

# DEALER NEWS

Gallagher Power Fencing • Box 576, Owen Sound ON N4K 5R1 • 1-800-265-3150

## 2006 Dealer Award Winners

### Platinum Performance Award

#### Highest Sales Volume in Canada

Brussels Agri Services, Brussels, ON.

#### Second highest sales volume in Canada

CCWG Livestock Supplies, Lethbridge, AB.

#### Third highest sales volume in Canada

Co-op Services Agricoles d'Abitibi Ouest, La Sarre, QC

### Voltage Spike Award

Dealer with greatest increase in sales  
Feed Rite, Linden, AB.

### Joule in the Rough Award

Rookie Award

Okotoks Country Depot, Okotoks, AB

### Product Award - SmartScales

Highest Canadian SmartScale sales  
Equipements P.F.B. Inc., Wickham, QC.

Congratulations to the 2006 Dealer Award Winners! The Platinum Performance Award is presented to the top three dealers who purchased the greatest volume of Gallagher product in 2006. Tim Prior's **Brussels Agri Services** in Brussels, Ontario, claimed the Platinum Performance Award - Most Successful Canadian Dealer for the sixth year running - a remarkable achievement.

Brussels Agri Services is located in Brussels, a small, south-western Ontario town where the dominant market is beef cattle along with some horse, dairy and sheep. The horse market has been growing in recent years. Tim Prior has been a Gallagher dealer for 20 years; the store is strategically located adjacent to the livestock barn and Tim's family farm is close by for demonstrations of his successful rotational grazing practices.

Tim credits much of his success to the exceptional customer service that his staff provides. They are all very knowledgeable and enthusiastic about Gallagher products and their applications. Tim will often jump into his truck and head off to a customer's farm to help trouble-shoot fence problems.

At Brussels Agri Services there is an extensive in-store display of the full line of Gallagher products, including SmartScale products.

An expert fence installation crew also makes a valuable contribution to the overall success of the business.

An additional sales booster for Brussels Agri Services is that they regularly sponsor Information Meetings and Pasture Walks with key, internationally known speakers.

**Canadian Co-operative Wool Growers Livestock Supplies** in Lethbridge, Alberta, occupies second place in the Platinum Performance Award. Jim Shields and his staff have been selling Gallagher products for more than eighteen years. Their main market is cattle along with bison.

Jim is adamant that the secret of their success is the outstanding service that they provide to their customers. Jim will even make farm calls. Along with excellent service Jim ensures that there is always product on hand to immediately satisfy his customers needs. At least 24 feet of wall space is devoted to Gallagher products which pays handsome dividends. Jim also acknowledges the contribution of Gallagher's excellent product range. The demonstration fence outside the store is an excellent hands-on educational tool for his customers (*continued overpage*).

## MR5000 Introductory Offer of a FREE SmartFix

Gallagher's newest PowerPlus Energizer, the MR5000, delivers an impressive 45 joules of stored energy that will power 400+ acres of multi-wire fencing. A remote control is included with this Energizer and in addition, as an introductory offer, we have included a FREE SmartFix Fault Finder with every MR5000.



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## DEALER AWARDS continued

Co-op Services Agricoles d'Abitibi Ouest in La Sarre, Quebec, is also a Platinum Performance Award winner with the third highest sales volume in Canada. Jean Aubin and his staff have been Gallagher dealers for twelve years and are all well trained and knowledgeable on Gallagher products. The major markets in La Sarre are beef and dairy cattle along with some sheep and horses. Jean places great emphasis on after-sales service along with an extensive display of Gallagher products. Jean also appreciates the quality that is inherent in all Gallagher products.

Shirley Hovde and the team at the **Feed Rite** store in Linden, Alberta, are to be congratulated for winning the Voltage Spike Award. This award is presented to the dealer with the greatest increase in sales. Cattle dominates the market in Linden and the recent increase in both strip and winter grazing has contributed to an increase in sales of portable fencing products. Shirley makes sure that she has plenty of Gallagher product on hand by devoting a large shelf area to Gallagher. Excellent customer service by all the staff even extends to having a loaner Energizer on hand for customers to borrow while their unit is being repaired. A Customer Appreciation day in June includes a fence demo by the Gallagher Territory Manager.

### *The winners all:*

- *Had large in-store displays of Gallagher products and a wide range of inventory*
- *Stressed the importance of excellence in customer service and after sales service*

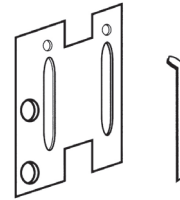
The Joule in the Rough award for the most successful first year Gallagher dealer was awarded to **Okotoks Country Depot** in Okotoks, Alberta. Owner Bill Shaw is the store's fencing expert and he has a comprehensive 16' display of Gallagher products. There are many ranches in the Okotoks area and because of the store's proximity to Calgary and Spruce Meadows, plenty of horses too. Bill appreciated the fence demonstration by his Gallagher rep and found it to be a useful sales booster.

Congratulations to **Equipements P.F.B.** in Wickham, Quebec, for winning the SmartScale Product Award for the highest Canadian SmartScale sales. Their major market is beef cattle and they sold SmartScale livestock weighing systems to cow-calf operations and feed lots.

## NEW PACKAGE SIZES

The popular black, Wood Post insulators (#67304) are now available for your convenience in a bulk pack of 500, product #67398. The suggested retail price for a sack of 500 is \$173.49.

The End Strain Plates for the Horse Tape Corner insulators are now available in quantities of two in a clam shell which displays well on the shelf (#67090). The suggested retail price is \$12.99 a package.



## 2007 PRICE LISTS

The 2007 Dealer Price List became effective March 1, 2007 and copies have been sent to all dealers. If your copy was lost in the mail please call Keri at Gallagher 1-800-265-3150 and she will mail a copy to you. Customer Price Lists are also available; add some to your next order (#6JERET). On the front page is a handy check-list of the products that your customers will need for permanent Power Fencing.



# \$ SALES BOOSTERS

The new Gallagher Power Fence and Weighing brochure is now available. It contains information on products plus how to select an Energizer, permanent and portable fencing accessories and fence management tools. There is also a section on weighing and EID and the SmartScale livestock weighing systems. Order your copies now in time for spring fencing (#6J0665).

