



Success in Orlando:

Thank you to everyone who attended the Orlando Sales and Marketing Conference! For those of you who could not make it, we think you may have missed one of our best conferences yet. Regardless, we would like to include everyone by sharing the great training tools as well as informing you on lead generating opportunities. We will be sending out a series of messages over the next couple of weeks regarding the following:



Our agreement with Service Magic is in place and we have a target WebEx set for March 1st. This will allow us to log on and learn about the benefits of Service Magic. We will find out how to develop our profiles in order to maximize leads, what our new discount will consist of, and who to contact for any issues. We are excited to have a single point of contact for all Dog Guard dealers.



James Kohn, our MC this year in Orlando had much to share and we could not have been happier with his presentation. He introduced us to his revolutionary way to stay in touch with customers. SendOutCards has helped Chris Given, our #2 Top Dog for 2010, to succeed in maintaining close contact with his market. In an upcoming message, Chris will share with you how he used these cards to grow his business.



We are excited to announce that there is a new dealer website template ready to go and it looks great! For a sneak peak check out <http://www.rockymountaindogguard.com>. An upcoming message will have details on pricing and what you can expect from the web team. If you would like to find out more in the

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We want you at our Troy Dealer Seminar!



Where:

Dog Guard
258 Broadway,
Suite 202
Troy, NY 12180

When:

Monday, March 21,
2011
(8:30 AM - 4:30 PM)

Tuesday, March 22,
2011
(8:30 AM - 4:00 PM)

Hotel:

Franklin Square Inn
and Suites
1 Fourth Street
Troy, NY 12180
Ph: 518-274-8800

Rates:

\$99.00 plus 7% tax
per room (1 double or

mean time, feel free to call Peter Gard at Explore Wisconsin. He can be reached at 920-593-3015.

There will be messages to follow as we continue to learn more about social media and other lead generating techniques. We think this is a good start for now, and we strongly encourage use of these three tools for growing and improving your business throughout 2011.

Important Notes:

Please advise Linda at 1-800-865-0495 x10 or e-mail her at lmaxwell@dogguard.com whether or not you will be attending the Troy Dealer Seminar.

Each dealership represented at this meeting will receive an equipment credit to help cover travel, airfare and hotel expenses.

A \$100 deposit held by credit card or check payable to Sunward Electronics, Inc. must be received by March 15, 2010. The deposit will be forfeited if you are not in attendance. We will not charge your credit card or cash your check until after the seminar is over.

Please make your own travel arrangements.

This year's seminar will focus on Sales and Marketing with presentations on social network advertising and customer appreciation marketing, along with other new topics.

Anything that you wish to talk about at the Round Table Discussions should be submitted to lmaxwell@dogguard.com or wdrew@dogguard.com no later than March 15, 2011.

Thank you and we hope to see you in March!

**DOG GUARD**
OUT OF SIGHT FENCING
258 Broadway, Suite 202
Troy, New York 12180

2 full size beds)

Includes full hot breakfast!

Deadline:Reservations must be made by March 9, 2011 under "Sunward Electronics, Inc./ Dog Guard"

Cancellations can be made up until 48 hours in advance.

Quick Links:

[Franklin Square Inn and Suites](#)

[New Dealer Website Template](#)

Top Dogs 2010:

We will soon announce a full listing of our Top Dog Dealers for 2010. For now we would like to congratulate our top three for a successful year!

1. Jock Brakebill
2. Chris Given
3. Brian Benisch

Excellent work, and we look forward to continuing working together throughout 2011!

