

Fence Focus



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FALL ISSUE 2014 - \$5.00

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INFORMATION about FENCECRAFT 2015

Interesting Articles
New Advertisers
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WINTER ISSUE DEADLINE - OCTOBER 15, 2014

PROMOTING PROFESSIONALISM
AND QUALITY WORKMANSHIP
IN THE FENCE INDUSTRY



The Canadian Fence Industry Association is a non-profit organization whose members include Professional installation contractors, retailers, agents, wholesalers and manufacturers of fence products or related services. We are dedicated to representing a high level of ethical business behaviour in a competitive marketplace.

CHANGE of ADDRESS notice



MEMBERSHIP PAYMENTS & OTHER
CORRESPONDENCE must now be sent to
BOB BIGNELL
CFIA Executive Secretary
22 John St. Box 516 Drayton, ON N0G 1P0

PUBLISHER

Maureen Fodrek • mfodrek@sympatico.ca

EDITOR

Mart Prost • mprost@xplornet.ca

ADVERTISING

Jaina Prost • jprost@xplornet.ca

DESIGN & LAYOUT

Mai-Liis Renaud • thegraphicdesigner13@gmail.com

Disclaimer:

The Canadian Fence Industry Association promotes professional and quality workmanship in the fence industry. FENCE FOCUS is the official publication of the CFIA and is published four times a year. While welcoming any articles of interest to our readers, the Board of Directors holds no responsibility for the author's viewpoints and are considered the author's statements and opinions only. The CFIA however, does reserve the right to edit or reject any article received for the publication. Some articles are not edited due to the author's request. Advertisements accepted by FENCE FOCUS are not considered endorsements of any product or service and the CFIA does not guarantee any validity to the advertiser's offers or claims.

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FENCECRAFT 2015 is coming!

JANUARY 6, 7 and 8, 2015 - Toronto, Ontario

It's hard to believe that FENCECRAFT 2015 is fast approaching. On page 11 and 12 you will find the Booth Application and the Floor Plan for the 2015 show.

We still have some great spaces available, If you have any questions, we can be reached by e-mail, bignell@cfia.ca or by phone, 519-638-0101.

Better yet, why don't you just fill the application for a booth and forward it to us.

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Space is limited; 72.4% of past exhibitors are planning on returning.

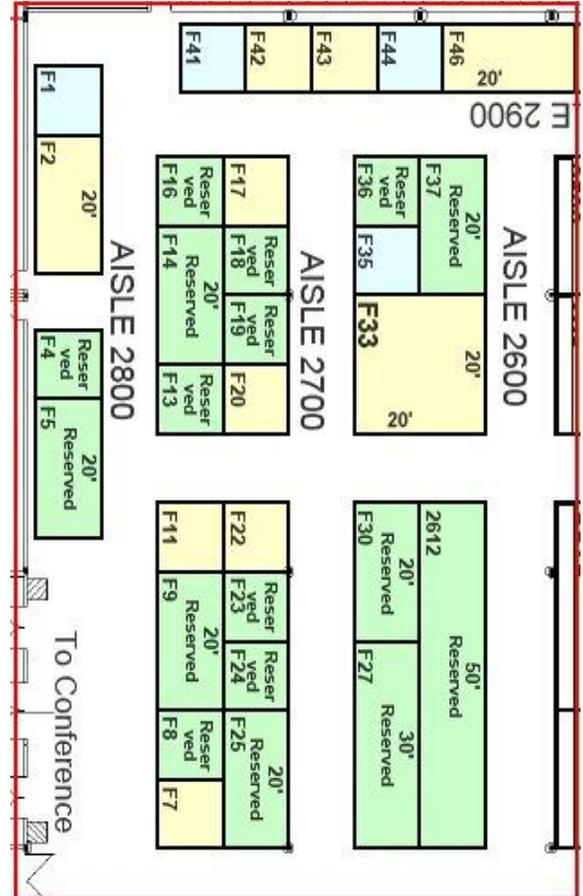
Exhibit Rate Card \$16.75 per square foot, plus 13% HST (reg. #R119005049). Join our community and save \$2/sq.ft. Discount applies for members of Landscape Ontario and the Canadian Fence Industry Association.

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- Admission to Tailgate Party XVII
- On-line profile
- Conference Guiding Listing
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- Cross Product listing
- Press release distribution
- Sponsorship opportunities
- Promotional signage
- Exclusive advertising opportunity
- Materials handling (to exhibit)
- Crate storage
- Aisle carpeting
- Parking
- Pipe and drape booth on request
- 24 hour security

for forms please see pages 11 & 12

FENCECRAFT 2015 Floor Plan



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Venez Vous Voir au FENCE CRAFT 2015 Kiosque # F-22



Clôture Ornementale



Rampe de balcon



Latte intimité



Portail



Tonnelle/Juliette



Maille de chaîne



Clôtures Frontenac

Fondé en 1998, Clôtures Frontenac est le leader en fabrication de **clôtures ornementales en aluminium**, rampe de balcon et de lattes de clôtures "frost". Fier partenaire des contracteurs de clôtures, paysagistes, pisciniers, et bricoleurs, tous nos produits sont disponibles en vente directe ou à travers des distributeurs autorisés.

Les dirigeants de Clôtures Frontenac profitent de cette tribune pour remercier leur fidèles employés qui, jour après jour entre au travail avec le sourire ainsi que leur clients et fournisseurs qui ont à coeur leur réussite.

*Laissez-nous vous
faire la cour!*^{inc}

GPE PLASTIQUES

Editor's Note

Throughout my travels to other countries, I have always paid attention to the great variety of fence styles in the world. In North America we share what we might think is the ultimate in fence styles and selections. And yes, we have a lot of options: wood, vinyl, chain-link, metal, and more. However, most have a life expectancy of 20 to at most 50 years.

During the last month, I had an opportunity to visit Russia and nearby Baltic countries. It was surprising to find metal fences still standing and in great condition after 300 years and wood fences that were up to 100 years old. Also many stone fence walls were over 900 years. What a real pleasure it was to see so much of such quality workmanship which has become rare in North America. Also, there was a noticeable lack of the chain-link, and vinyl styles of fence. As a matter of fact, it was very difficult to find either one. This could be an opportunity for some Canadian distributors and manufactures.

Our North American trend is to make things cheaper and cheaper. Yet we know very well this method will not stand the tests of time. Sometimes I believe we need to change our focus from cheap to quality. Imagine in Canada building a fence that lasts 300 years with hundreds of designs and a 50 year warranty.

Something to think about!

Mart Prost, Editor



REGGIE'S CORNER

A recent study found that women who carry a little extra weight, live longer than men who mention it.

Is first degree murder in Farenheight or Celsius?

The trouble with retirement is that you never get a day off.

The best way to get rid of kitchen odours is to eat out.

Reggie's photographs do not do him justice, they look like him.

When cannibals ate a missionary, they got a taste of religion.

There was a person who sent ten puns to friends, with the hope that at least one of the puns would make them laugh.
No pun in ten did.

A vulture carrying two dead racoons, boards an airplane. The stewardess looks at him and says. "I'm sorry sir, only one carrion allowed per passenger.

Two hats were hanging on a rack in a hallway. One hat said to the other. You stay here; I'll go on a head.

***Reggie didn't make it to the Gym today.
That makes it five years in a row.***

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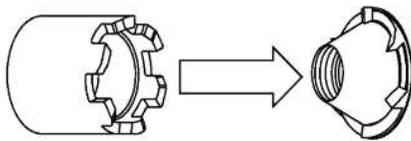


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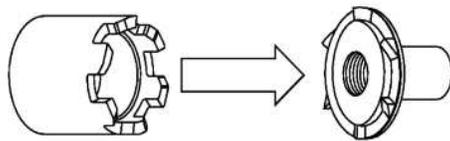
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2015
Booth
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Publisher's Note

Fall seems to have arrived early this year after our "bummer of a summer" and it looks like Alberta decided to skip fall altogether and go straight to winter. Nature is full of surprises.

Surprises can be pleasant or not and nobody likes unpleasant surprises. Sometimes we are surprised when, in spite of our best efforts, a sale does not happen. Selling is a large part of everyone's business and the Fence Industry is no exception. I recently read an article by Michael Oliver who tells us that the old way of telling, presenting and persuading needs to change to asking questions and listening, in other words, helping the person discover the answer to their problem. Your job as a salesperson/fencer is to help your customer verbalize what they need and then offer some solutions to match their needs.

Often we are only half listening, as we want to jump in and tell the person what we know. As a result we sometimes don't hear the whole story and miss the crucial need they are presenting. Listening is an art and a discipline and, like any skill, can be improved upon with practice and time. One helpful hint can be to repeat back to the customer what you have just heard them say and ask for any correction in your interpretation. This eliminates any confusion and everyone is then on the same page.

Farm, Field or Game. We have a solution !

ToughStrand 12.5 ga. High-Tensile Fence with a Fixed Knot, holds the vertical stay wires securely in place for maximum resistance to movement from animal and climbing challenges.

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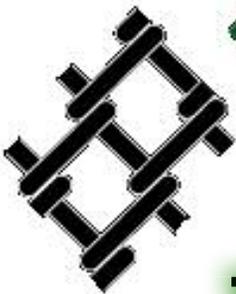
Call 1-800-663-0955

So, if you find you are missing some sales, maybe becoming a better listener is the answer, eh?

Wishing you a spectacular fall and some time to recover from your busy summer.

Maureen Fodrek, Publisher, mfofodrek@sympatico.ca

CLÔTURES



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Tools to Protect Loops in a Concrete Pour

Warning signs, signoff sheets, polyethylene pipe insulation, and more!



We know how nerve-racking it can be to install loops in a concrete pour, you have little to no control of the contractors pouring the concrete and one careless dig with a shovel can damage the loop and cause it to short to ground. Nobody is ever happy about cutting a loop into a new driveway.

We have a few tips for installation in concrete pours to help prevent damage to the loop:

- Clearly mark the area of the loop with warning signs, we have a sample sign that can be downloaded off our website (www.BDLoops.com) and placed around the area of the loop warning contractors to work carefully around the loop.
- After the loop has been laid out, pull the homeowner or building manager aside and test the loop in front of them with a megohmmeter. Share the results and explain that the loop is fully operational, and have them sign the results. Explain that concrete crews have been known to damage loops and share with them the precautions you are taking with the warning signs. There is a sample megohm test signoff sheet that can be downloaded

at : www.bdloops.com/bdloops_downloadsB.html

- If possible, supervise the concrete pour and speak with the concrete crew about working carefully around the inductance loop.
- When laying a loop over rebar offset the loop from the rebar pattern. To offset the loop simply lay the loop down so that the legs and corners of the loop do not line up with rebar. The less the loop comes in contact with the rebar the more sensitive it will be.
- Run the lead-in through conduit and under the rebar. If you run the conduit on top of the rebar there is a chance that the loop can be stretched and damaged when the rebar is lifted into the middle of the concrete pour. www.bdloops.com/DB_Instructions.pdf for visual diagrams on how to run the lead-in under the rebar and offset the loop from the rebar pattern.
- If the loop is exiting the roadway into a garden bed, run the conduit 6-8" under the wood concrete forms. When the contractors remove the wood concrete forms they are not gentle, they use pry bars, crowbars, and

shovels to dig them out. If you exit 6-8" under the wood concrete forms the lead-in is much less likely to be damaged.

- Encase the loop in 3/8" semi-slit polyethylene pipe insulation. There are two advantages to doing this: it adds a small amount of protection against damage during installation, and it elevates the loop slightly off of the rebar which will make the loop a little more sensitive.

We recently ran a variety of wires through our "shovel guillotine" (a shovel with a 6 1/2" drop height and 6lbs of weight added to the blade) with and without semi-slit polyethylene pipe insulation. When the wires were covered with the insulation enough of the impact was absorbed that the outer jacket was rarely broken and the copper was never exposed. When the wires were not covered

Continued on page 10



2014 NAFCA EXPO

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FOR MORE DETAILS



FENCE FOLKS - Le Groupe Inter Clôtures

Le Groupe Inter Clôtures began operations in 1991 with three companies selling and installing fences. Their goal was the consolidation of volume to get better purchasing terms and make a joint marketing.

Year after year, the group progressed with each member bringing his or her experience and shared responsibility to make improvements. With the increasing volume, we acquired a first weaving machine in 1994 followed by a second in 1995.

In the early 2000s the group moved into a new building of 33,000 square feet. In this project we added a third weaver, an automated vinyl wire extrusion line.

Also, Inter Clôtures invested in marketing brochures and technical specifications that reflect the reality of the 21st century. It's tools are advertised in newspapers, mailed to architects, engineers and cities, all to develop the image of a group of professionals from the fence industry.

Le Groupe Inter Clôtures are also developing its IT tools in a program that evaluates projects and then follows up with a list of materials, workmanship and billing. It compiles information such as the time of completion, type of product, customers and their location. All these projects implemented are the efforts and contribution of 13 members who work as a team.

After moving into the new building, we worked on a more ambitious project that was carried out in 2010; a mill to manufacture tubes. We offer round and square tubes for the fencing industry but also for other needs. This project required the addition of 15,000 square feet.

All products manufactured by Le Groupe Inter Clôtures are identified by a code traceability from the raw material, the date of conversion allowing rapid response in case of problems.



In 2011 Le Groupe Inter Clôtures changed its image with a new logo and new colors. Each member is identified with this logo and colors for these buildings, vehicles and stationery.

To support this new image, we have programmed a provincial campaign of direct mail, and on radio in 2013 and television in 2014.

And for the future?

With the team and the tools in place, we are in better control of the products we manufacture and distribute. With longstanding quality suppliers and proper marketing, we are expanding with new fence contractors.

Contact us at: www.interclotures.qc.ca
Written by Alain Labrecque

FENCE CRAFT
2015
Jan 6 - 8
Booth # 42

What sets us *apart?*

MIND.....○

Giving you the best value is always top of mind.

EARS.....○

We take the time to listen.

HEART.....○

Passionate about understanding your business.

Put a Federated Insurance Risk Services Coordinator to work for you today.

Visit us at www.federated.ca



Attitudes of Gratitude

Successful people tend to be grateful people. They have attitudes ... the good kind of attitudes: attitudes of gratitude. With few exceptions, they're positive people who focus on the many things they have rather than the smaller number of things they don't have. They understand that, no matter how difficult a day or situation may seem, there's a ton of people out there in the world who show appreciation for the positives (people, opportunities, circumstances, etc.) that are all around them - especially at work. These are the people who are absolute joys to be around and work with, the ones we hope will be waiting on us when we choose to do business with their organizations. And if you're not already a member of their special group, you would be wise to join it as quickly as possible.

So, what should you be grateful for and how might you show it? Only you can truly answer that completely. But there are a few "universals", things to appreciate that are common to all business people - especially those in customer service.

Appreciate the fact that you have a job. Not everyone today can make that claim, and that makes you one of the lucky ones. Whether or not you're in your dream position doesn't really matter in today's economy. You have work. You get a paycheck. Be thankful for that and show it by doing the best that you can - and by letting others know that you're happy to be a member of the team.

Appreciate the fact that you have customers to serve. Be happy that they choose to do business with you. Be proud that your organization trusts you enough to let you represent it - and to work with its most precious assets. Be thankful when customers come back to give you more of their money, again and again. And show your appreciation by giving those customers the best service possible - and by sincerely thanking them for allowing YOU to meet their needs.

Attitudes of gratitude are contagious. If you haven't done so already, get "infected." Then spread that virtuous virus around your workplace!

Tools to Protect Loops in a Concrete Pour ... Continued from page 8

the jacket was almost always broken and many wires had their copper exposed which would result in a failed loop/short to ground. The polyethylene pipe insulation will not protect the wire by itself, but it will add a layer of protection against a concrete crew that is working carefully around the loop. To see the full details of the test visit: www.BDLoops.com/bdloops_lab.html. Polyethylene Pipe Insulation is available through big box stores like Home Depot and Lowes in 6ft lengths, and can be special ordered in boxes of 90pcs (540ft).

Brian Dickson is the General Manager of BD Loops, a manufacturer of preformed direct burial and saw-cut inductance loops for the gate, door, and parking industries. BD Loops have been in business for over 13 years and their products are available through over 350 distributors in the U.S.A and Canada. BD Loops offers over 45 standard preformed loop sizes, all standard and custom loop sizes are ready to be shipped the same day. The company has several letters of recommendation testifying their professionalism and design, and is a member of the following associations: AFA, IDA, NAFCA, IPI, CODA and IMSA. Visit www.bdloops.com and use the distributor locator to find a distributor near you. If you would like to speak to Brian Dickson please call BD Loops at 714-890-1604.

REGISTER NOW for NAFCA's Fence Training School in Sebring, Florida February 9th-11th 2015

ABOUT:

NAFCA's Fence Training School is a 3 day demanding program that combines hands-on field training and classroom instruction from Instructors with over 250 years of Fencing Experience. The FTS will cover Access Controls, Chain-link, Farm and Ranch, HTP Rail & Strand, Ornamental, Vinyl, Wood, and Welding. Also Equipment, Safety, and Tools.



WHERE:

The 2015 Fence Training School will be held in Sebring, Florida at the Sebring Municipal Golf Course, which is only 1 hour south from Walt Disney World in Orlando! So why not come for a few days of learning and a combined vacation!



COST:

Members - \$745.00
Non-Members: \$945.00

Includes:

- 4 nights lodging at Inn on the Lakes
- All breakfasts
- All lunches
- Graduation ceremony and dinner



SCHEDULE:

Students are to arrive on Sunday, February 8th 2015. Reception will begin at 7:00pm at Inn on the Lakes

Monday, February 9th 2015:

7:00-8:00am - Breakfast and Project briefing
8:15am - Classes start
12:30pm - Lunch
1:00pm - Classes resume
5:15-8pm - Dinner (open option)

Tuesday, February 10th 2015:

7:00-8:00am - Breakfast and announcements
8:15am - Classes start
12:30pm: Lunch
1:00pm - Classes resume
5:15-8pm: Dinner (open option)

Wednesday, February 11th 2015:

7:00-8:00am - Breakfast and announcements
8:15am - Classes start
12:15pm - Lunch
12:45pm - Classes resume
4:00 - 8pm - Review, evaluations, dinner and Graduation Ceremony

NORTH AMERICAN FENCE CONTRACTORS ASSOCIATION

E: mprost@xplornet.ca

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W: www.4nafca.com

FENCECRAFT 2015 is coming!



CONGRESS 2015 REQUEST FOR EXHIBIT SPACE

JANUARY 6-8, 2015

TORONTO CONGRESS CENTRE, 650 DIXON ROAD, TORONTO, ON CANADA M9W 1J1

COMPANY NAME: _____ CONTACT PERSON: _____

ADDRESS: _____ CITY: _____

PROV./STATE: _____ POSTAL/ZIP: _____ COUNTRY: _____

TELEPHONE: _____ FAX: _____ CELL: _____

E-MAIL: _____ WEBSITE: _____

BOOTH NUMBER PREFERENCE: 1st _____ 2nd _____ 3rd _____

BOOTH DIMENSIONS: ___ feet x _____ feet = _____ sq.ft.*

FOR THE CONGRESS 2015 SHOWGUIDE: List our company name under the letter " _____ "

PRODUCT CATEGORIES:

We will have the following products/services on display:

- Aggregates & Natural Stone
- Apparel
- Associations (Trades)
- Bulbs
- Chemicals - Commercial
- Christmas Trees
- Christmas Supplies
- Computer Soft/Hardware
- Education
- Equipment Accessories
- Equipment-Large
- Equipment-Small
- Equipment-Snow
- Fencing of all types
- Furniture & Accessories
- Garden Centre Supplies
- Greenhouse Equipment
- Greenhouse Supplies
- Hardware/Tools
- Interlock & Precast
- Irrigation
- Landscape Supplies
- Lighting
- Nursery Growing Supplies
- Nursery Stock
- Organic Products
- Ornamental Concrete
- Playground Equipment
- Pottery
- Seeds
- Services
- Street Furniture/Lights
- Swimming Pool and Hot tub supplies
- Vehicles
- Waste Management
- Water Gardens & Supplies
- OTHER: _____

BOOTH PAYMENT CALCULATIONS:

Up to 400 square feet..... \$16.75/sq.ft.

Between 401-999 square feet \$16.50/sq.ft.

Over 1,000 square feet..... \$16.25/sq.ft.

Booth Cost: _____ square feet* x \$ _____ (Price per sq.ft.) = \$ _____

LESS: Landscape Ontario (associate/active)

CFIA member discount of \$2.00 per sq. ft. — \$

SUB-TOTAL \$

13% HST (reg. #R119005049) \$

TOTAL BOOTH COST (in Canadian dollars) \$

PAYMENT TERMS: A 20% deposit must accompany this form.

The balance is **due** and **payable in full** to Landscape Ontario by **September 22, 2014**

THE ABOVE PAYMENT IS BASED UPON ACCEPTANCE OF LANDSCAPE ONTARIO. THIS APPLICATION BECOMES A CONTRACT AND IS NOT SUBJECT TO CANCELLATION EXCEPT BY THE CONSENT OF BOTH PARTIES. ON BEHALF OF THE ABOVE COMPANY, I AGREE TO ABIDE BY THE RULES AND REGULATIONS SET OUT IN THIS CONTRACT AND CONDUCT ALL BUSINESS AT THE SHOW IN ACCORDANCE TO THE OCCUPATIONAL HEALTH & SAFETY ACT AS OUTLINED BY THE MINISTRY OF LABOUR. AS AN EXHIBITOR, OUR COMPANY WILL HAVE PROPER INSURANCE FOR THE EVENT INCLUDING A \$2,000,000 COMPREHENSIVE GENERAL LIABILITY LISTING LANDSCAPE ONTARIO, THE CANADIAN FENCE INDUSTRY ASSOCIATION, THE TORONTO CONGRESS CENTRE AND RELATED COMPANIES AS ADDITIONAL NAMED INSURED.

AUTHORIZED SIGNATURE: _____ DATE: _____

If you wish to pay by American Express, Mastercard or Visa, please provide the following information:
Deposit Only Deposit and balance when due

VISA/MC/AMEX#: _____ EXP. DATE: _____

CARDHOLDER NAME: _____

◆◆ PLEASE TAKE A PHOTOCOPY OF THIS CONTRACT FOR YOUR RECORDS ◆◆

OFFICE USE ONLY: Assigned Booth # _____ Date Manual Sent: _____

Deposit Received: _____ CDN US Cheque # _____ Date: _____

Balance Received: _____ CDN US Cheque # _____ Date: _____

Accepted by: _____ Date: _____

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FENCECRAFT 2015 is coming!

I/We will be attending the **AGM and Banquet on January 6th, 2015**

_____ @ \$85.00 (inclusive) = _____



I will not be attending the AGM and Banquet _____

COMPANY NAME _____

Enclosed is cheque for _____

Please charge my Credit Card _____ exp ____ / ____

Signature _____ Name _____

Contact Information:

Bob Bignell P.519.638.0101
22 John Street, F.519.489.2805
Box 516 E.bignell@cfia.com
Drayton, ON N0G 1P0

Once again it is almost time for our Annual General Meeting. Below are sponsorship opportunities to help make the evening a success. Please respond by December 15th, so that we can make signs acknowledging all you generous sponsors. Thank you for your support.

Before dinner drinks \$500 _____ (Minimum of \$250 please)

Appetizers for cocktail party \$750 _____ (Minimum of \$250 please)

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Don't Forget Your Place.

or, Don't Burn Bridges Before They Are Built.

A recent business interaction brought to mind my very first marketing course. I won't date myself by saying exactly how long ago that was, but I couldn't help but be reminded of the first lesson of Marketing 101: The Four P's - Product, Price, Promotion and Place.

Product - What makes your product unique? Do you use a special manufacturing process? What are the features which your customers feel are most important?

Price - You can have the best product in the world, but if it isn't priced right for your market, your marketing strategy won't be effective. Pricing strategy affects supply and demand, profit margins and your promotional strategy.

Place a.k.a. Distribution - Place isn't only referring to your physical (or virtual) storefront as much as it is about how your product or service will get from the seller to the buyer. Will you use sales agents, affiliate marketing or will customers buy directly from you? Without a clearly defined distribution strategy, a great product may never make it to your customers.

Promotion - I've intentionally left this for last. Mobile marketing. Social media. Public relations. Advertising. As a Marketer, I find our focus is on arguably the most enjoyable aspect of our profession, Promotion, often at the peril of the other P's.

Each 'P' is no less important than the other, and must be coordinated together for maximum effect.

A few weeks ago, our Operations Manager encountered an innovative new product at a trade show. As a product that would be a perfect addition to our business, I immediately sent off a quick email to get in touch with the inventors. I received no reply. Coincidentally, a week later, a friend mentioned two energetic, young men displaying a new product at the trade show she was managing - an item she thought would be complementary to our business. It was the very same product.

I got in touch with the company again to investigate placing an order and was told they'd have to get back to me. After several cryptic emails, it was obvious the company was in the process of setting up a distributor arrangement, and our business wasn't in the running. My suspicions were confirmed this week. I finally received word back to say the company had just signed an exclusive distribution agreement and would I kindly contact the distributor directly to place an order. Unfortunately, the distributor happens to be one of our competitors.

We frequently deal with distributors when purchasing products manufactured outside of Canada. But it is certainly frustrating to be hindered from ordering product from a fellow Canadian company, just an hour's drive away.

Admittedly I am disappointed. Disappointed our business was never considered. Disappointed our competitor was selected as the exclusive distributor. And with a flurry of exciting product marketing ideas swirling in my head, disappointed I likely won't be marketing this product to our customers any time soon.

Maybe this was their distribution plan all along, but my gut tells me the entrepreneurs hadn't thought this far ahead. In focusing all their efforts on trade show promotion, 'Place' was left as an afterthought. And whether they meant to or not, these young men have (cliché be damned) burned bridges with potential resellers before these bridges were even built.

It is inspiring to find a pair of young Canadians who've come up with a great product, and am rooting for their success.

I love the product, but will we buy from our competitor? I don't know. I'll have to get back to you on that...

By Allyson Newburg



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