed on a handshake.

What can you look forward to experiencing as a customer at 49'R Propane? Honest, reliable, committed service by people who genuinely care for your well-being.

49'R Propane is located in Placerville at 570 Truck St. Open Mon-Fri. 8am-5pm. www.49rpropane.com. (530)622-1353.



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