



December News From MEDA

SANITATION SCHOOL 2009 RECAP BY SCOTT HORTON



The weather could not stop the 2009 MEDA Route School in Stevens Point last week Thursday, December 10th! There were about 40 attendees representing 16 dealers at the school. Also attending were our friends from ECOLAB, ABS, Milk-Rite and Language Links. It was agreed that 2009 was the year of Opportunity. The team did not disappoint and together posted an incredible 11.4% increase. This could not have been possible without the commitment and dedication of the entire team day in and day out!

The team also redeemed this year 1001 coupons representing 35,600. This was an increase of \$4812 over 2008. There were 18 dealers that participated in the program. As we look at 2010 we should view these coupons as a resource to capture more business. It's FREE Money!

The Route Specialist Incentive Program has proven to be very successful over the past 10 years. In fact the team has earned \$187,895 during that time period. This year we paid out \$28,103 in gift certificates. It's another strong program that is geared towards growing business. There is no question it's working and is very much embraced by the team. Looking forward in paying out more in 2010!

We now have (6) dealers that have a M-1 at their dealership! Between those (6) dealers they have grown sales of the M1 products to 343,236 gallons. This is up 172,911 gallons from last year. Five of these Six dealers were up in 2009. Some quick features if you are thinking about the M-1.... It's efficient, requires less inventory, more flexibility and has a commitment from ECOLAB & MEDA for more formulas and better pricing. In fact, there will be a 6% reduction in product price through June 1st of 2010. The time is now to begin thinking about how your dealership can involved. Please talk to Reed, Paul & Scott about the opportunities! It is the future!

Reed asked each one of the Route Specialists if they were satisfied. He challenged each one to look at their routes and have a plan for 2010. He also was quick to mention they were not alone! An exercise was performed by each Rep to determine a hit list reflecting all dairy's that were not a part of the route program or were just partially involved. Reed, explained that, the intention is for the MEDA Team to work off that Hit List and be a resource for them to gain new business. **If you were unable to complete the Hit List please get it to Paul or Scott.**

Jason Koerth, ECOLAB's Corporate Account Representative then explained to everyone the divisional structure and sheer size of ECOLAB. He reinforced the commitment that ECOLAB has to MEDA and all the dealerships. He explained structurally that the team is positioned to WIN and to take advantage of the resources available. The M-1's new formulas and pricing were also reintroduced. Rick Schoenhofen & Steve Shank, our Field Reps from ECOLAB discussed the KX-1100 One Shot Wash's features & benefits. It has a place and it works. The ECOLAB Team is lock and loaded!

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Scott Horton, MEDA's Sales & Marketing Manger maneuvered everyone through the NEW www.chemstarworks.com website. If you need product sheets, MSDS sheets, system information or any NEW News on MEDA it's on the website. We now have 12 individual dealership websites completed. He also discussed how we can better market not only our products and services but more importantly ourselves. If you have any ideas on ads, testimonials and flyers please call Scott.

REMINDER: You have until December 31st to take advantage of the 10% off promotion on 2 pallets of RECOVER. Please talk to Rick, Steve or Dan when placing order!

Paul Peetz, MEDA's Sales & Service Technical Service Manager discussed Milk Rite's IMPULSE Vented Liners. Paul emphasized the importance of graphing pulsators and understanding the A, B, & C phases. Graphing is a lost art and can be a competitive advantage so if anyone needs any help please feel free to contact Paul. Because of our success as a team with the IMPULSE Vented Liners we are going to be the EXCLUSIVE dealer of IMPULSE's new vented mouth piece liner. We are hoping to introduce it in February or March.

Tom Wall of Language Links re-introduced Dairy Interactive where dairies now can buy it with a payment plan. It is \$195 for the 1st payment and \$500 for the next three. It is also available on a CD that can be given directly to the dairy. Please contact Tom, Paul or Scott for more details. There is nothing like it in the market and you have access to it first!

Bill Meulemans of ABS discussed Field Trials of Valiant Pre/Post & Valiant Pre. The success has been overwhelming. **Bill did re-introduced the buy (18) 55's and get 2 Free promotion on Valiant Pre/Post. Please call Margaret of ABS by Friday, December 18th.** Bill discussed some new Mixing Pumps that are very easy to use and install. Let's keep up the pressure in 2010!

Dr. Roger Thompson of ABS conducted a very effective workshop on Unlocking Your Leadership Potential." He reminded everyone that Goal Setting and Time Management are critical in all phases of our lives. He also emphasized the most effective communication skill is Listening. Everyone was truly captivated. There is no doubt we are so lucky to have Dr. Roger Thompson as a resource!

Overall the 2009 Route School was a success! A huge THANKS to our entire dealer network and suppliers. It's been a terrific year! Let's keep the pressure on and making 2010 even more successful!

NEWS FROM THE OFFICE

HOLIDAY BUSINESS HOURS: Make sure you have enough inventory before the holiday closings.

ECOLAB will be closed Christmas Eve and Christmas Day as well as New Years Eve and New Years Day

MILK-RITE will be closed December 23rd through January 3rd.

IMPORTANT REMINDERS:

Your Chem-Star Coupons can only be redeemed for 5gl of the products listed on the coupon. They should not be used for other products. If you would offer 15gl you would need to send in 3 coupons for that or 11 coupons if you offer a 55gl. Offering anything other than what is listed on the coupon needs to be authorized by Reed. Thanks

The office hours are 9:00am to 4:00pm Monday, Wednesday and Fridays. Our new e-mail is medaoffice@verizon.net, our phone number has changed to (608) 588-7878. If the office is closed and you need immediate assistance please call Reed on his cell at 608-574-3410.

Enclosed is the updated copy of the Chem-Star Teat Sheet and the Recover Booking Special. If you would like more copies they can be found by visiting our web-site: www.chemstarworks.com.

Merry Christmas and a Very Happy and Prosperous New Year from all of us at MEDA!



Sell Dairy Interactive and Earn \$200!

Now until March 30th, earn an additional \$100 for every Dairy Interactive program you sell. As an exclusive benefit of being part of the MEDA team, your customer receives a \$200 coupon code and your dealership will receive a \$200 commission for the sale. This winter, let's bring our dairies the most consistent solution for training their employees! Contact Tom, Paul, Scott or Reed on how you can take advantage of this great deal now.