



# THE WINDMILL



VOLUME 24, ISSUE 9

COASTAL AGRICULTURAL SUPPLY, INC

SEPTEMBER, 2010

## Angleton Feed & Supply customer wins Durvet's Big Apple Contest

Valerie Wooters, a student at Sam Houston State University and avid barrel racer from Angleton, Texas, will be celebrating part of the Christmas season in New York City taking in such holiday sights as the famous Christmas tree at Rockefeller Center and the decorations festooning the stores and window fronts along 5<sup>th</sup> Avenue and 34<sup>th</sup> Street. Best of all, she'll be enjoying these seasonal attractions along with New York's other landmarks as the guest of Durvet & Bimeda, which will also pick up airfare, accommodations and entertainment for a companion.

Valerie, whose family owns more than 20 horses, won the all-expenses paid trip by entering Durvet's Big Apple Giveaway last year when she purchased Durvet's apple flavored equine dewormer at Angleton Feed.

### Contests and Prizes

Participation in this year's Big Apple Giveaway is simple. Just direct your customers to the Durvet Apple Wormer display and have them fill out the contest entry form. They can also register on line at [www.applewormer.com](http://www.applewormer.com).

Don't forget – Durvet's giveaways and contests are not limited to your customers. Right now you can participate in contests exclusively for dealers like Durvet's **50 Ways to Merchandise Your Wormer** display contest. They're fun, good for business and have big payoffs for the winners. Ask



*From left to right: James Weatherly of Durvet, Valerie Wooters, Danny Janowski of Angleton Feed and Valerie's mother Ruth.*

your Coastal salesman for more details or log onto

[www.applewormer.com/50wayscontest](http://www.applewormer.com/50wayscontest) .

Thanks to Danny Janowski at Angleton Feed for merchandising his Ivermectin Apple Wormer. Danny was previously a claims adjuster and then an insurance agent for 28 years after that. He purchased an established agency which led him to Angleton. After years in the insurance business he decided he needed a change of direction. He has worked as the manager at Angleton since 1999 where he manages five people on a daily basis. He said "its not as lucrative but at least I can laugh with the customers."

REFLECTIONS

By Betty Brittain

My family surprised me with a birthday party when I reached 70 in August. They went all out and rented the VFW and decorated the whole place with my favorite sunflowers and mountains of food. There was so much food that I wondered if several dozens more people were expected. Because it required so many candles there was one cake for candles and one for eating. Good choice - the melted wax from 70 candles really covered the top of that other cake before I could get them all blown out! Took 3 tries.



When I tried to remember the last time I had a birthday party, I realized this was the first one. It was worth waiting for, they really did surprise me.

I got an e-mail a couple of weeks ago about using a copper penny as therapy for wasp stings. It claimed that taping the penny over the sting for 15 minutes would take away the pain. When I got home that Friday, David had just been stung. Surprisingly, he let me put a penny on his sting and, guess what, it worked. On Sunday I was telling our girls about it and Susan said, "That doesn't work!" Jessie asked her how old was the penny she used. Turned out it was a new penny and those don't work. Apparently it is the copper in the older pennies that does the trick. Thought this tip might come in handy as wasps and bees seem to be all around us these days.

Just before this newsletter was finished Mom went in for a scheduled heart doctor visit. The doctor performed routine test and one thing lead to another and by 4:30 pm Friday, August 20 she had to undergo triple by-pass surgery. The procedure took about four hours and all went well. The doctor told us that there was no damage to the heart and she came through very well. At the time of this writing, she is scheduled to be back home in just a few days.

Eric Brittain

## FEATURED PRODUCTS

To be included in the "Retailer Locator" section of the Coastal Ag website, a dealer must be registered with the website. If you haven't already gotten your sign-in, call Diana today and get your store registered. So many people are using the web to search for product these days that it just make sense to use it to your advantage.

The retail customers who have been led to our site by various search engines can enter their zip code and get a list of the nearest stores selling the product they are researching. You don't want them to pass by your store just because you haven't registered.

Also, take advantage of our site as a selling tool by letting your customers know that almost all of the products shown on the site can be delivered to your store within a few days. This saves the retail customer the freight charges that they would have to pay when buying directly from a "web store" or catalog, and they can look at a broad variety of products. Only registered dealers with their individual sign-in can see prices, so encourage your customer to browse the site to see the variety you can provide.

It is important to note that we have received notice that Merial will be adhering more strictly to it's return policy in the future. This means that you should keep track of the datings on your Merial products and see that any outdates are returned in time to meet the 60 day cut-off. We recommend that you return them on or a few days before the expiration date. For more details ask your salesman.

Have you seen the news reports about the explosion in the bed bug population? Over the past 12 months reported cases of bed bugs have risen 500%. If you don't know the life cycle or how to treat for them, ask your salesman. He can offer you tips on how to spot them and treat for them. Two products to consider are Hi Yield Kill-a-Bug Dust and Indoor/Outdoor Insect concentrate. Also available is Enforcer Bed Bug Spray aerosol.