



NEWS FROM MEDA

JANUARY 2011

BOB'S DAIRY SUPPLY HOSTS MILK QUALITY SEMINAR

BY SCOTT HORTON-MEDA MARKETING MANAGER

December 16, 2010: Bob's Dairy Supply in Dorchester, Wisconsin in conjunction with Chem-Star, Ecolab and ABS Global hosted a Milk Quality Seminar for area producers. The Seminar took place at Bob's Dairy Supply and Represented over 5000 cows! Invites were sent out to their more progressive dairies 3 week prior to and follow up was done by Bob's Dairy Supply. A small lunch was provided by Bob's that included Subway Subs, Chips, Soda and Milk. The meeting was very well received with many of the producers inquiring about another meeting. Bob's Dairy Supply was left with strong prospects on equipment and products.

The keynote speakers were Dr. Roger Thomson, DVM and Paul Peetz, MEDA Technical Support Manager. The topics were the 400,000 Somatic Cell Count and products and equipment that can help achieve milk quality goals.

Dr. Thomson discussed the different strains of bacteria, the environment they thrive in and the milk quality issues they can cause. To win the fight against bacteria, Dr. Thomson explained we have to **INCREASE** the cows **RESISTANCE** through healthy teat ends, vaccination and nutrition and **DECREASE** the cows **EXPOSURE** by keeping a clean, dry, comfortable environment as well as consistent well managed milking routine. Quality teat dips such as Valiant Pre and Pre-Post are terrific products explained Dr. Thomson. They not only kill bacteria fast, but also provide healthy teat ends.

Paul Peetz, MEDA's Technical Support Manager discussed products and equipment that are unique to Bob's Dairy Supply that contribute to better milk quality. He discussed the Laundry Program, Hydrogen Peroxide System, Bac-Drop System and the **IMPULSE** Triangular Liner Shell System. Mark Schmuhl from Milk-Rite also attended and provided support. Bob's Dairy Supply, along with their producers, have not only completely embraced, but endorsed **IMPULSE's** performance technology. If you have not used them you need to talk to Paul about the opportunities.

If you are interested in putting together your own Milk Quality Seminar feel free to contact Scott Horton, MEDA's Marketing Manager.

Bob's Dairy Supply-December 16th, 2010

Quality Milk Seminar



2010 WINTER ROUTE SCHOOL

BY SCOTT HORTON—MEDA MARKETING MANAGER

We had our Winter Route School in Stevens Point December 15th, 2010. In attendance we had over 50 people representing 17 dealers! We also had strong support from our manufacturers. ECOLAB, ABS Global, Milk-Rite, Udder Comfort and Dairy Interactive. AMMEX, our glove supplier also supported the meeting by helping with a really cool sweatshirt for all that attended .

Day (1) was a CDL short course taught by **Ken Kirn from CRS/Compliance Regulatory Service**. We had over 20 route personnel that attended and were certified. If you have any questions as it relates to DOT compliance or would like to bring Ken into certify your team you can call him at (715) 267-3142 or email him at ken-kirn@badger.tds.net.

Day (2) began with **Willy Meerakker & Laurie Chambers of Udder Comfort** showcasing some video footage on how to use Udder Comfort—Spray and Lotion as well as using their new spray gun in the parlor. If you are interested in the video please contact Marcia, videos will be available in the office. Udder Comfort is now available in 15 and 55 gallon drums!

Dr. Roger Thomson DVM & ABS Consultant talked about the 400,000 Somatic Cell Count and Milk Quality. Roger dazzled us with a short video of a farm that he commentated outlining observations around the perimeter (outside), in the free-stall barns and the parlor. He encouraged everyone to take this approach to better understand their dairies processes, procedures and protocols. As a bi product you might head off a potential issue. It truly was a captivating video!

Jason Koerth and Rick Schoenhofen of ECOLAB discussed the new Quality Chexx program. Implementation begins January 1st 2011. If you are not signed up please get your paperwork in right away. The program is not duplicated by anyone and serves as a great resource for the dealership as it is value added for the dairy. The only requirement for the dairy is to be full line.

Becky Waldof of ECOLAB, our hoof care champion, discussed some of the features and benefits of LESS-CU as well as what's out there for competition. LESS-CU can help cut the dairies use of Copper Sulfate. Contact Scott from MEDA for a customized brochure and price comparison worksheet.

Dan Von Wahlde of ECOLAB concluded the morning with the introduction of a new product called ACCOMPLISH to remove Orbeseal. ACCOMPLISH (#43257) is available in 55 gallon drums at a price of \$485.80. Brochures were handed out and are available at the MEDA office.

2010 WINTER ROUTE SCHOOL con't

BY SCOTT HORTON—MEDA MARKETING MANAGER

Scott Horton from MEDA began the afternoon with a brief overview of the website. He reminded everyone that the website is a great tool to track down product information. We have about 42 hits a day! He also discussed some of the many uses of our product brochures and the ease of ordering them. Testimonials are terrific market specific approach to selling products. Contact Scott if your are interested in putting together one in your area! Another topic discussed was going after big dairies utilizing the TEAM and a power point presentation. If interested contact Scott...It works!

Paul Peetz of MEDA discussed the new craze that is sweeping the dairy industry, Milk-Rite's IMPULSE Triangular Liner Shell System. IMPULSE's vented mouth piece is exclusive to only MEDA dealers! Have you tried them on one of your farms yet? Paul assembled a panel consisting of Dick, from Bob's Dairy Supply, Larry, from Professional Dairy Service, Doug from MDS and Jim from Karrels Dairy Equipment. All of them cited examples of some successes they have realized with the IMPULSE System. He unveiled the new Performance map for Triangular Liners. Contact Paul to get these maps.

Bill Meulemans of ABS Global commended the MEDA group for another strong year. We went over the \$1M mark! Valiant Pre, Pre-Post and Shield experienced strong growth. Are you using these products? Bill also gave a brief overview of the spring producer meetings we conducted as well as our plans for 2011. We are looking at (6) more producer meetings this year. More information to come!

Reed Horton of MEDA concluded the meeting with a brief overview of 2010 sales. MEDA was up 11% with (14) dealers being up in sales. Coupon usage was way up this year topping over \$43,000 in free product. He reminded everyone to make sure they are using them to go after new opportunities. They are a terrific resource! The Route Specialist Incentive Program gave back over \$23,000 in gift cards for positive sales growth. He thanked everyone for a phenomenal year and encouraged everyone not to be satisfied and to continue grow their routes. Take advantage of the TEAM and all the available resources.

Let's make it Happen in 2011!

MEDA Winter Route School-December 15th, 2010



GREAT REASONS FOR PARTNERING WITH AMMEX

AMMEX has two new products in our arsenal to help you alleviate latex pricing pressure right now.

Xtreme X3 Thin-Wall Nitrile Powder Free – Finally, a light duty powder free nitrile with superior tactile dexterity! This product is three times stronger and last longer than your standard latex glove. Nitrile gloves are more chemical, static and puncture resistant than latex. Nitrile warms to body temperature and it conforms to the hand giving superior and comfortable protection.

Ammex Stretch Vinyl Powder Free – Stretch Vinyl is our secret weapon to guard against high cost latex. You all know the saying: “If it looks like a duck, quacks like a duck, it must be a duck.” With Stretch Vinyl it looks like latex, you’ll do a double take! Ammex Stretch Vinyl feels more like latex without the latex price tag.

Both of these products are in stock and ready to ship out. Please contact me for more samples, or to develop your custom marketing collateral to use during your sales calls. Remember these tools are free, ala cart, and are guaranteed to increase your sales.

Some other reasons for partnering with AMMEX:

1. Sales Acceleration Solution: Ammex doesn’t simply sell you gloves, we teach you how to be a glove professional. We help you build your profits while you build your business.

2. Marketing Support: We will provide you with personalized glove charts, chemical resistance charts, and even flyers to help promote your glove line and drive your business

3. Free Samples and Dispensers-Let your customer try before they buy. We are so certain they will prefer the fit, feel and protection and price of AMMEX gloves; we will provide you with free samples to build your sales. Your sales team will be adding even greater value for your customers!

4. Quality Control: Our decade long relationship with manufacturers overseas insure top-notch quality, consistent with domestic brands.

5. Outstanding Service: Have a question? We are here to help! We can answer questions as well as provide product recommendations to make certain that your customer selects the best possible glove for their application

6. AMMEX is Hassle-Free: We are so confident that this program will work for your company, we offer a hassle-free 90 day money back guarantee for starting, or for new product orders. We will even pick it up!

7. Proven Track Record: At AMMEX, we know gloves! Only AMMEX provides you with everything you need.

The Bottom Line: Accelerate Your Sales and Profits!!!

THE NEW & IMPROVED IMPULSE JETTER CUPS HAVE ARRIVED

by Mark Schmuhl

GREAT NEWS from Milk-Rite. The new and improved IP-JC2 jetter cup for Impulse Inflatons is now available. The original IP-JC was/and is ok but on many systems it is a little too loose and the inflations pop out during the wash cycle. The new IP-JC2 solves that problem and is still an open-top cup for easier insertion and removal. If a lipped cup is desired then the 7360 is to be used. The mold is completed and they are ready to go.

NEWS FROM THE OFFICE

A member of our MEDA family, Steve Salava of South Central Dairy, has been in the Sauk Prairie hospital and will soon be going home or to hospice care. If you are not aware, Steve has been fighting lung cancer for quite some time. Our thoughts and prayer are with Steve and his family. If you would like to send him a card or note for support, his home address is listed below. I know he would appreciate hearing from you.

Steve Salava
E13526 Grace St.
Merrimac, WI 53561

It is a busy time at the MEDA office! We are working on the new MEDA catalog and have a target date of February 1st to have them complete and sent to all dealers. They have a new look. Our catalog will now be a 3 ring binder. This will allow us to send updated pages to you and you will be able to remove the old page and replace it with the new page. This will allow us to keep catalogs updated all the time and omit the need to send out complete new catalogs each year.

Reminders:

**** Udder Comfort asked that all orders go through the MEDA office. You can call, fax or e-mail your orders to Marcia.

**** Returns for Stenner, IPSO and Knight items should go through the MEDA office. To submit a warranty claim, complete a Warranty Claims Form, found in your Laundry Manual, and fax it to Marcia. She will contact the vendor and get an RA number for you. She will then contact you with the number and address to return your part (s). If you don't have a copy of the Warranty Claims Form, contact Marcia and she will e-mail or fax a copy over to you.

**** If you want copies of any of the Sell-In Brochures Scott puts together each month for your dealership, give Scott or Marcia a call and they will send more out to you right away. They are a great selling tool and FREE!!!

Together we will make 2011 a GREAT year!!!!