

BUSINESS MEMBER SPOTLIGHT— JULY 2007

Dick's Radiator Serves Customer Needs

by Amy Roberts

Dick Haile is a man of many facets: Corcoran mayor, business owner and a salesman. He's also grateful for everyday he can meet and work with his valued customers – especially since suffering a brain hemorrhage last year.

Despite some business setbacks prior and after that event, Haile believes he is a very fortunate man since most people with that type of a medical emergency do not survive.

"That happened in April 2006 and for about four months afterward, while recovering, I couldn't conduct any business," he said.

However that hasn't stopped him from caring deeply about the needs of his customer base, which recently led him to merge Dick's Radiator with Commercial Radiator in Fresno.

"Because my customers needed service during that time they eventually called that business anyway. So I merged my company with Jim Coito who owns Commercial and it's really the best situation for everyone," Haile said, adding that he is very pleased to still be in a position to help local farmers and other customers who relied on getting service from Dick's Radiator for many years.

Haile's history with the Corcoran business started when he was just 11 years old and asked then owner Ray Bradstreet for a job to learn the trade. After serving time in the military and attending college, Haile returned to Corcoran and eventually purchased the business in 1981.

Over the years, Haile steadily built up his clientele and made a point of attending meetings of the National Automotive Radiator Association to keep abreast of the latest information regarding the trade. It was during one of these early meetings that he first met Coito.

"It seems like Jim and I have been friends forever and I can't think of a better person to be in business with," Haile said. "Through the years we were supportive and helped each other without trying to step on each other's business."

For these reasons Haile is proud that his company is now part of Commercial Radiator, although for right now the Corcoran business is still being called Dick's Radiator.

Neither Haile or Coito know the future of the Corcoran office, but for now both say it will remain as Dick's Radiator so people can come in and get their automotive work done there. However, both say the main point is that customers are getting the best service available.

"I want all my good customers to know that I'm still here to take care of their radiator needs," he said, adding that he enjoys being a salesman working for Coito.

Coito said Commercial Radiator is mainly does 95 percent industrial radiator work and about five percent auto.

"We work on anything to do with cooling systems by servicing all different kinds of radiators," Coito said.



Jim Coito, left, and Dick Haile discuss the importance of customer service

His sons, Jim Jr. manages the shop and Albert manages the warehouse.

Both men said the radiator business has changed over the years – from radiators made of all copper and brass to plastic and aluminum.

"Technology is changing and we have to change with it," Coito said.

As part of his commitment to customer satisfaction, he's also a member of the National Automotive Radiator Association. Coito is currently the western regional chairman and has been on this national board for five years.

He said his company is one of the few on the West Coast that is certified by the association. This means his employees have been skill tested and they meet all safety requirements. We also have all the equipment needed to work on all types of equipment, Coito said.

Haile is confident this change has been a smooth transition for his customers and Kings County Farm Bureau members.

"Being a KCFB business member over the years has been good for my business," he said. "And as a business person who worked almost exclusively with farmers it's the right thing to do."

BUSINESS STATS

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