



Orlando, here we come!

Thank you to everyone for your RSVPs to the Orlando Sales and Marketing Conference. We're really looking forward to what's going to be an exciting and informative time together in Florida! If you have yet to sign up, there is still time for you to join us in starting the year off right. With our focus on digital marketing this year, we really think there will be something for everyone, even our seasoned sales professionals!



Last week we highlighted some of the speakers who will be at the conference. This week we are excited to announce that Jim Letzelter of Tech Valley Webs will be joining us. Jim is going to discuss how to drive more traffic to your website. Jim was instrumental in helping us initiate the e-Newsletters we send you each week, and we look forward to working with him in the future. As part of his discussion, he will also help differentiate between Search Engine Optimization and Pay Per Click advertising. Jim is great at presenting such information in plain language that will not intimidate the Internet novice. We know that his discussion on social media, e-newsletters, and blogging will really give you a clear vision on how to market your business in this digital age.

Hope to see you in Orlando!

William Drew
Dog Guard

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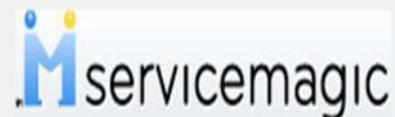


Corey Doebber from Minnesota recently shared a tip with us:

When posting on Craigslist hit "Enter" approximately 10 times after the phone number and then type the following keywords: "Pet Safe, Innotek, Invisible Fence, Dog Watch, Dog Guard, underground fencing, pet fencing"

The keywords won't show as part of the phone number but Google picks them up and then your listing will show up on Google as well.

Thanks Corey!



6.2V A76 Battery Special

We currently have a limited supply of the 6.2V Energizer A76 batteries left in stock and so we will be offering them at discounted pricing. You may purchase them at a price of \$2/battery and they will be shipped in minimum quantities of 25.



Note: We will continue to carry the Energizer 357 batteries as we have been.

We are pleased to announce that all Dog Guard dealers will soon have a single point of contact for any issues with their Service Magic account. There will also be a discount given to the Dog Guard team and assistance from Service Magic in optimizing your profile.

Thanks to feedback from Heather Cottingham of Ohio we were informed of some issues that we're now working to resolve.

Stay tuned for more information about Service Magic. As always, we really do appreciate any input!

Upcoming Seminars:

More information to follow but for now...
Save the Dates!

Troy: March 21 & 22, 2011

Chicago: June 27 & 28, 2011

Kalas Wire has some excess stock they are trying to move by the end of January. Below is a list of prices if you are interested in purchasing.

(The Hi Strength is slightly stiffer than the Hi Flex that we normally buy).

Everything will be first come, first serve! Call Dawn Paul at 717-336-5575

PART	DESCRIPTION	QTY	PRICE/ TH FT
725640.85.027	TRW 14 SOLID Hiflex -CCS (21%) HDPE TRACER WI Blue 500' spools	40,000	\$45.00
725650.06.027	TRW 14 SOLID Hi Strength -CCS (21%) HDPE TRACER WI Blue 2500' spools	10,000	\$45.00
725650.85.001	TRW 14 SOLID Hi Strength -CCS (21%) HDPE TRACER WI Black 500' spools	2,000	\$45.00
725650.85.027	TRW 14 SOLID Hi Strength -CCS (21%) HDPE TRACER WI Blue 500' spools	143,000	\$45.00

**DOG GUARD**[®]
OUT OF SIGHT FENCING
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